



# Border Trade Alliance Names New Board Members

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### *Pro-trade group named eight new directors in 2013*

WASHINGTON – The Border Trade Alliance announced the addition of six new members to its board of directors following the organization’s first board meeting of fiscal year 2014 last Friday. The new directors join two directors who joined the board in August at a meeting of the board in Mexico City.

“We are very excited to welcome these talented individuals to our board of directors,” BTA President Noe Garcia said. “The perspective they bring to cross-border trade and travel is critical to ensuring the BTA provides policymakers unparalleled insight into all the issues facing the U.S.-Mexico and U.S.-Canada borders.”

**Juan Guerra** joined the board in August. Mr. Guerra is the chief financial officer and the international bridge director for the city of Pharr, Texas. The Pharr International Bridge connects Pharr with Reynosa, Tamaulipas, Mexico.

**San Luis, Ariz. Councilman Joe Harper** re-joined the board in August. Harper, the former mayor of the Ariz. border community, chaired the BTA in 2001.

The following individuals were named to the BTA board of directors on Friday, Nov. 8, 2013 at the BTA board meeting in San Antonio:

- **Mayor Ramsey Cantu**, mayor of Eagle Pass, Texas.
- **Hector Cerna**, president and CEO for the International Bank of Commerce in Eagle Pass, Texas.
- **Bret Erickson**, president and CEO of the Texas International Produce Association in Mission, Texas.
- **Alex Meade**, chief executive officer for the Mission Economic Development Corporation in Mission, Texas.
- **Taylor Moreno**, chief of staff to El Paso, Texas Mayor Oscar Leeser.
- **Rolando Pablos**, chief executive officer for the Borderplex Alliance, covering El Paso, Texas; Cd. Juárez, Chihuahua; and Las Cruces, NM.
- **Gary Wyatt**, director of intergovernmental relations for Imperial County, California.

The board of directors also approved a change in representation for the City of Deming, New Mexico. The city will now be represented by **Erin Ward**. Ms. Ward previously represented New Mexico State University on the board.

“The BTA is very fortunate to have such broad geographic representation on our board of directors,” Garcia said. “With the leadership provided by our outstanding board of directors, I am confident that 2014 will again be another successful year for the BTA.”

## About the BTA

Founded in 1986, the Border Trade Alliance (BTA) is a grassroots, non-profit organization that serves as a forum for participants to address key issues affecting trade and economic development in North America. Working with entities in Canada, Mexico and the United States, the BTA advocates on for policies and initiatives designed to improve border affairs and trade relations among the three nations.