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## **Border Trade Alliance welcomes new board members, holds 10<sup>th</sup> joint conference with Wilson Center Mexico Institute**

*Economic development leader Jon Barela and Port of Brownsville Chairman Esteban Guerra join board; special guest Rep. Juan Ciscomani provides briefing for board members*

WASHINGTON – The Border Trade Alliance appointed two new board members at its summer 2024 board meeting this week in Washington, D.C.

Joining the board are:

- **Borderplex Alliance CEO Jon Barela**

The Borderplex Alliance is an independent, non-partisan, and private sector-led economic development and policy advocacy organization in the Paso del Norte region of New Mexico, Texas, and Chihuahua.

- **Port of Brownsville Chairman Esteban Guerra**

The Port of Brownsville is the only deepwater port located on the U.S.-Mexico Border. With approximately 40,000 acres of land available for development and 17 miles of waterfront access, the port offers a direct route to non-congested international bridge crossings and rail connections.

“We are so fortunate to welcome to the Border Trade Alliance Board of Directors Jon Barela and Esteban Guerra, both of whom have tremendous public and private sector expertise in the policies that will help make our borders more efficient, secure, and economically competitive,” Border Trade Alliance President Ms. Britton Mullen said. “Jon Barela brings a deep well of experience and insight into one of the U.S.-Mexico border’s most economically dynamic regions, which will only enhance our credibility on Capitol Hill and in the administration when it comes to shaping border policy. Esteban Guerra’s appointment to the BTA board underscores our organization’s support for public policy that encourages

more efficient trade processes across all modes of transport. The BTA looks forward to working with Mr. Barela and Mr. Guerra as together we work toward a trade environment that continues to attract jobs and investment.”

### **10<sup>th</sup> annual Building a Competitive U.S.-Mexico Border Conference**

The BTA Board of Directors convenes each June for its midyear board meeting and for a joint conference with the Wilson Center Mexico Institute. This year’s Building a Competitive U.S.-Mexico Border Conference marked the 10th anniversary of the joint event, and explored topics like cybersecurity, the implications of China’s growing investment in Mexico, the new administration in Mexico, and the future of USMCA. The event also welcomed U.S. Reps. Lou Correa of California, Henry Cuellar of Texas, and Greg Stanton of Arizona. The proceedings can be viewed [here](#).

### **Board of directors welcomes special guest Rep. Juan Ciscomani, R-Ariz.**

The BTA Board of Directors welcomed as a special guest Rep. Juan Ciscomani, R-Ariz. Representing most of Southeast Arizona, Rep. Ciscomani is his state’s first member of Congress to be a naturalized U.S. citizen from Mexico. Prior to his 2022 election to Congress, Rep. Ciscomani was a policy adviser to Ariz. Gov. Doug Ducey on issues affecting the Arizona-Mexico relationship.

Rep. Ciscomani serves on the House Appropriations Committee and has sponsored several pieces of legislation supported by the BTA.

“Few members of Congress have the understanding of the unique needs of the U.S.-Mexico border region like Rep. Ciscomani,” BTA Chairman Lance Jungmeyer said. “We appreciate his willingness to take time out of his busy schedule to give us an update on the latest news from Capitol Hill and to discuss the issues affecting the BTA’s diverse membership.”

### **About the BTA**

Since 1986, the BTA has served as a grassroots, non-profit organization that provides a forum for discussion and advocacy on issues pertaining to border development and quality of life and trade in the Americas. A network of public and private sector representatives from the United States, Mexico and Canada, BTA’s core values include a commitment to improving the quality of life of border communities through trade and commerce. The BTA is online at [thebta.org](http://thebta.org) and [@borderalliance](https://twitter.com/borderalliance).

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