

# Dreamcatcher

Official Weekly Newsletter for the 2005 El Paso Regional Economic Summit

**August 5, 2005**



**AUGUST 17-18, 2005  
8:00 A.M. TO 12:00 P.M.  
JUDSON F. WILLIAMS CONVENTION CENTER**

It's less than two weeks away! To answer another frequently asked question, both days are from 8 a.m. to 12 p.m. The Summit will be two half-days. Following the cluster summaries listed below is the Summit Program Agenda. We are excited to have Mayors' William Mattiace from Las Cruces and Héctor "Teto" Murguía Lardizabal from Ciudad Juárez on the first day and El Paso County Judge Dolores Briones and Chihuahua Governor José Reyes Baeza Terrazas on the second day.

This issue will feature another two clusters—the Medical and Tourism components of the 2005 El Paso Regional Economic Summit. Dr. José Manuel de la Rosa, Regional Dean of the Texas Tech University Health Science Center, will touch on the Medical issue and Bill Blaziek, General Manager of the El Paso Convention and Visitors Bureau, will provide an insight regarding the Tourism section of the Summit. Both will briefly forecast the direction how these two regional issues will be presented.



***Dr. José Manuel de la Rosa  
Regional Dean  
Texas Tech University Health Science Center  
2005 El Paso Regional Economic Summit  
Medical Subcommittee Chair***

## **Medical Mini-Seminar**

### **Medical Center of the Americas: Dare to Dream, Dare to Do**

The Medical Session for the Mayor's Economic Summit will focus on the concept of the Medical Center of the Americas. According to a summary report of the Medical Center of the Americas, dated February 2003, the concept "provides the foundation to address our immediate concerns: a four-year medical school, a children's hospital, diabetes research treatment centers, as well as provide the infrastructure to conduct research and address the future health concerns of this population and region."

David Dodson, Director of Economic Development for the City of El Paso, encourages the El Paso community to "think in grand scale, not just in size but in scope, when

formulating the vision, the dream. Like our personal dreams, the vision for the future should have no limitations and should not be restrained by our perceived limitation of today. Therefore, we must abandon our current thinking and go "outside the box" as the community formulates its vision for the Medical Center of the Americas."

Our speakers -- representing many areas of the healthcare community -- will address how the Medical Center of the Americas will enhance their company's or organization's five to ten-year goals. Dr. Jose Manuel de la Rosa, Regional Dean for Texas Tech University Health Sciences Center School of Medicine at El Paso, will serve as facilitator for the Medical Session.

Thomas Kolwalski, President of the Texas Healthcare & Bioscience Institute in Austin, TX, will open the Medical Session with a presentation entitled "National Life Science Landscape Overview." Kolwalski will examine the Texas life science landscape, look at state and national trends, and discuss opportunities in the El Paso region.

Four panel presentations will provide a current look at healthcare in El Paso and expectations for the future in relation to the Medical Center of the Americas. The four panels include: Service and Providers, Education, Research and Commercialization. Following the panel presentations, the audience will have the opportunity to provide input. All community input will be given to the Mayor's Medical Cabinet for consideration.



***Bill Blaziek***  
***General Manager***  
***El Paso Convention & Visitors Bureau***  
***2005 El Paso Regional Economic Summit***  
***Tourism Subcommittee Chair***

## **Tourism Mini-Seminar**

### **Birthplace of the American Southwest**

#### **Tourism**

Tourism is many things to many people. With a plethora of attractions and treasures to showcase (Mission Valley, Franklin Mountains, Mexican cuisine, sister city of Juarez, Old West history, etc.) what should El Paso be known as? The Sun City? The Mexican Food Capital of the World? A three state, two nation vacation? There is so many to choose from. But with all it has to offer, El Paso does need one overall designation to pull it all together. It also needs one huge "outside of the box" attraction to make it even more appealing than it already is to visitors.

"Birthplace of the American Southwest" seems to encompass everything El Paso was, is and will continue to be. This is the theme adopted by the Tourism Sub-committee and will be the start off point for discussions on El Paso's identifier. Discussions will also focus on Mayor John Cook's vision of one venue, which he hopes civic and business leaders will work on

together to bring to the city. It is also a vision the Mayor hopes other El Pasoans will get behind and fully support.

### **Tourism Mini-Seminar**

The three-hour mini-seminar on Tourism will include two sessions which will conclude with a panel discussion after each session. The two sessions will be divided by a short break. A facilitator will offer introduction remarks and a conclusion.

The panels will include a variety of guest speakers who will provide information on various topics to supply the audience with background information needed to form "one theme" and "one venue" recommendations to the Mayor's Tourism Cabinet. The topics to be discussed are:

- **What's Going on in the Rest of the Country**  
Charlie Johnson, Johnson Consulting, Chicago Illinois
- **Current Resources**  
Terrie Todd, El Paso Convention & Visitors Bureau  
Don Baumgardt, Pinata Publishing, El Paso, Texas
- **Masterplans**  
Mike Breitinger, El Paso Central Business Association  
Pat Abeln, El Paso International Airport
- **First Panel Discussion**  
(30 minutes)
  
- **Arts & Culture**  
Belen Robles, International Hispanic Cultural Institute
- **Bridging the Border**  
Cecilia Levine, U.S./Mexico Strategic Alliance
- **One Theme**  
Reyes Mata III, Del Pueblo Press
- **One Venue**  
David Marcus
- **Second Panel Discussion**  
(30 minutes)
  
- **Facilitator:**  
Bill Blaziek, El Paso Convention & Visitors Bureau

### **Deliverables**

At the conclusion of the Economic Summit, the Tourism Committee will provide the following deliverables to Mayor Cook:

- One theme which the community should embrace and utilize as the central designation for El Paso.
- One venue idea which will draw El Pasoans and especially visitors to El Paso in the form of a tourist attraction.



## 2005 EL PASO REGIONAL ECONOMIC SUMMIT

Judson F. Williams Convention Center  
Wed. & Thu. Aug. 17 & 18, 2005 8 a.m. to 12 p.m.

### Summit Program Agenda

#### Wednesday, August 17<sup>th</sup>

Registration	7:30 to 8:30 a.m.
Breakfast	8:00 to 9:00 a.m.
Opening Remarks Master of Ceremonies Edd Fifer	8:15 to 8:20 a.m.
National Anthems	8:20 to 8:25 a.m.
Video Chihuahua: Fomento Y Desarrollo de una Cultura Empresarial	8:25 to 8:35 a.m.
Mayor William M. Mattiace City of Las Cruces	8:35 to 8:40 a.m.
Presidente Municipal Héctor "Teto" Murguía Lardizabal Ciudad Juárez	8:40 to 8:45 a.m.
Mayor John F. Cook City of El Paso	8:45 to 8:55 a.m.

#### Mini-Seminars

MILITARY	Juárez Room 9:00 a.m. to 12:00 p.m.
TOURISM	El Paso Room 9:00 a.m. to 12:00 p.m.
TRANSPORTATION	Paso Del Norte Lobby 9:00 a.m. to 12:00 p.m.

#### Thursday, August 18<sup>th</sup>

Sign-In	7:30 to 8:30 a.m.
Breakfast	8:00 to 9:00 a.m.
National Anthems	8:10 to 8:15 a.m.
Jeff Moore Brown & Hofmeister, L.L.P. Richardson, TX Economic Development Legislation and Incentives	8:15 to 8:30 a.m.
Mike Gildea Brain Gain, L.L.C. Erie, Pennsylvania Brain Gain Strategies	8:30 to 8:45 a.m.
County Judge Dolores Briones County of El Paso	8:45 to 8:50 a.m.
Gobernador José Reyes Baeza Terrazas Estado de Chihuahua	8:50 to 8:55 a.m.

#### Mini-Seminars

MANUFACTURING	Paso Del Norte Lobby 9:00 a.m. to 12:00 p.m.
MEDICAL	Juárez Room 9:00 a.m. to 12:00 p.m.
NEXT GENERATION ECONOMY	El Paso Room 9:00 a.m. to 12:00 p.m.

**E3 Summit/Mayor John F. Cook's Conclusion  
12:00 to 12:30 p.m.**



*Participate In Your Future.*

**2005 EL PASO REGIONAL ECONOMIC SUMMIT**

**August 17 & 18 • 8am - 12pm**

**CONVENTION CENTER • 541-4304**

**CONTACT INFORMATION:**

**Oscar González**

Special Assistant to Mayor John F. Cook

Office of the Mayor

Two Civic Center Plaza

El Paso, TX 79901

915-541-4304

[gonzalezoz@elpasotexas.gov](mailto:gonzalezoz@elpasotexas.gov)