BORDER TRADE ADVISORY COMMITTEE MEETING • CORPUS CHRISTI, TX

Congressman Solomon P. Ortiz International Center
402 Harbor Drive
Corpus Christi, TX, 78401
December 6, 2017
8:30 a.m. - 3:00 p.m.
8:30–9:00 a.m.  COFFEE AND NETWORKING

9:00–9:45 a.m.  WELCOME AND INTRODUCTIONS
- Rolando B. Pablos, Texas Secretary of State and Chair, Border Trade Advisory Committee
- Reyna Torres Mendivil, Ambassador, Consul General of Mexico in San Antonio
- Laura Ryan, Commissioner, Texas Transportation Commission
- Jesus Cañas, Senior Business Economist, Federal Reserve Bank of Dallas

9:45–10:00 a.m.  ADOPTION OF SEPTEMBER 19, 2017, MEETING MINUTES
Committee adopts minutes from last meeting
- Rolando B. Pablos, Texas Secretary of State and Chair, Border Trade Advisory Committee

10:00–10:45 a.m.  TEXAS-MEXICO TRANSPORTATION BORDER MASTER PLAN
Status update of the Texas-Mexico Transportation Border Master Plan
- Rolando B. Pablos, Texas Secretary of State and Chair, Border Trade Advisory Committee
- Caroline Mays, Texas Department of Transportation
- Timoteo “Tim” Juarez, Jr. Texas Department of Transportation

10:45–11:45 a.m.  PANEL: ENERGY AND MANUFACTURING INVESTMENT IN THE CORPUS CHRISTI ECONOMY
Discuss current energy and manufacturing developments in the Corpus Christi economy
Moderator: Tommy Kurtz, Vice President, Business and Strategic Development, Corpus Christi Regional Economic Development Corporation
Panel:
- Charles Zahn, Chairman, Port Corpus Christi Commission
- Kevin Burke, Senior Director, Buckeye Texas Processing Office
- Private Sector Speaker (invited)

11:45–Noon  BREAK
Noon–1:00 p.m. WORKING LUNCH PANEL: TEXAS’ CHALLENGES AND OPPORTUNITIES RELATING TO MULTIMODAL MOVEMENT OF ENERGY

Discuss Texas’ challenges and opportunities relating to multimodal movement of energy

Moderator: Jorge Canavati, Principal, J. Canavati & Co. LLC
Panel:
- John LaRue, Executive Director, Port of Corpus Christi
- Roger Guenther, Chairman, Texas Ports Association, and Executive Director, Port of Houston Authority
- Phyllis Saathoff, Chair, Port Authority Advisory Committee, and Executive Director, Port Freeport
- David Eaton, Vice President Sales and Marketing, Kansas City Southern

1:00–1:45 p.m. PANEL: MEXICO CHALLENGES AND OPPORTUNITIES RELATING TO ENERGY MIDSTREAM SECTOR

Discuss the challenges and opportunities relating to Mexico’s energy midstream sector

Gerry Schwebel, Executive Vice President, International Bank of Commerce
Panel:
- John Esparza, President, Texas Trucking Association
- Luisa del Rosal, Executive Director, Tower Center for Political Studies, Southern Methodist University
- Mayra Maldonado, Associate Director, Hunt Institute for Global Competitiveness, University of Texas at El Paso

1:45–2:30 p.m. TEXAS-MEXICO BORDER STRATEGIC TRANSPORTATION BLUEPRINT

Get input on the Texas-Mexico Border Strategic Transportation Blueprint recommendations and implementation

- Caroline Mays, Texas Department of Transportation
- Juan Carlos Villa, Texas A&M Transportation Institute
- Michael Bomba, University of North Texas
- Jolanda Prozzi, Texas A&M Transportation Institute

2:30–3:00 p.m. OPEN DISCUSSION — FUTURE MEETINGS AND TOPICS

- Rolando B. Pablos, Texas Secretary of State and Chair, Border Trade Advisory Committee
- Jay Applewhite, Chairman, Industry Exchange LLC

3:00 p.m. ADJOURN

- Rolando B. Pablos, Texas Secretary of State and Chair, Border Trade Advisory Committee

NEXT COMMITTEE MEETING

March 2018 – Date and Location TBD
Jay Applewhite
Chairman, Industry Exchange LLC

Jay Applewhite is the Chairman of Industry Exchange LLC, Sr. Advisor to Southern Pulse, and co-founder / equity partner of Business News Americas (BNAmericas). Industry Exchange is a niche focused industry events and media company based in Austin, Texas. With extended roots into Latin America, the company drives awareness of market opportunities and the complex issues that revolve around them. As Chairman, Jay engages with industry experts, investors, government officials, and C level executives to facilitate and foster international trade and economic development.

Southern Pulse is a risk advisory firm focused on Latin America. As Sr. Advisor and Business Developer, Jay helps companies better manage strategic assets, assess operational risk, define investment strategies and enter new markets.

From 1999 until 2013, Jay was the CFO and COO of BNAmericas and was responsible for the overall financial health, growth trajectory, operational efficiency, business development and general performance of the Company.

Jesus Cañas
Senior Business Economist, Federal Reserve Bank of Dallas

Jesus Cañas is a senior business economist at the Federal Reserve Bank of Dallas analyzing regional economic growth. He has written articles for academic journals such as Annals of Regional Science and Growth and Change and co-edited Ten Gallon Economy: Sizing up Economic Growth in Texas. His research also focuses on issues pertaining to the Mexican economy, the U.S.–Mexico border economy and cross-border manufacturing. His publication Texas Border Cities Illustrate Benefits and Challenges of Trade has been mentioned in the Wall Street Journal as well as in all major Texas newspapers.

Cañas is member of the Mission Foods Texas-México Center Faculty Advisory Board at Southern Methodist University (SMU) charged with the task of improving the Texas-Mexico relationship in its economic, political, social, and cultural aspects. He is also an adjunct professor at SMU. Cañas holds a BA in economics and finance and an MS in economics from the University of Texas at El Paso.

Jorge Canavati
Principal, J. Canavati & Co. LLC

Jorge Canavati is the principal at J. Canavati & Co. LLC, an agency, international commercial representation and consulting company with a focus on logistics and international trade. His company is an agent for BNSF logistics, a global freight company. He has more than 30 years of experience in international trade, multimodal transportation, air cargo and logistics. Canavati is the author of various articles and editorials on trade and transportation issues with a focus on the NAFTA marketplace. He lectures at various universities and participates on high level panels at international trade events.

David Eaton
Vice President Sales and Marketing, Kansas City Southern

David Eaton is vice president sales and marketing for Kansas City Southern (KCS)(NYSE: KSU). Headquartered in Kansas City, Mo., KCS’ North American rail holdings and strategic alliances are primary components of a NAFTA Railway system, linking the commercial and industrial centers of the U.S., Mexico and Canada.

Eaton joined the company in 2005 as vice president corporate affairs and right of way protection for the Mexican subsidiary and in 2009 joined the sales & marketing team. He is responsible for sales and marketing of the carload business unit in the U.S. and Mexico. The Carload group includes the Industrial & Consumer as well as Chemical & Petroleum portfolios.

He holds a law degree from the University of Arizona and a masters’ degree in commercial law from the Technological Institute of Monterrey (ITESM). He serves on the board of directors of the American Chamber of Commerce-Monterrey Division and as chairman of the AmCham International Trade Committee.

John D. Esparza
President and CEO, Texas Motor Transportation Association

John D. Esparza, a graduate of Texas Tech University in Lubbock and a fourth generation West Texas native, serves as president and chief executive officer of Texas Motor Transportation Association (TMTA) and as the executive director of Southwest Movers Association (SMA).

Esparza’s prior posts include service as senior advisor to Texas Governor Rick Perry, focusing on policy, legislative and political issues. During his tenure he was tasked to a major Perry Administration initiative; economic growth, prosperity and job creation in Texas. He assisted in facilitating the state’s first ever $295 million economic development endeavor called the Texas Enterprise Fund and in developing the $200 million Texas Emerging Technology Fund.

In addition, Esparza has also served as special assistant to the Governor working as a senior liaison to the Texas Military Preparedness Commission during the 2004 Base Realignment and Closure Commission (BRAC) hearings in Texas and Washington DC. Esparza also served as the State Coalitions Director for Governor George W. Bush.

Esparza earned a bachelor’s degree in public relations with a minor in marketing. He serves on numerous state-wide transportation policy advisory committees and state task forces. He is a member of the National Board of Directors for the Texas Tech University College of Mass Communications (2008-present) and the March of Dimes Texas Public Affairs Committee (2007-present).
Roger Guenther was named the Executive Director of the Port of Houston Authority in January 2014. With 27 years of experience at the Port Authority, Guenther brings operational leadership and a proven track record to the position.

Previously, he served as Deputy Executive Director of Operations and was responsible for all container and breakbulk cargo operations, management and construction of capital development projects, facility and asset maintenance, and real estate interests.

Since joining the Port of Houston Authority in 1988, Mr. Guenther has served in various capacities related to facilities management, including master planning of the Bayport Container Terminal, redevelopment of the existing Barbour’s Cut Terminal, and procurement of all container handling cranes and equipment over the last two decades.

Mr. Guenther currently serves on TxDOT’s Texas Freight Advisory Committee and Port Authority Advisory Committee, and is a member of the Board of Visitors of Texas A&M University at Galveston and Texas A&M Transportation Institute (TTI) Advisory Council.

Tommy Kurtz serves as Vice-President of Business and Strategic Development with responsibilities including business development and marketing, business attraction and recruitment, project management, strategic planning, data and information systems management, and site development efforts for the Corpus Christi Regional Economic Development Corporation (CCREDC).

Kurtz has over 23 years of experience in economic development in the Gulf Coast region in executive positions with regional, local, state, utility organizations and private engineering companies engaged in site selection and economic development including Greater New Orleans, Inc, Entergy Corporation, Ascension Economic Development Corporation, LEO Consulting Group, and the City of New Orleans.

Kurtz’s previous professional experience also includes five years as Executive Director of Business Expansion and Retention Group at Louisiana Economic Development under Governor Bobby Jindal and Secretary Stephen Moret and coordinated over $26 billion and 3,000 new direct jobs in announced new investment throughout Louisiana.

Mayra Maldonado, Associate Director of the Hunt Institute, leads the Hunt Institute’s work on binational, comparative commercial and financial analysis. She has worked as an Economist at the Central Bank of Mexico where she led the economic and financial analysis of Mexico’s northeastern border region, and its linkages with the rest of Mexico and the U.S. Mayra has also worked for MSCI, also known as Morgan Stanley Capital International, where she led the Americas Index Research and Corporate Actions teams based in Mumbai, India, and Monterrey, Mexico. During her work time at MSCI, she specialized on the analysis of the Inter-American financial markets in equities. She received her BA in Economics from the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM Campus Monterrey) and her MA in Economics from New York University (NYU) through CONACYT and Fulbright scholarships.

Mayra Maldonado
Associate Director, Hunt Institute for Global Competitiveness

Ambassador Reyna Torres Mendivil took office as Consul General of Mexico in San Antonio on April 16, 2017, appointed by President Enrique Peña Nieto. She is a member of the Mexican Foreign Service since 1991, and attained the rank of Ambassador in 2014.

Ambassador Torres Mendivil announced that her priority in San Antonio is to serve and empower the Mexican community, particularly those in vulnerable conditions. She will also promote an accurate image of Mexico, and foster the bilateral educational and economic agendas, in order to identify and create more opportunities for trade, tourism, investment and academic exchanges.

Before assuming her current position, Ambassador Torres Mendivil served as General Director for Protection of Mexicans Abroad, Consul of Mexico in Fresno, California, and General Director for Latin America.

Mayra Maldonado
Associate Director, Hunt Institute for Global Competitiveness

Reyna Torres Mendivil
Ambassador
During her diplomatic career she has held various positions at the Secretariat of Foreign Relations including Deputy General Director for International Policy on Human Rights, and Deputy Chief of Staff to the Secretary. She was also a political analyst and liaison with Congress, federal authorities, and civil society in the Embassy of Mexico in the United States.

Ambassador Torres Mendivil was a resident Fellow at the Weatherhead Center for International Affairs at Harvard University and she represented her country in the Hemispheric Security Program at the Inter-American Defense College. She graduated from Universidad Nacional Autónoma de Mexico (UNAM) and holds a Masters degree in International Relations from the London School of Economics.

Luisa del Rosal was born in Chihuahua, Mexico and lived there until she moved to Dallas to attend SMU. She holds dual bachelor’s degrees in political science and sociology, with a minor in Italian, as well as a master’s in higher education policy & leadership. Currently, she serves as Executive Director of the Tower Center for Political Studies, as well as founding Executive Director of the Mission Foods Texas-Mexico Center at SMU Dedman College for Humanities and Sciences.

In her previous role at Cox School of Business, she oversaw strategy and development of new global partners to engage in networking, leadership and business development for the Latino Leadership Initiative. Prior to joining SMU, she was the Community Relations Manager for Education is Freedom, a college access program. She oversaw the development and maintenance of community partnerships and was responsible for the administration of Mayor Tom Leppert’s Intern Fellows program. Previously, she was a manager for international business development for the Dallas Regional Chamber and held various positions with public relations firms.

Laura Ryan
Commissioner, Texas Transportation Commission

Lora Ryan is a member of the Texas Transportation Commission, which oversees statewide activities of the Texas Department of Transportation.

Ryan is vice president of market representation and dealer development for Gulf States Toyota Inc., a private distributor for Toyota Motor Sales based in Houston. She previously served as vice president of sales and marketing with an affiliated Freidkin Company, GSFSGroup Inc., and as chair of the Board of the Texas Department of Motor Vehicles (TxDMV), representing the vehicle manufacturing and distribution industry. In her more than 25 years in the automotive industry, she also held positions with retail dealerships, Nissan Motor Sales (in both variable and fixed operations) and worked as an independent automotive consultant.

During her tenure at TxDMV, Ryan initiated many processes to make the department more innovative, customer-oriented and efficient, and held the positions of chair of the Projects and Operations Committee and vice chair before becoming chair. She has also presented as a guest speaker for NADA convention workshops and Texas A&M University’s Mays Business School.

Ryan is involved with her community through several volunteer and charity organizations, including Boys and Girls Country of Houston, Operation Interdependence and the National Charity League.

She attended Penn State University and has been engaged in executive education programs Gallup Organization Strengths Training, University of Texas Future Leaders and the Columbia University Finance Program.

Phyllis Saathoff
Chair, Port Authority Advisory Committee and Executive Director, Port Freeport

Phyllis Saathoff is the Executive Director/CEO for Port Freeport. Saathoff began her maritime career at Port Freeport in 1992. She served as Managing Director, and then in April 2012, became the Interim Executive Port Director/CEO before joining the Port of Houston Authority in October 2012.

Saathoff served in various capacities during her tenure at the Port of Houston Authority including, Chief People Officer and Deputy Executive Director of Corporate Affairs, she was responsible for public affairs, strategic planning, channel development, freight mobility and environmental affairs. Saathoff returned to Port Freeport in April 2016 as the Chief Executive Officer.

Saathoff was recognized as one of the Top 10 Women in Gulf Transportation by Gulf Shipper Magazine. A recognized expert in port emergency preparedness, she is the author of the Emergency Preparedness and Continuity of Operations Planning Manual for Best Practices for ports.

Gerardo (Gerry) Schwebel
Executive Vice President, International Bank of Commerce

Gerardo (Gerry) Schwebel frequently represents International Bank of Commerce (IBC) and its customers in consultation with top government and business leaders in the United States, Mexico and Canada. He has testified before congress on issues of U.S.-Mexico trade, including the North America Free Trade Agreement (NAFTA), U.S.-Mexico transportation and logistics issues, issues related to international finance and most recently on U.S. immigration reform issues.

For three decades, he has served leading financial institutions in Texas, culminating in his arrival in 1988 as IBC’s first vice president, business and industrial development. He was promoted to executive vice president of IBC’s international division and joined the corporate management team in 1996 as international division head. In addition to his corporate responsibility of directing IBC’s international programs, he also oversees alternative investments/wealth management program known as IBC investment services.

Schwebel currently serves on the executive committee and board of directors of the I-69 Alliance of Texas, chairman of the Regional Advisory Council of the University of Texas Health Science Center-Laredo campus, chairman of the Laredo of Tomorrow Coalition; member of board of advisors of the Texas & Mexican International University A.R. Sanchez School of Business, member of the Webb County Area Health Education Council.
Charles W. Zahn, Jr. holds a Bachelor of Arts from Texas A&M University and a Doctor of Jurisprudence from Baylor University. He is Partner in the Law Offices of Charles W. Zahn, Jr. where his practice is concentrated in the fields of real estate and water law. He is a long-time resident of Port Aransas, Texas, where his community involvement and organizational affiliations include Port Aransas Boatmen, Inc., Port Aransas Parks and Recreation Board, Port Aransas Charter Commission, Port Aransas Rotary Club, Friends of the Ellis Library, Keep Port Aransas Beautiful, Port Aransas Preservation and Historical Association, Port Aransas ISD Education Foundation, and Coastal Conservation Association, to name a few.

Zahn is a past member and President of the Port Aransas Independent School District Board of Trustees and is a member of the Board of Directors of the Texas State Aquarium. Although a resident of Port Aransas, he is the Chairman Emeritus of the Nueces County Board of Park Commissioners and is the current Chairman of the Port of Corpus Christi Authority. He has been an active member of the Boy Scouts of America for over 64 years and is the Past President and Chairman of the Board of the South Texas Council of the Boy Scouts of America. He is a member of the Alliance for I-69 Texas, the Texas Department of Transportation I-69 Advisory Committee and is Vice-Chairman of the Corpus Christi Metropolitan Planning Organization.

Because of his commitment to his community, he has received numerous awards with the Boy Scouts of America, has been named 2005 Citizen of the Year by the City of Port Aransas, is a recipient of the Jerry McDonald Award for Service to Youth, the President’s Award from the Boy Scouts of America, the President’s Award from the Corpus Christi Chamber of Commerce, the Henry Baldwin Award for service to the City of Corpus Christi from the Corpus Christi United Chamber of Commerce and is the recipient of the Port Aransas Boatman of the Year Award and a member of the Port Aransas Boatmen Hall of Fame.