



CITY AND COUNTY OF DENVER

PRIVILEGED AND CONFIDENTIAL WORK PRODUCT

Michael B. Hancock
Mayor

To: Mayor Michael B. Hancock
From: Romaine Pacheco, Director
Date: March 22, 2022

BOARD: National Western Center Authority Board

POC: Liz Adams

BACKGROUND:

Members – 11 – Voting/2 non-voting (Mayor appoints 7)
Terms – 5 Years
Confirmation - Yes

The National Western Center Authority Board will provide oversight of the buildout, operations and programming of the year-round National Western Center campus for agricultural education, innovation and entertainment. The Authority will be incorporated by the City and County of Denver as a Colorado nonprofit corporation to program, operate and maintain the campus.

RECOMMENDATIONS:

Sandra Ruiz-Parrilla, Denver (F)(H) changing her designation from non-voting member to a voting member for a term expiring December 31, 2024, appointed;

Steven McCarthy, Longmont (M)(C) for a term expiring December 31, 2025, reappointed;

Lucia Guzman, Denver (F)(H) for a term expiring December 31, 2025, reappointed.

ACTION NEEDED:

- Approve change in designation - Ruiz-Parrilla
- Reappoint Guzman and McCarthy
- Please provide additional candidates to consider.



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BAC-7588

Contact Information

Contact Name	Sandra Ruiz-Parrilla	Home Address	4986 Sherman St.
Preferred Phone	7206203162	Home City	Denver
Preferred Email	sandraerikarp13@yahoo.com	Home State	CO
Other Phone	7206203162	Home Zip	80216
Other Email	sandraerikarp13@yahoo.com	County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	Yes
SSN	[REDACTED]	Race/Ethnicity	Hispanic
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Mrs.

Board Information

Board Name	National Western Center Authority Board	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Self-employ	Work Address	4986 Sherman St.
Position	Art Therapist	Work City	Denver
Business Phone #	7206203162	Work State	CO
Work Email	sandraerikarp13@yahoo.com	Work Zip	80216

Additional Information

Are you a registered voter?	No	Objection to appointment?	No
If so, what county?		Special Information	
Denver City Council District No	8		

Education and General Qualifications

Name of High School	West High School	Name of Graduate School	
Location of High School	951 Elati St. Denver	Location of Graduate School	
# of Years Attended High school	5	# of Years Attended Graduate School	
Did you Graduate	Yes	Did you Graduate	

High School

Graduate Major

Name of College
 Location of College
 # of Years Attended College
 Did you Graduate College
 Undergrad Major

Reference Details

Reference Name #1 Celia Herrera Reference Email #1 celia@urbnbrands.com
 Reference Phone #1 720-329-1768 Reference Address #1

Reference Name #2 Jorge Mario Reference Email #2 jorge174@msn.com
 Reference Phone #2 720-341-7238 Reference Address #2

Reference Name #3 Arielle Milkman Reference Email #3 arielle.milkman@colorado.edu
 Reference Phone #3 303-994-6527 Reference Address #3

Agree to a background check

Owner Romaine Pacheco

Created By Denver Integration, 9/15/2021 2:16 PM

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Notes & Attachments

[Sandra Parilla Cover Letter 2021.docx](#)

[Sandra_Ruiz_P_Resume.pdf](#)

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Description

Description

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September 15, 2021

To whom it may concern,

I'm a multi-skilled community leader who has worked as organizer, public speaker, facilitator, and graphic designer among other things. I have been involved in social justice work since I was a teenager. I would love to bring my many years in community organizing to the GES Coalition.

I started as a cultural and arts organizer and promoter in 2016 because I saw a lack of interest in these areas among the Latino and Hispanic communities. I created a group named ACEAL (Asociación Cultural de Escritores y Artistas Latinos), which is still active today. ACEAL organizes art, poetry and literature workshops, as well as book clubs and cultural events.

I then became a community organizer in 2014 in West Denver at Cheltenham Elementary School for school mothers and I also was part of the PTA and Padres y Jovenes Unidos.

Moving to the neighborhood Elyria gave me an opportunity to do more community organizing work. I became an activist and worked to stop one of the biggest projects in North Denver- the I-70 project. I started researching about the area, and got very interested in the environment and how it affects children, adults, the elderly and whole families.

Now I'm part of different groups and organizations that work with different issues in the Globeville, Elyria and Swansea neighborhoods. As a result of all the work I have done, there have been changes in Elyria and Swansea. For example, I started inviting the Police Department to the community to make them accountable and now we have their presence in our neighborhood. I have been invited to different events to speak and to be a facilitator. For example, I was on a journalist panel in the Society of Environmental Journalists in 2019 in Fort Collins. I was also part of a tour bus with journalists from The LA Times, the New York Times and other medias. Additionally, I was a speaker at the Centroamerica Festival where I presented the Civic Act which I introduced political entities from the City of Aurora.

Recently, I am working in two projects in Globville Elyria and Swansea neighborhoods. One is a Tree Planting Project, the other one is a Health Study which we have created a Community Council with residents that are going to be working with the specialists.

I am a person who takes things seriously and I know that every requirement must be taken with the same seriousness. I am also very passionate in everything I do and more when it comes to working for the community. As a woman and mother, I have had many difficulties, which have driven me to learn and study different courses to give my three children a better life and also to do more for my community and others. I hope that my resume demonstrates my ability to the job and I hope we can meet to talk about it. Thank you!

Sincerely,

Sandra Ruiz Parrilla
4986 Sherman St.
Denver, CO 80216
720-620-3162
sandraerikarp13@yahoo.com
toinaunminuto.com



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BAC-7945

Contact Information

Contact Name	Lucia Guzman	Home Address	2090 Hooker St
Preferred Phone	7208338990	Home City	Denver
Preferred Email	senatorguzman@gmail.com	Home State	CO
Other Phone		Home Zip	80211
Other Email		County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	Yes
SSN	[REDACTED]	Race/Ethnicity	Hispanic
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Ms.

Board Information

Board Name	National Western Center Authority Board	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Retired	Work Address	2090 Hooker St.
Position	Retired	Work City	Denver
Business Phone #	333-333-3333	Work State	CO
Work Email		Work Zip	80211

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	1		

Education and General Qualifications

Name of High School	Kaly High School	Name of Graduate School	The Iliff School of Technology
Location of High School	Kaly, TX	Location of Graduate School	Denver, CO
# of Years Attended High school	4	# of Years Attended Graduate School	5
Did you Graduate	Yes	Did you Graduate	Yes

High School

Graduate Major Master of Divinity

Name of College Sam Houston State University
 Location of College Huntsville, TX
 # of Years Attended College 5
 Did you Graduate College Yes
 Undergrad Major BS in Community and Social Health

Reference Details

Reference Name #1 Juanita Chacon Reference Email #1 junaitachacon@remax.net
 Reference Phone #1 720-297-3005 Reference Address #1 2349 Perry St Denver

Reference Name #2 Janine Vanderburg Reference Email #2 janine@jvaconsulting.com
 Reference Phone #2 720-236-8496 Reference Address #2 2090 Grove St Denver

Reference Name #3 Liz Adams Reference Email #3 l.adams@nationalwesterncenter.com
 Reference Phone #3 303-514-7938 Reference Address #3 396 Steele St. Denver CO 80206

Agree to a background check

Owner Romaine Pacheco

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Notes & Attachments

Lucia Guzman Bio.docx

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Lucia Guzman worked for the City and County of Denver with the Hickenlooper administration where she directed the Agency for Human Rights and Community Relations for 8 years. She was elected to and served on the Denver Public School Board for 8 years and was elected to serve as the State Senator for Senate District 34 in the Denver north and west areas; including the Globeville, Swansea and Elyria communities. She will be joining the Board of The Center of the American West and has a great interest in the Wild Mustangs of Colorado.



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BAC-7828

Contact Information

Contact Name	Steven McCarthy	Home Address	7795 North 95th Street
PREFERRED Phone	303-808-9660	Home City	Longmont
PREFERRED Email	steven.mccarthy@aleminternational.com	Home State	CO
Other Phone	720-539-4704	Home Zip	80504
Other Email	smccarthy@nationalwesterncenter.com	County	Boulder
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	
SSN	[REDACTED]	Race/Ethnicity	Caucasian
Gender	Male	Other Ethnicity	
Other Gender		Salutation	Mr.

Board Information

Board Name	National Western Center Authority Board	Other boards or commissions served	National Western Center Authority Board
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Alem International Management	Work Address	624 South Arthure Avenue
Position	Chairman/CEO	Work City	Louisville
Business Phone #	303-473-1998	Work State	CO
Work Email		Work Zip	80027

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Boulder	Special Information	
Denver City Council District No	N/A		

Education and General Qualifications

Name of High School	Golden	Name of Graduate School	University of Denver School of Law
Location of High School	Golden, Colorado	Location of Graduate School	Denver, Colorado
# of Years Attended High school	3	# of Years Attended Graduate School	4
Did you Graduate	Yes	Did you Graduate	No

High School

Graduate Major International Law

Name of College University of Colorado
 Location of College Boulder, Colorado
 # of Years Attended College 5
 Did you Graduate College Yes
 Undergrad Major International Affairs

Reference Details

Reference Name #1 Pat Grant Reference Email #1 pgrant@nationalwestern.com
 Reference Phone #1 303-507-6841 Reference Address #1 National Western Stock Show

Reference Name #2 Gretchen Hollrah Reference Email #2 ghollrah@dcpa.org
 Reference Phone #2 720-272-1169 Reference Address #2 Denver Center for the Performing Arts

Reference Name #3 John Ikard Reference Email #3 j.ikard@nationalwesterncenter.com
 Reference Phone #3 303-550-7606 Reference Address #3 National Western Center

Agree to a background check

Owner Romaine Pacheco

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Notes & Attachments

STEVEN MCCARTHY bio.docx

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STEVEN MCCARTHY
CHAIRMAN AND CHIEF EXECUTIVE OFFICER

Steven is the Chairman and Chief Executive officer of Além International Management and has been involved in the event management, global marketing, branding and development industry for more than 35 years. He has extensive Olympic experience and has personally been involved with every Olympic Games and Torch Relay since 1996, including being the Director of the Relays for Atlanta 1996; Salt Lake City 2002 and Athens in 2004 (the first ever around the world Olympic Torch Relay). He and members of the original Além team have worked on various components of media operations, logistics, hospitality, competition services and security for OCOG's, Federations, NOC's, sponsors and corporations around the world.



Steven has spent the past two decades working on the development of customized delivery protocols for design and execution of promotional and operational elements of place and re-branding strategies in emerging markets; most recently in Dubai and the GCC/MENAS regions.

With an extensive field operations and analysis background and an intimate knowledge of international relations, diplomacy and development, Steven provides discreet and unique expertise in geopolitical and social risk assessments and market activation for clients and partners around the globe, including current work on EXPO 2020 Dubai, a US\$7 billion project.

A fourth generation Coloradoan, educated in International Relations, Economics and Law, Steven has worked and traveled and worked in over 160 countries; increasingly in the emerging markets of Africa, the Middle East and Latin America.

Steven has served on the Advisory Board for the past two Deans of the College of Arts and Sciences at the UC-Boulder as well as the Advisory Board for International Affairs, as a sponsor to the Conference on World Affairs and currently as one of Chancellor DiStefano's Global Ambassadors. With a life long business and personal interest in dogs, horses, cattle and ranching and farming, Steven is working with the Colorado State University Veterinary Teaching Hospital to raise US\$1 Billion for translational medicine research and development of diagnostic and treatment protocols in comparative oncology and sports medicine, while also serving as Vice Chairman of the National Western Center Authority Board in Denver. Steven received an Honorary Doctorate in Business from the Johnson and Wales University in Denver, Colorado in May, 2016.



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