



March 19, 2019

To the Board of County Commissioners,

The Registrar of Voters has confirmed that Leslie Ann Mix

who resides at

1965 Woodtrail Dr, Sparks, NV 89434



Meets the below requirements



Does **not** meet the below requirements

Namely, the applicant:

Actually, as opposed to constructively, resides at the physical address listed above, which is within the boundaries of Assembly District 30;

Is a registered member of the Democratic Party;

Is at least 21 years old and a qualified elector pursuant to Section 1 of of Article 2 of the Constitution of the State of Nevada

The applicant does not meet the above requirements for the following reason(s)

Deanna Spikula

Deanna Spikula, Registrar of Voters

3/19/19
Date

NEVADA ASSEMBLY SEAT DISTRICT 30 APPLICATION OF INTEREST

(Note: This document and accompanying materials will become public record as part of the Washoe County Board of County Commissioners March 26, 2019 meeting.)

Only complete applications will be forwarded to the Board of County Commissioners for consideration.

General Information

Applicant Name: Leslie Ann Mix
Physical Address: 1965 Woodtrail Drive
City: Sparks **Zip:** 89434
Mailing Address: 1965 Woodtrail Drive, Sparks, NV 89434
Best Contact Phone Number: 775-771-9500
Email Address: Leslie.A.Mix@gmail.com



I certify, by signing below, the following:

- ☒ That I actually, as opposed to constructively, reside at the physical address listed above, which is **WITHIN THE BOUNDARIES** of **Assembly District 30**;

You can verify that you live within the boundaries of Assembly District 30 by referencing this map: https://www.leg.state.nv.us/Division/Research/Districts/Reapp/2011/Final/Assembly/ASM2011_District30_11x17.pdf
- ☒ That I am registered as a member of the **Democratic Party**;
- ☒ That I am at least **21 YEARS OLD** and a **QUALIFIED ELECTOR** pursuant to Section 1 of Article 2 of the Constitution of the State of Nevada;
- ☒ That there is no legal condition, status, or other matter which would prevent me from taking the oath of office as a Nevada Legislator or from holding such an office.

Leslie Ann Mix

3-18-2019

Signature

Date

ADDITIONAL INFORMATION

Along with this application, you may attach information regarding your background and education such as a letter of interest, a resume, or a statement of qualifications. (For example, you may include information about political activities, community work, and memberships in various organizations.)

SUBMITTING APPLICATION

Your completed application may be submitted by email to Dana Searcy at dsearcy@washoecounty.us or delivered in-person to the County Manager's Office, 2nd Floor, Room 201, Washoe County Administrative Complex, 1001 E. 9th St, Reno, 89512 by **5 PM, March 19, 2019.**

March 19, 2019

RE: Application to Assembly District 30

To the Members of the Washoe County Commission:

In submitting my application, I am asking for your consideration to fill the open seat in Assembly District 30 in Sparks, NV. As a current resident of Sparks, an experienced broadcast executive, leader in non-profit organizations and a long time community advocate, I have the requisite qualifications and the broad spectrum of experience that will be needed to represent the demographics of this seat. I have resided in the district for a number of years and lived in Nevada for over 35 years. My intention is to represent the constituents of Assembly District 30 with integrity, dignity and respect.

As a former broadcast executive, the former President/CEO of the national award winning Hispanic Chamber of Commerce of Northern Nevada and the organizer for the Latino Leaders Roundtable, I am fully engaged in my community. During my various tenures as a nationally recognized community leader, I have stood up and stood forth in addressing issues that affect the community. I am stepping forward now, with a passionate desire to comprehensively serve the people of District 30.

My family moved from Puerto Rico to Northern Nevada in 1978, giving us a long history in the state. With the unusual background of having been born in the United States and brought up in Latin America and the Caribbean, I embraced the open deserts, the high Sierra mountains and the people of Nevada. My upbringing was primarily in the U.S. Commonwealth of Puerto Rico. Educated in Spanish, I was fully immersed in a broad understanding of cultural dimensions. My professional experience and personal background allows me a broad view across the many demographics in American society, especially in Nevada.

As a proud graduate of the University of Nevada, Reno I hold a B.A. in Journalism and Public Relations. My children were born and raised in Nevada. I have worked and lived in both Northern and Southern Nevada. Consequently, I gained statewide knowledge on some of the major issues that face Nevada such as taxes, population growth, water scarcity, use of public lands, gaming, business growth and diversity in economic development. One of my great joys is spending time with family and friends enjoying the many landscapes and open blue skies in our beautiful Nevada.

A valuable asset I would bring to the Assembly is my business acumen. As a respected business executive in broadcast and print media and the Chief Executive Officer of a Chamber of Commerce, I have a deep understanding of the economic

workings of Northern Nevada. The front line experience I have, has inspired me to become more involved in the public process.

Inclusive in my experience, is having worked as a Senate Committee Manager for the Legislative Council Bureau during the 2013 Session. This first hand knowledge of the full process at the Legislature would allow me to acclimate more easily in legislating for the duration of the 2019 Session. I have the in-depth knowledge that would allow me to quickly and effectively navigate the complexities of the Nevada State Legislature.

I work across the many spectrums of interest in our population. I have represented start-up businesses from dream to implementation, met the interests of big corporations that offer consumer products and employ large numbers of people, been a strong advocate for civic engagement and have been a champion for educational and economic success. Due to my work experience and personal life, I have a sound ability to address difficult issues with polarized opinions and find consensus among the parties.

One such example was working as a cohesive community on the redevelopment of Wells Avenue. Italian and Basque communities once populated the Wells Avenue neighborhood. The initial budget was set around \$2 million to repair a street that had been build 52 years prior. As is the nature of this avenue, these are small, individually owned businesses seeking to become part of the America dream. The Wells Avenue Merchant's Association started up during this project. Due to all of our hard work, combining resources and adhering to the collective vision, the neighborhood was eventually designated as a Historic District.

I chaired the Beautification Committee for Wells Ave and was instrumental in attaining federal funding for artwork, bicycle racks, sidewalk seating and landscaping along the sidewalks and roadways. By bringing in additional funding and community consensus for a vision for the avenue, we were able to increase the overall budget to approximately \$7 million. Working together with the businesses along Wells Avenue, the neighborhoods surrounding the avenue, local and national political representatives, in two languages no less, the street and neighborhood became the thriving area it is today.

Currently, I do consulting work for various enterprises. For many years, I was a consultant to former Reno Major Bob Cashell. Over the time, I have consulted on gaming projects in the sales and marketing of table games and gaming products. Working with small businesses to navigate the needed regulations and permits required, together we have been able to grow their businesses. I work on California Department of Transportation environmental, health and safety projects. Developing partnerships with stakeholders in media, social organizations, health and safety networks, law enforcement and community organizations is part of my

work. At present my job is to do outreach for Caltrans road construction projects around Lake Tahoe.

My platform is social equity being achieved through a solid educational foundation and access to strong economic progress. As a Democrat, I am fiscally conservative and socially progressive. I support and promote Democratic ideals with balance. The many peripheral issues surrounding business, economic development and education have often brought me to the forefront of political process, community engagement and representative leadership.

Sound government practices are the foundation upon which I believe we achieve a fair society with opportunity for all. I believe in equal representation across public platforms for people from all walks of our society. As an Assemblywoman, I would be representative of the constituents I would serve and the community in which I live.

As a long time resident of Northern Nevada, I have a deep love of this community and a strong desire to serve the public. I have a deep passion to use my given abilities and the strength of my experience, both personal and professional, to maintain and expand our freedoms and for all of us to live in a fair and equitable society.

With this application, I respectfully request your vote to represent the constituency of Assembly District 30. Thank you for your time and careful consideration.

Sincerely,

Leslie A. Mix

LESLIE A. MIX

Reno, NV

Leslie.A.Mix@gmail.com

Tel. 775-771-9500

CORE COMPETENCIES

Marketing/outreach, management, community development/outreach, communications. Professional in non-profit and media leadership/management, community/government relations. Expert in bilingual communications, partner development, fundraising, social justice and cultural competency.

WORK HISTORY

President **LAMARCO, Latin American Marketing Company** **08/1992-Current**
Marketing to Latino Cultural Communities
United States and Latin America

- Provide expertise in Hispanic market strategies within the U.S. and Latin America
- Create sustainable economic growth plans with Hispanic market base for companies
- Establishes Latino community development projects for corporations, non-profit organizations, education collaborations and government agencies
- Provide outreach strategies for Latino community alliances
- Experience in organizing and participating in Latino events
- Develop strategies for political/educational advocacy

Director Hispanic Outreach **Sagent Marketing** **05/2009-09/2018**
Sacramento, CA

- Established Hispanic Outreach Plan for \$6,000,000 federal grant awarded through the California Department of Transportation
- Obtained solid partnerships with non-profit and social service agencies, governmental agencies, including 10 Mexican Consulates, media outlets (English and Spanish), non-profit agencies and local businesses
- Created, planned and taught Train The Trainer programs
- Reached thousands of people through Latino focused events
- Collaborated on developing Spanish language collateral materials

President/CEO **Hispanic Chamber of Commerce** **12-1999 to 01-2004**
Northern Nevada

- Increased visibility and membership by 125% within 18 months
- Fundraised over \$5 million dollars for Latino business community initiatives over 36 months
- Wrote and obtained a \$480,000 federal grant for the Beautification of Wells Avenue
- With HCC Board of Directors, was awarded the Best Hispanic Chamber of the Year Award from the United States Hispanic Chamber of Commerce
- Awarded Nevada Minority Advocate of the Year through the U.S. Small Business Administration
- Education HCC implemented to LEAD- Latino Leadership Advancement and Development program

Senate Committee Manager

Nevada State Senate
Carson City, NV

01-2013 to 06-2013

- Managed oversight of the Senate Committee on Revenue and Economic Development
- Posted Agendas in accordance with the strict Open Meeting Law
- Organized a Senate committee forum for elected officials and committee members
- Monitored and followed Bills through the legislative process

External Affairs/General Manager

Telemundo TV/KDOX Radio
Las Vegas, NV

- Developed local and corporate relationships leading to increased sales by 8% quarterly
- Utilized strategic vision for first Spanish language newscast in the market
- Implemented events represented stations to strategic stakeholders
- Oversaw marketing and branding of both stations
- Wrote and translated key sales collateral materials
- Worked in close, effective collaboration with all departments to increase sales

Station Manager

Univision Spanish Television
Reno, NV

- Full oversight of implementing first Spanish language TV station in the state of Nevada
- Developed profitable sales and marketing strategies
- Researched pertinent market data
- Organized four annual events, Hispanic Health Fair, Cinco de Mayo, Tu Musica and Hispanic Heritage Day bringing direct profit, positive community recognition and cultural pride

PROFFESIONAL PROFILE

- Collaborate effectively with federal state, local government, community services agencies
- Ability to develop and maintain relationships with stakeholders
- Fund Development/ Budget Management in excess of \$8,000,000
- Plan and organize events from 5 people to 20,000 in attendance
- Influential speaker in English and Spanish
- Diverse and bilingual communication skills across all platforms
- Expert in marketing and relationship building through community alliances
- Effective at volunteer recruitment, training and retention

EDUCATION

University of Nevada, Reno
Miami Dade College

B.A. in Journalism/Public Relations
A.A. in English

Reno, Nevada
Miami, Florida