Obituary

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Pablo Salcido

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Pablo Salcido, age 52, passed away after fighting cancer for nearly 10 months. Pablo, called Paul in his youth, grew up in a loving, faithful home in Buena Vista the 9th of 11 children. Pablo a highly intelligent, well-educated, extremely self-motivated person loved music, sports, democracy, art, nature and his large and wonderful family. He attended E. B. Jones Elementary and El Paso High School, where he was student body president. In high school he played quarterback; at halftime, he played trumpet in the marching band. Pablo's passion was community service. However, his idea of community extended far beyond El Paso and the United States; it included the whole world. His high energy style, broad perspectives, and belief that one person could change the world became part of him after he graduated from Austin College with countless friends and his Chi Delta Eta fraternity brothers. In 1987, he was awarded the Austin College Graduate of the Decade key recognition. He joined the Peace Corp and was sent to Honduras where thousands of special needs children and hurricane victims' lives were touched by his volunteer efforts. After receiving his Masters degree from the University Of Texas LBJ School Of Public Affairs, Pablo became part of Mayor Henry Cisneros' dynamic San Antonio City Government. He was part of the economic development team that enticed Sea World to Central Texas. This experience in San Antonio and being a native of El Paso made him the obvious choice for Mayor Jonathan Rogers and the City Council to appoint Pablo to be the first Economic Development Director. He worked on international marketing campaigns to attract numerous companies to the area. Moreover, he introduced major incentives and key economic development tools still being used today. Pablo's dedication to international service and understanding of municipal government took him back to Honduras on two additional tours with his family. As the Director for International City Management Associates, he was responsible for projects in Honduras, El Salvador and Nicaragua. The objective of the program was to help these countries develop state and local governments and instill stable democracy throughout Central America. Later in more advanced positions in Ecuador and Guyana, Pablo served municipalities advising them regarding financial management systems, rule of law, court management systems, and establishing a national bar association. In his native El Paso, Pablo took many highly visible and challenging jobs that gave him the opportunity to serve the community. He was the General Manager for Spanish Language Univision KINT-TV where he made many friends and considerably increased their market share. As project manager and plant manager for EDM in Juarez, he set up and ran a maquiladora plant with 500 employees in Monterrey, Mexico. Pablo, with a strong desire to help his hometown community, came back with his family to be the President and CEO of the City of El Paso Housing Authority in February 2006. He tirelessly worked on the day-to-day management of 6000 units with 36,000 residents. His goal was to help people to empower themselves. Pablo took the opportunity to serve a larger regional community in 2007 when he became the president and CEO of the regional Paso Del Norte Group consisting of members from El Paso, Juarez, Chihuahua and Las Cruces. He worked to unite business leaders, politicians, and community leaders from all over the region to focus on common community service projects. Pablo's record of service and unique talents was recognized and valued by Tigua, Incorporated and they put him at their helm to guide them get in their business enterprises in June 2008. Unfortunately, he was diagnosed with cancer shortly after starting to make a difference in their operations as their president and CEO. Pablo wanted it known how kind, generous and thoughtful everyone at Ysleta Del Sur Pueblo, Tigua Incorporated was to him during his illness over the last many months. His family will be eternally grateful to them. Pablo will be remembered for his energy, integrity, and his passion for community service by people all over the world. His travels took him to Europe, Russia, Central Asia, Mexico, and Central and South America. Pablo's friends and family will remember him for his love of music, his contagious laughter, his gleaming smiles and most of all, his sincere, bone-crushing, and loving abrazos. He is survived by his loving wife Cheryl, and his adoring children Jordan, Briana, and Alyssa. He is also survived by his brothers Ruben, Juan, Benny and Raul and his sisters Carmen Pierce, Noemi Garber, Becky Reyna and Anna Salom. In addition, he is survived by 69 nephews and nieces. He was preceded in death by his father Jose Salcido, Sr., his mother Sarah Salcido, his brother Jose Salcido, Jr., and his sister Sarah Jordan. In lieu of flowers the family would appreciate memorial contributions be made to The Cheryl and Pablo Salcido Fund for general charitable purposes of the El Paso Community Foundation, PO Box 272, 79943-0272. At a later time, a distribution of funds will be made to the Tigua Indians and to the Centro Vida Church and St. Marks Methodist Church. Visitation will held on Monday April 20, 2009 from 6:30 PM to 8:00 PM at Martin Funeral Home West. The Celebration of life service will be held on Tuesday, April 21, 2009 at 9:00 AM at St. Mark's United Methodist Church, 5005 Love Road, El Paso, Tx 79912. Services entrusted to Martin Funeral Home West, 128 N. Resler Dr., El Paso, TX 79912

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Guest Book

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"To the Salcido Family, I knew Pablo at Austin College and remember him as a bigger than life personality, so enthusiastic and positive in everything he did. I was so impressed to read about the amazing impact he had on so many during his life..." Kathy Waters Sax (Marietta, GA)

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