



Border Trade Alliance appoints new board chairman, officers

Pete Sepulveda, trade leader from Cameron County, Texas, takes helm of BTA board; San Diego Regional Chamber's Kenia Zamarripa takes on vice-chair role

WASHINGTON (Nov. 14, 2024) – The Border Trade Alliance is pleased to announce that Pete Sepulveda has been appointed as the organization's next chairman. Sepulveda is county administrator for Cameron County, Texas and the executive director of the Cameron County Regional Mobility Authority.

Sepulveda brings with him a deep knowledge of cross-border trade and commerce, having overseen the permitting and construction of five international bridges between the United States and Mexico, including the first international rail bridge between the U.S. and Mexico in more than 100 years, and three Donation Acceptance Program projects in Cameron County.

"I am honored to be selected by my fellow board members to be the next chairman of the Border Trade Alliance. North American cross-border relations are top of mind for policymakers as new administrations get underway in the U.S. and Mexico and as Canada preps for elections next year. I hope to bring to the position a practical understanding of what our borders require to be economically competitive and secure," Sepulveda said. "The BTA looks forward to working with leaders in all three countries as we anticipate the first formal review of USMCA and a vigorous debate on tariffs and border security in the year ahead. I believe the BTA is well positioned to strengthen its influence on Capitol Hill and beyond."

Sepulveda will take over for Lance Jungmeyer, the president of the Nogales, Ariz.-based Fresh Produce Association of the Americas, whose term is concluding. Jungmeyer will remain a member of the BTA Executive Committee.

"The BTA was extremely fortunate to have had Lance Jungmeyer in a leadership role these past two years," BTA President Ms. Britton Mullen said. "Lance guided our organization through state-level trade disruptions, migrant surges, and the post-pandemic restoration of service at our ports of entry. He was incredibly generous with his time and remains a fierce advocate for the promise of cross-border trade and commerce. We are just as fortunate to welcome Pete Sepulveda as our next chairman and Kenia Zamarripa as our vice chair, both of whom enjoy tremendous respect throughout the public and private sectors of the border region. The BTA won't miss a beat."

Cont.

Serving as vice chair beginning in 2025 will be Kenia Zamarripa, vice president for international and public affairs at the San Diego Regional Chamber of Commerce, where she oversees the Chamber's international and public policy efforts and works to advance business, political, and cultural relationships across the regional business community.

"Kenia is an outstanding leader and advocate for our borders," Mullen said. "The San Diego Regional Chamber has a sterling reputation in Washington, D.C. and in Mexico City thanks in no small part to her contributions on both sides of the border. Our board of directors is excited for Kenia to take on this new role with the BTA and we will no doubt depend on her insight in the months ahead."

New Border Trade Alliance officers:

- Chairman: Pete Sepulveda, County Administrator, Cameron County, Texas; Executive Director, Cameron County Regional Mobility Authority
- Vice Chair: Kenia Zamarripa, Vice President of International and Public Affairs, San Diego Regional Chamber of Commerce
- Secretary: Jon Barela, CEO, Borderplex Alliance
- Treasurer: Hector Cerna, President and CEO, IBC Bank-Eagle Pass
- Immediate Past Chairman: Lance Jungmeyer, President, Fresh Produce Association of the Americas

"The BTA appreciates the willingness of Jon Barela and Hector Cerna to lend their insight and expertise on border affairs to the board of directors," Mullen said. "I know we can count on them to help solidify the BTA's reputation as the most trusted source for policymakers on the many issues facing the border."

###

Since 1986, the BTA has served as a grassroots, non-profit organization that provides a forum for discussion and advocacy on issues pertaining to border development and quality of life and trade in the Americas. A network of public and private sector representatives from the United States, Mexico and Canada, BTA's core values include a commitment to improving the quality of life of border communities through trade and commerce. The BTA is online at thebta.org and [@borderalliance](https://twitter.com/borderalliance).