
BUSINESS
ONE-STOP SHOP
INAUGURAL GALA
26 SEPTEMBER 2026
A STAR IS BORN
THE ENTREPRENEUR EDITION
El Paso
A BRIGHTER TOMORROW
TOGETHER
PEOPLE.
BUSINESSES.
OPPORTUNITY.
A BRIGHTER
EL PASO
EL PASO'S
ENTREPRENEURIAL STARS
MEET THE ENTREPRENEURS, INNOVATORS AND COMMUNITY CHAMPIONS WHOSE IDEAS, GRIT AND DETERMINATION ARE SHAPING OUR CITY'S FUTURE.
8 AWARDS • 8 STORIES • ONE CITY THAT SHINES

Welcome

Celebrating Entrepreneurs. Strengthening Community. Building Tomorrow.

Welcome to the inaugural BOSS *A Star Is Born Gala*, an evening dedicated to celebrating the vision, resilience, and impact of El Paso's entrepreneurs.

Tonight, we honor the individuals and businesses whose determination, creativity, and contributions help our community thrive. We also recognize the partners, sponsors, and Entrepreneurial Support Organizations whose collaborations make this work possible.

Together, we celebrate the people, partnerships, and possibilities building a brighter future for El Paso.

BUSINESS ONE-STOP SHOP

Contents

01 About BOSS

02 A Year of Impact

03 A Message from the Mayor

05 Meet the Stars

35 Thank you to our sponsors

37 Support Our Cause

ABOUT BOSS



The **Business One-Stop Shop (BOSS)** is a 501(c)(3) nonprofit created by the City of El Paso's Economic and International Development Department to simplify the path to business success in El Paso—providing accessible support, trusted resources, and hands-on guidance to entrepreneurs at every stage of their journey.

What began as a response to unprecedented challenges has grown into a long-term, community-driven strategy focused on collaboration, systems building, and measurable impact. Today, BOSS serves as a connector—linking small businesses to a network of over 45 Entrepreneurial Support Organizations (ESOs), funding opportunities, and tools needed to start, grow, and thrive.

At its core, BOSS believes that small businesses are the heartbeat of El Paso's economy. Through early intervention, personalized support, and strong partnerships, BOSS helps entrepreneurs overcome barriers and build lasting success.

Mission

To simplify the path to business success in El Paso through accessible support and hands-on assistance.

Vision

A thriving El Paso where every entrepreneur gets the support to grow, hire, and build a legacy in the community we love.

OUR WINS
A YEAR OF IMPACT

Turning Vision Into Results

BOSS not only supported small businesses — we helped drive real measurable impact.

1,000+

Small Businesses Supported

Empowering entrepreneurs at every stage, from startup to expansion.

$4.7 Million

Small Business Loans Facilitated

Expanding access to capital and fueling business growth.

$6.2 Million

Local Spending Generated

Through Buy El Paso Rewards, keeping dollars circulating locally.

Award Winning Programming

Recognized by the International Economic Development Council



Best Use of Federal Resources

Building Long-Term Economic Resilience Through ARPA Investment



Entrepreneurial & Small Business Development

Women's Entrepreneurship Accelerator Program in Partnership with:

PIONEERS21



Talent Development & Retention

Borderplex Workforce & Digital Transformation in Partnership with:

WORKFORCE SOLUTIONS BORDERPLEX

A proud partner of the americanjobcenter network

A MESSAGE FROM THE MAYOR

On behalf of the City of El Paso, I extend my heartfelt congratulations to this year's distinguished award recipients.

Your hard work, dedication, and entrepreneurial spirit represent the very best of our community. Through your leadership, perseverance, and achievements, you are creating opportunities, strengthening our local economy, and helping make El Paso a vibrant place to live, work, and do business.

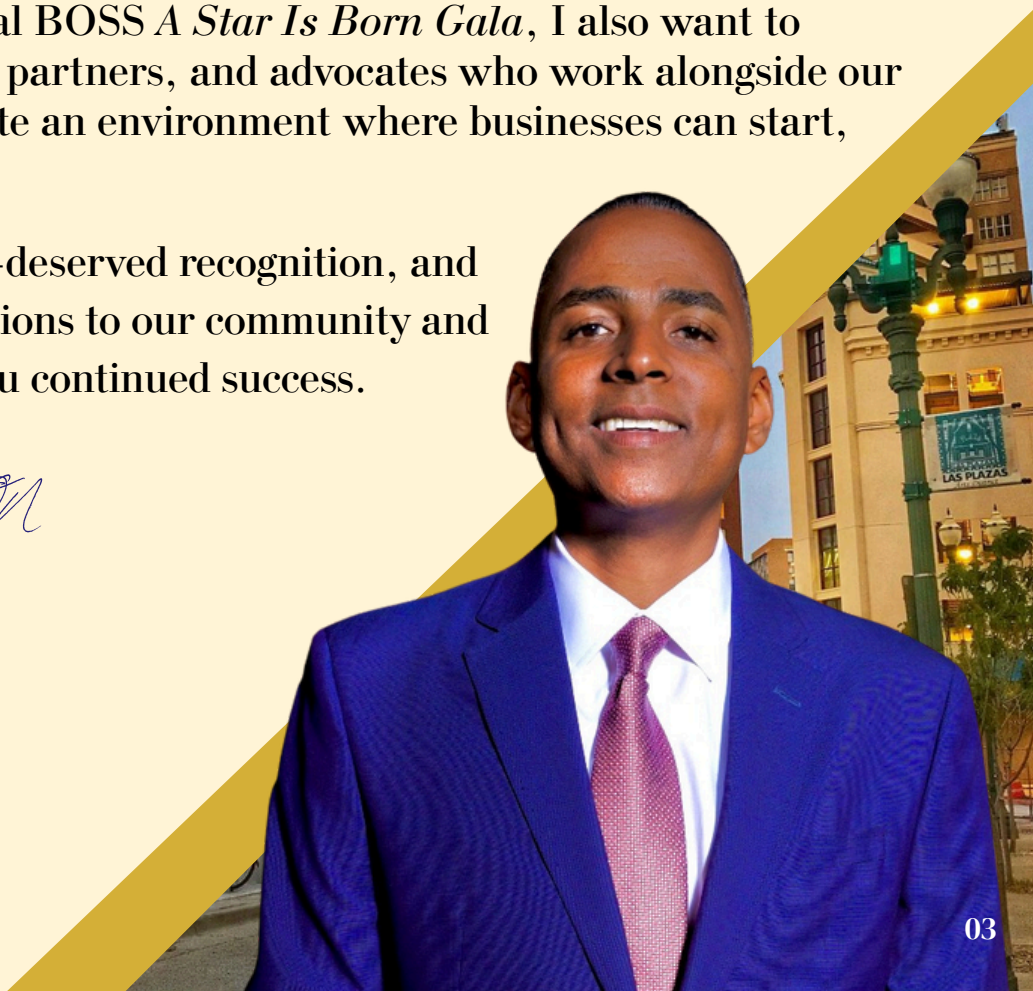
Small businesses and entrepreneurs are an essential part of what makes El Paso special. Your success not only reflects your own determination, but also inspires others to pursue their ideas, take risks, and contribute to the future of our community.

As we celebrate the inaugural BOSS *A Star Is Born Gala*, I also want to recognize the organizations, partners, and advocates who work alongside our entrepreneurs and help create an environment where businesses can start, grow, and succeed.

Congratulations on this well-deserved recognition, and thank you for your contributions to our community and our local economy. I wish you continued success.

RENARD U. JOHNSON

Mayor, City of El Paso



EP TX
CITY OF EL PASO

POWERING EVERY DAY, TOGETHER.

The Electric Company

El Paso Electric

125 YEARS



1901 YEARS OF POWER 2026

IN CELEBRATION OF THE 125TH ANNIVERSARY OF EL PASO ELECTRIC'S YEARS OF PURPOSE

Powered by our past. Built for what's next.

UNDISCOVERED STAR

IFELLINLOVEHERE
VINTAGE CLOTHING BOUTIQUE

RED CARPET READY

BOLD BEAUTY
HEALTH AND WELLNESS

WALK OF FAME

The Pizza Joint

SLEEPLESS IN EL PASO

La Bang Bang

MEET THE STARS

BOX OFFICE HIT

ECONOMY
WHOLESALE GROCERS

STANDING OVATION

Monocle

LIGHTS, CAMERA, IMPACT!

PIONEERS21

HOLLYWOOD DEBUT

The Mayflower
American Breakfast & Vietnamese Cuisine

Undiscovered Star Award



Alexia Maldonado, Owner
601 N Oregon St, Ste 6
El Paso, TX 79901
www.ifellinlovehere.com
IG: @ifellinlovehere

IFELLINLOVEHERE
VINTAGE CLOTHING BOUTIQUE

“Achieving confidence through the art of fashion and styling.”

Tell us the story behind your business. What inspired you to get started?

A love for vintage items led me to start my business. I have always loved the thrill of hunting for unique treasures that no one else has. I have a good eye for special qualities in a garment like the textures, fabrication, and labels. My background as a fashion designer helps me to carefully curate my collection and offer a unique assortment of styles.

What do you think makes your business special to El Paso and keeps customers coming back?

We offer private styling sessions and wardrobe advice to every single client. When you shop at Ifellinlovehere, you're not only walking out with new pieces to add to your wardrobe, but a new awareness when it comes to the way you shop. My main goal is to achieve confidence through the art of fashion and styling. I think this attention to detail is what my clients value most and is the reason they choose to support me.



What is next for your business? What are you excited about in the next chapter?

I hope to move to a larger storefront where I can offer a wider assortment of merchandise. I am beginning to grow my clientele in the menswear market. Eventually, I will offer curated vintage clothing and accessories, for both men and women.



Universal Graphics

WIDE FORMAT • OFFSET • DIGITAL

Commercial Printing Services *Since 1988*

Proud Sponsor of **BOSS**



Some of our Products

- *Digital Full Color Printing*
- *One & Two Color Printing*
- *Brochures*
- *Rack Cards*
- *Posters*
- *Business Cards*
- *Letterheads*
- *Envelopes*
- *Carbonless Forms*
- *Programs*
- *Postcards*
- *Promotional Items*
- *Banners*
- *Retractable Banners*
- *Newsletters*
- *Table Tents*
- *Door Hangers*
- *Labels*
- *Flyers*
- *Direct Mail*
- *Manuals & Booklets*
- *Presentation Folders*
- *Rubber Stamps*

Explore the list, and if you need something more, we've got you. ***Give us call!*** **(915) 591-8943**

(915) 591-8943

lidia@ug-inc.com

1217 Barranca, Ste-B
El Paso, Texas 79935

Locally Owned.

UG-Inc.com

For more information on promotional items visit:

UG-Inc-promo.com







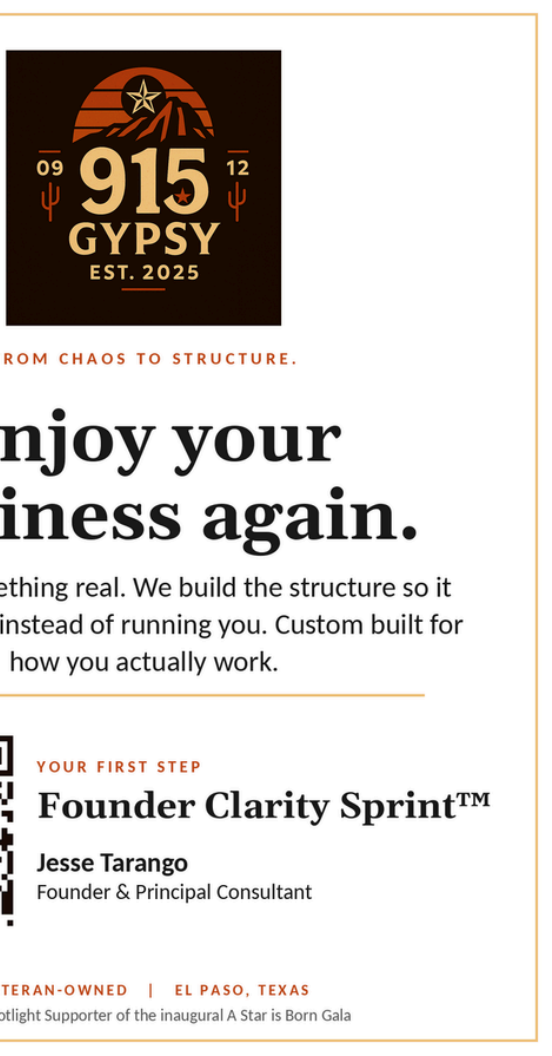
Bold Beauty Health and Wellness

@boldbeautyelpaso

Bold Beauty Health & Wellness

www.boldbeautyep.com

3431 Pershing Drive, El Paso, TX 79903



Standing Ovation Award



Monocle

Nhan Nguyen, Owner
911 N Kansas St
El Paso, TX 79902
www.monocleeyewear.com
IG: @monocle.ep

Tell us the story behind your business. What inspired you to get started?

I've worked in the optical industry for over 14 years. Through that experience, I felt there was room for a cooler optical concept in El Paso. I wanted to create an optical store that felt more personal and approachable. A place where you could find a great, curated selection of eyewear, get honest guidance, and not feel intimidated by the process or the price. As the optical industry continues to consolidate, I think independent businesses become even more important. Sometimes there's this perception, even among people who live here, that you have to leave El Paso to find really interesting businesses, creative concepts, or opportunities. I want us to be part of changing the narrative from "Why in El Paso?" to "Why not El Paso?"

What do you think makes your business special and keeps customers coming back?

I think it comes down to three things: our personal approach, curated eyewear, and hospitality. Eyewear is interesting because it lives somewhere between healthcare and fashion. Yes, your glasses need to help you see, but you're also putting them on your face every single day. They become part of how people recognize you. I think you should genuinely love what you're wearing. We probably emphasize the fashion side of eyewear more than the traditional optical. When you look and feel good, you do good. Accessibility is also really important to us. We carry established designer brands, but we created our own Monocle collection so we can offer interesting, well-designed eyewear at a more approachable price. The people supporting us are our neighbors and our community, and we genuinely care about contributing to the city we're building our business in.

What is next for your business? What are you excited about in the next chapter?

Ultimately, one of our biggest dreams is to build and own our own flagship store in El Paso. We'd love to incorporate things like coffee or boba and a Hi-Fi listening room where people can hang out and listen to great music. I'd love to create a residency within our flagship where emerging local businesses could temporarily operate their concept inside Monocle, giving them access to a space and an existing customer base while reducing some of that initial risk. As AI, e-commerce, and algorithms become a bigger part of how we shop and even tell us what we should buy, I think the human experience becomes even more important. There's something valuable about walking into a space, talking to someone, exchanging ideas, discovering something you weren't necessarily looking for, and building a real connection. I want us to grow into something that makes our little corner of El Paso more interesting, more connected, and hopefully a little bit better than we found it.



Changing the narrative from: "*Why El Paso?* to *Why not El Paso?*"



DOWNTOWN
112 E. OVERLAND
(915) 533-0113

EASTSIDE
11751 GATEWAY WEST BLVD.
(915) 594-0113

WESTSIDE
750 SUNLAND PARK DR.
(915) 247-0133

starrwesternwear.com

Follow Us:



Better Marketing Decisions - Before You Buy.



CS Market Intelligence® delivers unbiased and secure insights to ensure success for your campaigns.

Think of it insurance for your advertising.

CULTURESPAN
marketing + digital

MARKET INTELLIGENCE

STRATEGIC ADVANTAGE

culturespanmarketing.com

InfraPM

InfraPM turns community infrastructure needs opportunities into funded, actionable projects.

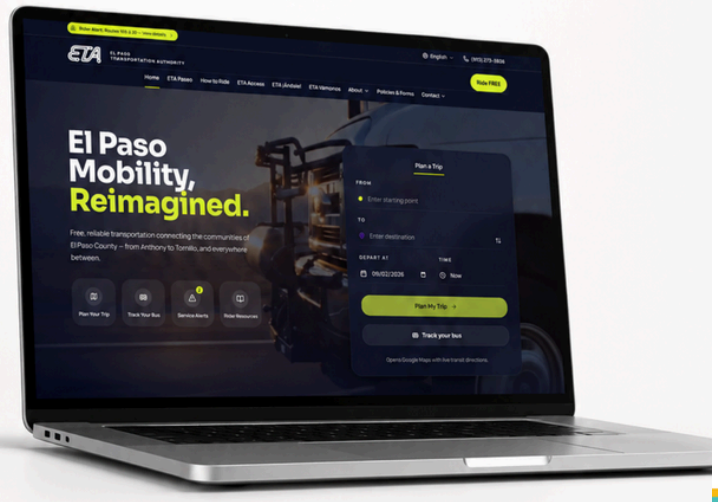
- Infrastructure Project Management
- Procurement & Capture Strategy
- Regional Intelligence



BUILT FOR PUBLIC GOOD.

INFRAPM.COM

SPECTRUM TECHNOLOGIES



CUSTOM APPS | WEB DESIGN | CYBERSECURITY | IT

SPECTRUMTECHNOLOGIES.COM

PROUD TO SUPPORT EL PASO ENTREPRENEURS

Top Tier
PROJECT SERVICES

Changing the Face of American Education

COMMUNITY FORWARD

WE TRAIN PEOPLE TO SUCCEED.
WE MANAGE VENTURES TO GROW.
WE EMPOWER COMMUNITIES TO RISE.

- PROJECT MANAGEMENT
- MANAGEMENT CONSULTING
- PROFESSIONAL CERTIFICATION ACADEMY

REAL SKILLS. REAL TALK. REAL RESULTS.

TopTierAcademy.org | 915-977-3679

VETERAN-OWNED • TWC CAREER SCHOOL #S6611

EL PASO, TEXAS

SCAN TO CONNECT

linktr.ee/TopTierProjects

Walk of Fame Award



WESTSIDE
7000 WESTWIND DR
EL PASO, TX 79912

ZARAGOZA
2106 N ZARAGOZA RD
EL PASO, TX 79938

DOWNTOWN
500 N STANTON ST
EL PASO, TX 79901

UPTOWN
2900 N MESA ST
EL PASO, TX 79902

Tell us the story behind your business. What inspired you to get started?

I remember visiting other cities and being wowed by the concept of "Pizza by the Slice." A late night in Baltimore, strolling through downtown Austin, and then of course NYC. It was then that I began thinking about how El Paso "needed" pizza by the slice. It was February of 2011 when I signed a lease at 2900 N. Mesa, I knew that I needed to be located close to the university as well as the late-night party district, Cincinnati, in order for this to really take off. In just 6 weeks, I came up with the brand, recipes and learned how to make pizza. It was a wild time! I had minimal experience, never worked in a kitchen, I was completely self-taught, and just had this mantra in my head, "*I know it will work.*" It was good times, hard times, big learning curves, and a lot of great team members, community members, and family that contributed to the making of The Pizza Joint.

What do you think makes your business special to El Paso and keeps customers coming back?

It will always be about the food. When you make good food, people will return. What makes us special is our connection with the community, whether it be by featuring local artists, pizza-eating contests and simply supporting the community that has supported us for so many years.

Any first-timer will always remember their first time at The Pizza Joint, it's memorable; the menu is out there and the slices are huge. The Pizza Joint is funky; it is lively, but most importantly, the food is on point.

What is next for your business? What are you excited about in the next chapter?

The Pizza Joint celebrated 15 years this past March, and it has been a super rewarding adventure for me, but I did burn out. Within the last year, I have partnered with two fellow restauranteurs to take The Pizza Joint to the next level. Having run solo for so long, it was time to bring new energy to the table. Together we have grown from 3 locations to now 6 locations, including one in Lubbock, TX.

What I love most about this growth is being able to share The Pizza Joint with the rest of El Paso. So many times, a guest would come and ask me, "When are you opening on the east side?" Now we are growing in more neighborhoods and I just love that more of El Paso can experience "Pizza by the Slice" in our own hometown and in their own neighborhood.

> *"The Pizza Joint is funky; it is lively, but most importantly the food is on point."*



Mel Goldberg, Co-Owner

@thepizzajoint915 www.the-pizza-joint.com ThePizzaJoint

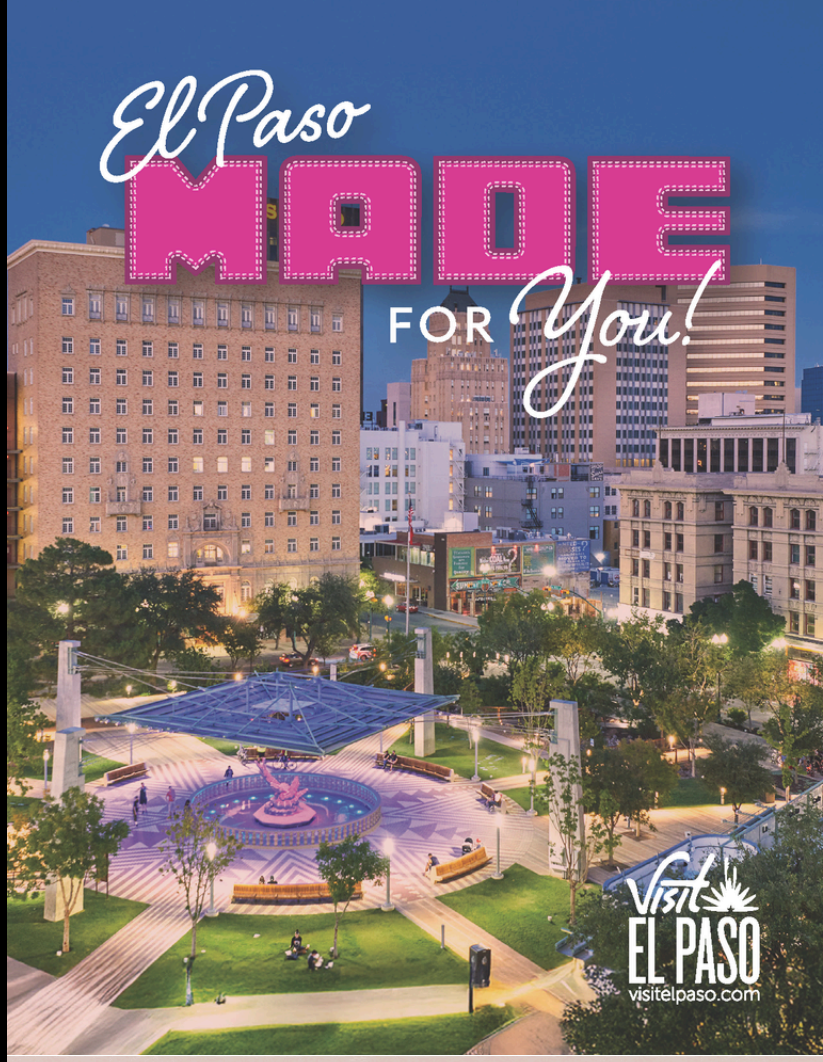
EP SUN CITY TX
PICKLEBALL

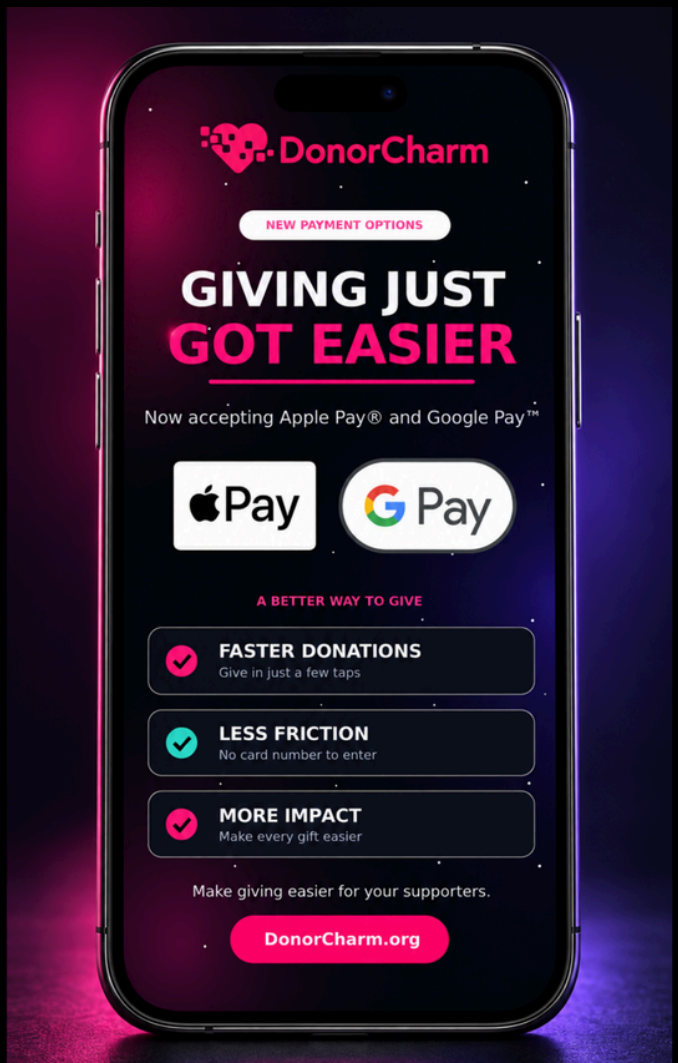
JOIN THE 915 PICKLEBALL COMMUNITY!

SCAN. SIGN UP. GET REWARDED.

Open Play
Events
Tournaments
Memberships
Drop ins

SUN CITY PICKLEBALL CLUB
6301 ALABAMA ST.,
EL PASO, TX
Where the 915 Plays
WWW.SUNCITYPICKLEBALL-EP.COM









RCPM LLC
ROMAN
CONSTRUCTION PROJECT MANAGEMENT

FULL SERVICE CONSTRUCTION PROJECT MANAGEMENT

Managing projects with expertise, delivering results with excellence.

www.romancpm.com

- Project Management Planning
- Document Control & Reporting
- Cost Estimation
- Permits & Compliance



MONOCLE

EYEWEAR BOUTIQUE

YOUR FAVORITE NEIGHBORHOOD OPTICAL



911 N KANSAS ST | MIDTOWN EL PASO | MONOCLEEYEWEAR.COM



FERVENT LIGHT STUDIO

Cold outside

Warm inside

Mobile Candle Making Workshops

Shop the latest scents

IG @FERVENTLIGHTSTUDIO
Claudia Herrera (915) 252-1845

Receive 15% off with this ad

BARK, MEOW, 'N BEYOND

GENTLE CARE. HAPPY PETS.

PAMPERED



- PROFESSIONAL DOG & CAT GROOMING
- GENTLE, STRESS-FREE
- FRIENDLY LOCAL SHOP





BOOK YOUR PET'S GROOMING

(915) 317-5429

WWW.BARKMEOWBEYOND.COM

11325 PELICANO DR,
EL PASO, TX 79936



Box Office Hit Award



Suzanne Dipp & Paul Dipp
Owners

@economywholesalegrocers
economycashandcarryep
www.economywholesalegrocers.com

Est. 1958

411 N Zaragoza Rd
El Paso, TX 79907

1500 E Paisano Dr
El Paso, TX 79901

Economy has been part of El Paso since 1958. What has kept generations of customers coming back?

I would attribute it to what I call our integrity and service, along with our product. Honestly, it comes down to the one-on-one personal relationships we have with our customers—from our longstanding, four-generation customers to the people we meet today.

We keep the experience personal by greeting everyone and remembering people's names. I think the advantage businesses have today is very clear: service.Very few businesses provide the personal touch people are looking for. People want to feel recognized, heard and appreciated.

How has Economy evolved while staying true to what made the business successful?

Originally, we started as a city-market approach concept working in the middle of the street similar to a Mercado de Abastos. About 25 years ago, we observed people wanted options and to make their own choices. As a result, we launched the club format at 1500 East Paisano. Immediately after the launch, the concept was successful. That led us to say, "We need to continue the legacy and provide it in the fastest-growing part of the community."

We had dreamed about the old Kmart location for about 10 years. When it became available, we took a chance and built it during COVID, despite the many obstacles. Today, it allows us to serve that part of the community.

Through all of that evolution, our formula has remained the same: service with integrity, product quality and value. We're introducing online ordering and, soon, delivery. Business is a roller coaster ride, and we've been fortunate to navigate it while staying true to who we are.

We're also a binational company, serving two interconnected economies. In challenging times, you have to remain true to your values while being flexible enough to adjust to the needs of the business and the community.

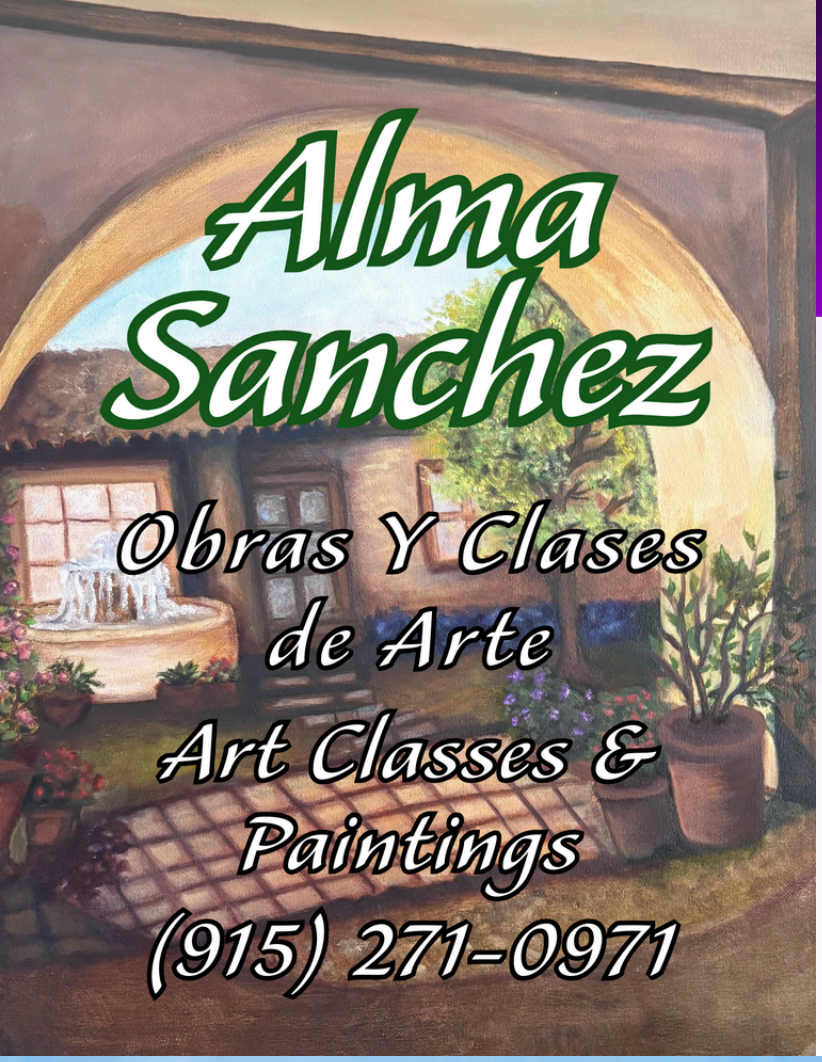
Economy started as a family business in a small building on Ochoa Street and has grown significantly since then. What are some of the moments in that journey that you are most proud of?

I'm most proud of how we responded to our community during its greatest time of need, during the COVID pandemic. We were there every day to provide basic necessities, and we didn't change our prices because we knew the community needed our support.

I'm also incredibly proud of our team. We have employees who have been with us for decades, such as Letty Esparza, who has been with us for 54 years. At the same time, we have incredible young people contributing to the company. Every generation has people who want to achieve, and we should recognize and value them. It is a family company, and with a family company comes family care.

> ***"Our formula has remained the same: service with integrity, product quality and value."***

We owe it to each other to support our community in whatever way we can — it's the *amistad*. Economy is bigger than just a company. It's part of the fiber of El Paso. El Paso is in our soul.



PROUD SPONSOR
A STAR IS BORN GALA

Veteran Woman-Owned Company
TEAMK
CLEANING SERVICES LLC
915-300-6463
El Paso, Texas

BUILT ON TRUST.
DRIVEN BY EXCELLENCE.
ATTENTION TO DETAIL | MISSION-DRIVEN SERVICE

Government Contracts | Commercial
Residential | Post-Construction Cleaning

2026 BBB TORCH AWARD WINNER

2025 SBA VETERAN SMALL BUSINESS OF THE YEAR
SBA-CERTIFIED SERVICE-DISABLED VETERAN-OWNED
BONDED & INSURED
WhatsApp | Instagram | Facebook | TikTok
www.teamkcleaningservicesllc.com







FOURFOXES

FourFoxes is a four-piece musical project based in El Paso, TX.

It features founder Pablo Raposo on keys/vocals, Aaron Tarango on guitar, Noah Mendez on drums, and Emiliano Armendariz on bass. Mixing both indie folk and jazz elements, the group is able to fill up sonic space for any occasion.

We cater our performances to whatever the situation calls for, having played for private events, restaurants, and other live shows. With this professional performing experience, we're ready to provide the perfect sound for you!





Contact us for booking!

You can find us on instagram @fourfoxestheband

OR reach us at fourfoxesmusic@gmail.com



Cheyenne Rincones, DNP, FNP-C

www.boldbeautyep.com

@boldbeautyelpaso

Bold Beauty Health and Wellness

3427 Pershing Dr, El Paso, TX 79903

Red Carpet Ready Award

Tell us the story behind your business. What inspired you to get started?

Bold Beauty Health and Wellness began with a vision bigger than beauty, rooted in a love for community and a desire to give back to the place we call home. Together with my husband, Dr. Fernando Avilés, we shared a vision of building something rooted not only in health and wellness but also in service.

Bold Beauty Health and Wellness was born into a space where health, wellness, beauty, and confidence could coexist under one roof without losing the personal connection that makes El Paso so special. A place where someone can walk through our doors and feel seen, heard, cared for, and empowered to invest in themselves. For us, wellness has never been only about how someone looks; it is about how they feel, how they live, and how they carry that confidence back into their families and their community.

> *“We’ve created an experience centered on connection.”*

As Bold Beauty has grown, so has that original dream. Today, it has become a collaborative space for medical care, aesthetics, wellness, self-care, and local entrepreneurship. But growth has never been about simply becoming bigger. It is about creating more ways to serve.

BOLD BEAUTY

HEALTH AND WELLNESS

What do you think makes your business special to El Paso and keeps customers coming back?

We want people to feel like family when they walk through our doors, not just come in for a service. We believe healthcare, wellness, and beauty are deeply personal. We know each patient comes in with a story, a goal, an insecurity, a health concern, or sometimes simply a need to finally do something for themselves.

We never want that person to feel like just another name on a schedule. That's why we've created an experience centered on connection. We listen. We educate. We celebrate progress. We build relationships with our patients and clients and want them to know their care doesn't begin and end with a treatment or an appointment. As a place for a centered experience, we pride ourselves on offering medical care, aesthetics, wellness, beauty, and self-care alongside talented local professionals and entrepreneurs, creating a collaborative environment that reflects El Paso's spirit. But perhaps what keeps people coming back is something much simpler: they feel at home here.

El Paso is a city built on relationships, family, culture, and community, and we want Bold Beauty Health and Wellness to embody those same values. Whether someone comes to us to address their health, regain confidence, prioritize self-care, or simply feel more like themselves again, we want them to leave knowing we genuinely cared for them. Treatments may bring someone through our doors for the first time, but we hope the way we treat them brings them back.

What is next for your business? What are you excited about in the next chapter?

The next chapter of Bold Beauty Health and Wellness is about more than growing our business. It is about growing our impact. What started as an idea has grown substantially into a world full of opportunities, not only for our patients but for other professionals, entrepreneurs, families, and organizations throughout our community. We want to keep expanding access to innovative health, wellness, and aesthetic services right here in El Paso, while also creating more educational opportunities.

We want our patients to understand their options, ask questions, advocate for their health, and feel empowered to make decisions that help them live and feel their best. But our vision reaches beyond the services offered inside our walls. We see Bold Beauty Health and Wellness continuing to become a place where local professionals can collaborate, small businesses can grow, community organizations can find a partner, and new ideas are welcomed.



We believe success means more when it creates opportunities for others, too. And as exciting as the new services, treatments, partnerships, and experiences ahead may be, we never want growth to make us forget where we started. We want to look back one day and measure our success not only by how much the business grew, but by how many people we cared for, opportunities we created, local businesses and organizations we supported, and how much we were able to pour back into the city that poured so much into us.









Who We Are

Pioneers 21 (P21) is a non-profit organization and business incubator based in Downtown El Paso, Texas. We are one of the first and longest running incubators in the region. P21 is a regional center that provides a welcoming space with valuable resources and connections. We support tech and non-tech businesses.

Mission

To inspire & incubate businesses & entrepreneurs through mentorship, training & connection.

Vision

Our vision is that every incubation and VMS venture are viable, builds a strong foundation and lifelong economic prosperity.

PROGRAMS & SERVICES

Mentorship
- P21 Venture Mentoring Service (VMS) *licensed by MIT VMS
- Annual P21 VMS Pitch Challenge

Training
- AI Accelerator
- Innovation Accelerator
- CapitalEdge Accelerator
- ManufacturingEdge Accelerator
- P21 VMS Pitch Prep Accelerator
- EDGE (El Paso Defense Growth Engine)

Connection
- Annual Pioneers 21 Innovation Awards
- SBA Growth Accelerator Fund Competition Investor Academy
- P21 VMS Mentor Meetups
- Texas Venture Fest (El Paso)
- P21 Tacos & Tech-ila
- P21 GovTech

HUMAN INNOVATION SINCE 2011

INCUBATED COMPANIES	ENTREPRENEURS SERVED	CLIENT COMPANY REVENUE GENERATED	JOBS CREATED
284	17K+	$64M+	900+

Scan for more information

+1(915) 321-3123
admin@pioneers21.org
www.pioneers21.org
500 W Overland Ave., Ste 230, El Paso, TX 79901







open rewards

FOR LOCAL BUSINESS OWNERS

Your city is rewarding customers to shop at your local business

Customers earn city-funded rewards and spend those rewards back locally, at no cost to you.

Create your business account on Open Rewards to make the most out of the program.

- ✓ **See activities and shout-outs from your customers**
- ✓ **Promote your business and stand out to customers**
- ✓ **Target and attract customers with similar interests**
- ✓ **Build upon your city's platform**



TAKES JUST A FEW MINUTES

Create your free business account

Chances are Open Rewards users have already shopped with you.

Claim your profile to find out!

3,881 El Paso businesses already in the program	1,800+ shout-outs written by customers
100,000+ rewards-earning purchases made	$6.2M economic impact generated to date

Get started today
Scan the QR code or visit openrewards.com

Sleepless in El Paso Award



Franco Baca, Co-Owner
Hector Hernandez, Co-Owner
414 E San Antonio Ave
El Paso, TX 79901

La Bang Bang
@la.bang.bang
lovelabangbang.com

Tell us the story behind your business. What inspired you to get started?

Hector, my partner, has been in the industry for a long time. We have another business called Top Shelf Beverage Company where we do event staffing. We're passionate about customer service and taking care of people, making sure people enjoy their evening, and that kind of led to this. So we said we're going to open up a bar/restaurant and here we are.

What do you think makes your business special to El Paso and keeps customers coming back?

First of all, it comes down to customer service. Nowadays, it feels like customer service has really declined—everyone is always on their phone instead of paying attention to the customer.

Beyond that, the pizza, the cocktails, and the atmosphere create a unique experience that sets us apart. You won't see commercial liquor or beer branding everywhere; I wanted it to feel genuinely homey, and you can see that warmth in the atmosphere as soon as you walk in.



> CREATING A UNIQUE EXPERIENCE!

What is next for your business? What are you excited about in the next chapter?

We want to continue supporting this community because we love it, and they always come out to support us—so why shouldn't we return the favor?

We created a "community pizza" initiative to support local nonprofits. It's really been embraced by the neighborhood, and people are coming in just to support it. Basically, we collaborate with a nonprofit to design a special pizza, and all the proceeds go directly to them. We've already partnered with The Reynolds Home, and right now we're working with Apple Tree Creative Center, a local music school. We have a few other nonprofits lined up for the future, too. We just love El Paso, and we want to make sure we support it as much as we can.

ECONOMY
WHOLESALE GROCERS

CONGRATULATIONS TO ALL INVOLVED FOR YOUR PROGRAM'S SUCCESS.



We appreciate your recognition.

For our customers. For our team. For El Paso.

Since 1958, we've grown alongside the community we call home.
Thank you for making Economy part of your everyday life.

OPEN TO THE PUBLIC / NO MEMBERSHIP

1500 E. Paisano · 411 N. Zaragoza | El Paso, TX

economywholesalegrocers.com

TATTOOS by FITO & IVY GARCIA

With a combined 16 years of experience we are proud to serve the city of El Paso with classic and custom, quality tattoos. Prioritizing hospitality and customer service, we are dedicated to providing the community with a variety of styles at an affordable price!



CLEAN
Bold
TATTOOING
Served With a Smile



FITO



♡IVY♡



@deadbirdinc



@ivydianuh

(915)256-8695 · CONTACT US · (915)248-6012

Hollywood Debut Award



Elizabeth Lopez Ho & Alex Ho, Owners
210 N Stanton St, Ste 1
El Paso, TX 79901
IG: @themayflowerep

The Mayflower
American Breakfast & Vietnamese Cuisine



Tell us the story behind your business. What inspired you to get started?

The Mayflower originated 30 years ago in San Francisco. In 2013, my husband came to El Paso with the intention to expand, but things didn't go as initially planned. Either the location wasn't right or it wasn't in our budget, but we never gave up on it. Thirteen years later, we were very fortunate to open this location in the heart of El Paso.

Sometimes, when you're not looking for things, they finally come your way. That's exactly what happened. We reached a point of knowing it would happen when the time was right, and then we got the call from our real estate agent. He said, "I found it." As soon as we walked in, we were like, "Yes. This is it. We love the location."

What do you think makes your business special to El Paso and keeps customers coming back?

What sets Mayflower apart is its unique menu offering both American breakfast and Vietnamese food, honoring both cultures. We're a true family restaurant run by my husband and me, his aunt and her daughter. When you visit, you're getting a home-cooked meal for everyone in the family.

What's next for the Mayflower?

We would like to introduce more uncommon dishes to introduce more of Vietnamese cuisine and desserts. There are also opportunities for more catering across El Paso and New Mexico.

> *"When you visit, you're getting a home cooked meal."*

What should people know about the Mayflower?

Being born and raised in El Paso's Segundo Barrio, it means a lot to have this location here in downtown El Paso. I'm someone who came from nothing, so to be in downtown serving my community, it means a lot; it's amazing, a full-circle moment for me. I'm very proud!

PIONEERS21

Lights, Camera, Impact! Award



Pioneers 21
500 W Overland, Ste 230
El Paso, TX 79901
admin@pioneers21.org
www.pioneers21.org

For someone who may not know your organization, what do you do for El Paso's entrepreneurs and small businesses?

Founded in 2011, Pioneers 21 (P21) is a nonprofit business incubator and innovation hub dedicated to helping entrepreneurs transform ideas into sustainable, growing businesses. Our mission is to inspire and incubate businesses and entrepreneurs through mentorship, training and connections. We provide mentorship, accelerator programs, technical assistance, capital readiness, access to capital, pitch opportunities, and connections to customers, investors, lenders, and industry experts.

> *"Our work supports entrepreneurs at every stage"*

Our work supports entrepreneurs at every stage, from individuals exploring an idea to established companies preparing to commercialize a product, enter new markets, pursue government contracts, or raise capital. Through initiatives such as our P21 Venture Mentoring Service (VMS) licensed by MIT VMS (1 of 139 globally), industry-focused accelerators, and community pitch events, entrepreneurs receive practical guidance and trusted relationships that help them move forward with greater clarity and confidence.

Ultimately, P21 helps entrepreneurs build a team of mentors around them, people who can offer experience, perspective, connections, and guidance as their businesses grow. By connecting them to the right knowledge, people, and opportunities, we help strengthen individual businesses while contributing to a more innovative and resilient regional economy.

BOSS is built around collaboration among Entrepreneurial Support Organizations. How has being part of the BOSS ESO Network strengthened your ability to serve businesses?

Being part of the BOSS ESO Network has strengthened our ability to serve entrepreneurs by creating a more coordinated and connected system of support across El Paso. Rather than organizations working in silos, BOSS helps us better understand one another's expertise, make stronger referrals, reduce duplication, and connect business owners more quickly to the resources that best fit their needs. Through collaboration, we can make warmer handoffs, coordinate support, and help entrepreneurs move more effectively from startup to growth.



When support organizations work together, we are better positioned to help local companies grow, pursue new markets, compete for contracts, attract capital, create jobs, and participate in the emerging industries shaping our region's future.

What does winning the "Lights, Camera, Impact! Award" mean to your team, especially knowing the community voted for you?

Winning the Lights, Camera, Impact! Award is especially meaningful because it reflects the voice of our community. For our team, it is an affirmation that people see the value of the entrepreneurs we serve and understand the important role entrepreneurship plays in El Paso's future. This recognition belongs not only to Pioneers 21 but also to our entrepreneurs, volunteer mentors, board members, partners, funders, and community advocates who help make that work possible.

As our region continues to grow in areas such as aerospace, defense, advanced manufacturing, AI, and emerging technology, we believe innovation and entrepreneurship will be increasingly important to creating new companies, quality jobs, investment, and long-term economic growth.

Niks_mukhin

BEADWORK ◆ HATS ◆ ART

Tradition in Every Bead. Culture in Every Piece.

NATIVE OWNED ◆ YSLETA DEL SUR PUEBLO TRIBE

Nikki Mukhin is a Native artist from Ysleta del Sur Pueblo in El Paso, Texas. Rooted deeply in her Tigua heritage, she creates intricate beadwork that honors Indigenous traditions and the rich cultural history of her people.

Drawing inspiration from the desert landscapes, ancestral stories, and spiritual connections of the Southwest, Nikki's work is a vibrant fusion of old and new.



Native Roots. Modern Vision.

NATIVE OWNED

YSLETA DEL SUR PUEBLO TRIBE

BORN & RAISED IN EL PASO, TX

INSPIRED BY OUR LAND, PEOPLE & SPIRIT

Custom Orders & Unique Pieces Available

- Hats
- Beadwork
- Artwork
- One of a Kind Pieces

ART ON DISPLAY AT
- Museum of Archeology in El Paso
- Ysleta del Sur Pueblo Cultural Center

COLLABORATIONS WITH OTHER ARTISTS ◆ FEATURED ON NATIVE RUNWAYS

Follow the Journey

@niks_mukhin

P'AWHI

Handmade

YSLETA DEL SUR PUEBLO - TIGUA

NATIVE AMERICAN WOMEN-OWNED BUSINESS

Specializing in handmade, one-of-a-kind, custom beaded jewelry for traditional and modern jewelry collectors.



Follow Along

@PAWHIHANDMADE

SHOP ONLINE TODAY @ WWW.PAWHIHANDMADE.COM

CUSTOM ORDERS ◆ MARKET UPDATES ◆ NEW DESIGNS ◆ BEHIND THE SCENES

REBECCA SAMANIEGO

COMPOSER / CELLIST / PERFORMER

EMAIL - CELLISAM1695@GMAIL.COM

INSTAGRAM - @CELLISAM_

Your business is multidimensional.
your marketing should be too.

Authentic. Dimensional.Growth.

11-D marketing

WWW.11DMARKETING.COM

Thank You To Our Sponsors

Breakthrough Star Sponsor

The Electric Company
El Paso Electric

Rising Star Sponsor

NUSENDA CREDIT UNION

TAWNEY | ACOSTA | CHAPARRO
Truck Crash & Injury Attorneys

CITIZENS BANK

PRIDE INDUSTRIES

FRANKLIN MOUNTAIN INVESTMENTS

Shooting Star Sponsors

AMERICA'S SBDC TEXAS SOUTH-WEST | EL PASO COMMUNITY COLLEGE

SHADE DOCTOR

BORDERPLEX COMMUNITY CAPITAL
Together Reaching New Heights

FIRSTLIGHT FEDERAL CREDIT UNION

FOREIGN TRADE ZONE 68

raiz Federal Credit Union

ARCACONTINENTAL
Coca-Cola SOUTHWEST BEVERAGES

Noble General Contractors

EL PASO COMMUNITY COLLEGE

UTEP MIKE LOYA CENTER FOR INNOVATION AND COMMERCE

Project VIDA
Life in Community • Vida en Comunidad

UTEP HUNT INSTITUTE FOR GLOBAL COMPETITIVENESS

Spotlight Supporter

CULTURESPAN marketing + digital

urban revival development

K3D

BETTER BUSINESS BUREAU

InfraPM

TECH FRONTIER

09 915 12 GYPSY EST. 2025

Top Tier PROJECT SERVICES
Changing the Face of American Education

Veteran Woman-Owned Company
TEAM K CLEANING SERVICES LLC
915-300-6463
El Paso, Texas

SPECTRUM TECHNOLOGIES

MEDICAL CENTER OF THE AMERICAS FOUNDATION

Thank You To Our In-Kind Sponsors

El Paso Artists
Flix Brewhouse
Sun City Spirits
Tomas Silvas
Mario Ramirez
Laura E. Olivas
Iberty Trevino
El Perro Grande
Chuco Relic

SUPPORT OUR CAUSE

Invest in El Paso's Entrepreneurs

The *A Star Is Born Gala* celebrates the vision, determination, and success of the entrepreneurs helping our community thrive. Your contribution ensures that their journey does not end here.

Every gift helps BOSS provide personalized guidance, expand access to business education and mentorship, strengthen connections to trusted resources, and create new opportunities for local entrepreneurs.

DONATE TODAY

Every contribution creates opportunity. Scan to support our mission.

BOSS TEAM



Mirella Tamayo
Assistant Director



Briana Silvas
Business Services Coordinator



Pamela Sifuentes
Business Services Coordinator



Iberty Trevino
Analyst



Dio Trevino
Liaison

With Gratitude

Tonight would not be possible without the generous support of our sponsors, Entrepreneurial Support Organization partners, and community champions.

Your investment and collaboration help BOSS connect El Paso's entrepreneurs with the resources, relationships, expertise, and opportunities they need to start, grow, and thrive. Through technical support, coordinated referrals, specialized assistance, and a shared commitment to service, you help strengthen the network of support available to local businesses.

Thank you for believing in El Paso's entrepreneurs and for helping build a more connected, prosperous, and resilient community.

Stronger partnerships. Greater opportunities. A brighter El Paso.

