

JUANITA ELIZONDO

Juanita Elizondo, Director of Corporate Relations, is employed by Fiesta Mart, Inc. She oversees the areas of corporate philanthropy and government affairs for the 61-store chain with stores in Houston, Dallas, Ft. Worth and Austin. Ms. Elizondo received undergraduate and graduate degrees from The University of Texas at Austin.

As a community volunteer, Ms. Elizondo has served as a board member of the United Way of the Texas Gulf Coast as well as numerous non-profit agencies. Currently, she serves as a board member of the Houston Public Library Foundation, Mental Health America of Greater Houston, Julia C. Hester House and the Texas Home Instruction Program for Preschool Youngsters (HIPPY). Ms. Elizondo is a senior fellow of the Houston Chapter of the American Leadership Forum.

Ms. Elizondo serves on the Executive Committee of the Better Business Bureau and the Board of the BBB Educational Foundation. She serves as a board member of the Texas Retailers Association and the Texas Retailers Education Foundation. She is a member of the Government Relations Committee of the Food Marketing Institute in Washington, D.C.