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CONTACT: GARRICK TAYLOR
(602) 615-1657

Border Trade Alliance elects Kenia Zamarripa of San Diego as board chair

San Diego Regional Chamber executive will lead the BTA board as the alliance makes the case for extending and strengthening USMCA

McALLEN, Texas — The Border Trade Alliance Board of Directors elected Kenia Zamarripa as its chair this week at the organization's fall board meeting in McAllen, Texas. The board also elected officers and welcomed four new members.

Zamarripa previously served as BTA vice chair. She is vice president of international and public affairs at the San Diego Regional Chamber of Commerce, where she oversees international and public policy advocacy and leads the Chamber's annual binational delegations to Washington, D.C., Sacramento and Mexico City.

"Kenia knows what it takes to turn the priorities of border communities into an agenda that policymakers can act on," BTA President Britton Mullen said. "Her experience bringing business and government leaders together across borders will serve the BTA well. She'll make sure policymakers hear from the businesses and communities that depend on cross-border trade every day."

Zamarripa takes over from Pete Sepulveda, executive director of the Cameron County Regional Mobility Authority, who concluded his two-year term as chairman at the fall meeting. As immediate past chairman, he will chair the BTA Nominations Committee.

"Pete brought firsthand experience building modern border infrastructure to our work on how to move goods more efficiently across the border," Mullen said. "He was generous with his time and his expertise throughout his two years as chairman. We can't thank him enough for his leadership and we are glad he'll continue to help recruit new leaders to serve on the board."

In the year ahead, the BTA will urge policymakers in the United States, Mexico and Canada to extend and strengthen the United States-Mexico-Canada Agreement, preserve its trilateral structure and maintain a predictable environment for trade and investment across North America.

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“I’m grateful for the board’s trust and for Pete’s leadership,” Zamarripa said. “Businesses across North America make decisions about where to invest, hire, and source goods years in advance. They need to know the rules they can count on. We’ll bring that message to policymakers in all three countries and make the case for extending and strengthening USMCA as a trilateral agreement that will solidify North America as the globe’s most competitive trade bloc.”

The board also elected a slate of new officer from across the border region:

- Chair: Kenia Zamarripa, San Diego Regional Chamber of Commerce, San Diego, Calif.
- Vice Chair: Alan Russell, Tecma, El Paso, Texas
- Secretary: Eduardo “Lalo” Acosta, RL Jones Customhouse Brokers, San Diego, Calif.
- Treasurer: Hector Cerna, IBC Bank, Eagle Pass, Texas
- Immediate Past Chairman: Pete Sepulveda, Cameron County Regional Mobility Authority, Brownsville, Texas

The organization also welcomed the following new board members:

- Eduardo “Lalo” Acosta, RL Jones Customhouse Brokers (Mr. Acosta previously served on the board of BTA Mexico.)
- Lena Halasa, Johnson Controls
- Paco Sanchez, RGV Partnership
- Ted Sherman, Johnson Controls

About the Border Trade Alliance
Founded in 1986, the Border Trade Alliance is a nonprofit organization that brings together public- and private-sector leaders from the United States, Mexico and Canada. The BTA advocates for policies that facilitate cross-border trade and improve quality of life in border communities. Learn more at thebta.org.

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