

Juan Armenta Ordaz  
602 W. Historic Mitchell Street  
Milwaukee, WI 53204  
(414) 672-2336

Born and raised in Guanato, Mexico. D.O.B. 3/28/1949.

**WORK HISTORY:**

1971-1975 Dallas, Texas – Construction industry  
1975-1987 Racine, WI – Silber Steel – Welder  
1987-1989 Racine, WI – American Body & Equipment – Welder  
1989 to Present Milwaukee, WI – Started Las Palmas Grocery Business at 558 W. Historic Mitchell Street.

In 1996, purchased my present property at 600 W. Historic Mitchell Street, and expanded my business to the current Las Palmas Western Apparel, both retail and wholesale. Also, created my own line of boots, Bronco's Trail.

Please refer to attachment for personal and family history.

Thursday, November 18, 2010

I am Juan Armenta Ordaz, the current property owner of an apparel business located at 600 W. Mitchell Street, and the single father of four living here in Milwaukee, Wisconsin. I moved to Wisconsin in 1975 and lived in Racine until 1987, once situated in Milwaukee I began working for American Body and Equipment, as a welder. I created custom work for various companies including the Milwaukee Police Department where I helped design and build petty wagons. In 1989, however, I began my own business located at 558 W. Mitchell Street, I ran a grocery business under the name of "Las Palmas". The business was growing in popularity and offered a steady income, but with the birth of my three children I decided to move my business to a property larger than the one before it. In 1996, I bought what is now my current property, at first I continued with the grocery business but because of the economic crisis, little by little the transformation into an cowboy apparel store began. I own and self-run my apparel business under the same "Las Palmas" name. I traveled back and fourth from Mexico for three years, creating and ensuring the success of my own line of boots called Bronco's Trail, and even to this day the retail and whole sale have been running smoothly. My youngest daughter, and last child, was born in 1997, a year after my current business began. I am now taking care of my two daughters, Veronica and Monica Ordaz, Veronica is a junior at Tenor High School, and Monica is an 8<sup>th</sup> grader at Bruce Guadalupe Middle school. The three of us live in my home located above the business. My two eldest children have moved out and are now continuing their educational lives in college -my son Juan E. Ordaz is attending U-WM, while my daughter Adriana Ordaz attends Bryant and Stratton. In these times of economic struggle, sales have been slow but our presence is strong in Milwaukee, I am doing my best in surviving for the betterment of my family. Living on Mitchell street for more than 20 years, I have seen changes and progress through out this neighborhood, this is my home and since I have been here I have wanted to give back to my community and hope to see more changes in years to come.