

SERNA

Sue Hill Serna born in Shreveport, Louisiana on February 17, 1921, to



Sam C. and Ollie Estes Collins. Sue was raised in New Boston, Texas. After receiving an Associate's Degree in Statistical and Quality Control, Day &

Zimmerman Engineering Corporation employed her, where she worked in Quality Control, Public Relations and for the Company newsletter. Later, after being employed by Genport Management Company, Sue traveled the state of Texas in motel and hotel management. In 1970, she started career at the Rodeway Inn - Gateway West, in El Paso as Assistant Manager and soon became General Manager, where she remained for 28 years. After retiring from the Rodeway Inn, she became the ticket manager and an enthusiastic supporter of our local Diablos Baseball team. Throughout her career she worked closely with the El Paso Convention and Visitors Bureau. She was a very dedicated person involved in "Discover El Paso" - serving as president during 1981-82. As President of the local chapter of Texas Press Women, she helped with the State Convention and performed in State and National Press Women. Sue stayed busy in the El Paso Inn Keepers Association and Public Relations Society of America. She shared her enthusiasm for man-

agement and public relations by teaching Hotel Management at El Paso Community College and also publishing a manual on Hotel/Motel Management. Sue is listed in the "Who's Who of American Women", "Notable American", "The World Who's Who of Women", and the "International Register of Profiles". After a courageous battle with cancer, Sue passed away peacefully in her home on January 9, 2009. She is preceded in death by both of her parents and only sibling, retired Texas State Trooper, Wanda Grant Collins (Sunny) of Dallas County. Sue is survived by her sons, Bennett Grant Hill (BG), Lawrence Collins Serna, Michael Matthew Serna, her daughter Carmelina Susan Serna (Candy) and her grandchildren, LeAnna, Brandon, Adam, Sarah, Anthony, Joshua, Coely, Michael and Austin. She was also blessed with a great granddaughter, Briar Ellison. All El Pasos who knew Sue will remember her dedication, enthusiasm and exuberance to our city. Requesting her prior wishes, Sue will be cremated and no funeral services will be scheduled. Any and all memorial contributions are respectfully requested to be made to the American Cancer Society or GIMA Hospice Care. Funeral arrangements entrusted to La Paz Funeral Home.