



## **Braulio Archer VP of Marketing**

Mr. Braulio Archer is the VP of Marketing and a co-founder of the Pan Canal Alumni Association, a nonprofit organization founded in 2007 by alumni of Paraiso High School Class of 1978. In this role he will market the outreach services to individuals and corporations. He will also encourage alumni participation and membership to make Pan Canal Alumni Association the leading alumni association from the former Canal Zone. Mr. Archer was born, raised, and resided in Paraiso and Pedro Miguel on the former Canal Zone. He is the son of Mr. Giffordo H. Archer and

Mrs. Shirla D. Archer. His father Giffordo is a retired Sergeant from the Panama Canal Fire Division. To learn more about the Panama Canal Fire Division visit [www.pancanalfire.homestead.com](http://www.pancanalfire.homestead.com). His mother Shirla was an International telephone operator for Tropical Radio, Balboa Division. The Archer family relocated to Los Angeles, CA in 1980. Mrs. Shirla Archer then work for the Superior Courts of Los Angeles, Department of Conciliations (Divorce Court) and retired after 20 years of service.

Mr. Braulio Archer is currently the Finance Manager at Santa Monica Nissan. He is also the owner and operator of Lyfstyl Custom Clothier, a signature in elegance, style, and comfort, with emphasis on suits and casual wear. Lyfstyl Custom Clothier was established in 2000. Mr. Archer is also the Co-Founder and Vice President of PMG Developers. PMG Developers was founded in 2003 by a group of friends with the promise of giving back to the community where they grew up, in turn giving back to the country where they were born. PMG Developers is currently working on their first project in the township of Pedro Miguel, Rep. of Panama. Mr. Archer served in the U.S. Air Force with the Civil Engineer Squadron as a Heating Systems Specialist from 1985 to 1988, and served in the U.S. Army National Guard during the 1992 Los Angeles riots stemming from the verdict in the Rodney King beating case.

Mr. Archer is married to his beautiful and lovely wife of 23 years Patrice Videau and is the proud father of Braulio Jalil, Brandon Rakim, Brevin Malik, Brand'n Kalil, and Marcel Lee. He is very active in the community, volunteering his time in a reading program helping elementary students with their reading, coach's high school baseball and volunteers with RBI (Reviving Baseball in the Inner-city) during the summer. He is also a member of the Male choir at Greater Ebenezer Missionary Baptist Church in the city of Los Angeles, Dr. Solomon L. Drake Pastor.