

Luisa Deason was born and raised in Mexico City, Mexico in 1966. In 1979, her and her family moved to Houston, Texas where she then graduated from She graduated from Cypress Creek H.S. and attended 2.5 years at the University of Texas Tech in Lubbock, Texas with a major in Public Relations.

Luisa began working as a television reporter with the Spanish Language television station, Telemundo from 1994-1998. She worked her way up the ranks and covered stories ranging from homicides, drug smuggling and immigration issues affecting the Hispanic community until 1998 when she was recruited by the U.S. Immigration and Naturalization Service (USINS) in the Houston District Office to direct the Public Affairs program and be the face of the agency.

(1998-2001)

As a Public Affairs Officer, Luisa oversaw a 52 county jurisdiction involving all immigration benefits and over 400 statutes involving immigration and customs laws. These laws include violations at the local, state and federal (international) laws involving Human Trafficking, Smuggling, Narcotics Trafficking, Fraudulent Documents, Violent Gangs, Northern and Southern border statistics, apprehensions, deaths, child trafficked cases, national security and 911.

Most of the cases were high profile investigations crossing international jurisdictions and multi-agency and international prosecutions.

After the 911 Terrorist attacks, Luisa Deason transitioned from became the Public Affairs Officer (PAO) the Department of Justice (INS) she became the most sought out PAO for most Homeland Security investigations. It evolved into ICE, Immigration and Customs Enforcement. She was well respected and very good at traveling to crisis areas to set up multi-agency Joint Information Centers (JIC's). Many were international and required traveling to many other states or countries.

While at the Houston District Office Ms. Deason and her responsibilities ranged between all the high profile investigations internationally, now to include anti-terrorist activities, arms trafficking, ISIS interventions at the Southern and Northern borders national security issues, Document Fraud, Child Trafficking, Worksite Enforcement and some of the deadliest human smuggling cases with a high significant deaths as a result of criminal conditions. This also includes an array of Highly significant national security and Critical Infrastructure Security sites such as Water Plants, Federal Buildings, Oil and Gas Companies with offshore security ports of entry and critical infrastructure locations.

Luisa worked closely with the United States Attorney's offices, Washington D.C. Congressmen, Senators, U.S. President's Bill Clinton and George W. Bush. Her wealth of experience granted her access to travel internationally with senior leadership and representing the agency.

President Goerge W Bush respected Mrs. Deason and had extensive communications with her in regards to the creation of DHS.

Mrs. Deason is the only LULAC award recipient for Outstanding Community Outreach on highly televised news stories affecting the Hispanic and latino communities.

LULAC and other big Federal Agencies constantly requested Luisa Deason work on certain cases or issues for her keen ability to be a critical thinker and for her effectiveness in exceeding the demands of national and international crisis and conflict resolution. Deason was awarded high recognitions for her efforts in her role as the a top -producing case interdiction with multi-agencies and fearless defender of the law.

- DHS restructuring and all agency Branding for both US Citizenship and Naturalization Services and ICE.
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Amongst her awards she was recognized by many of the embassies and consulates in this country. Pakistani and

Indo-American grassroots organizations for her outstanding government outreach efforts and traveled extensively to the Southern Border to teach attorneys, consulates and many other human rights activist organizations about the dangers lurking at illegal border cross points.

Most definitely, her biggest role was the mass undertaking of re-branding a new agency (DHS) with a 22-government agencies under one umbrella. Excelling was expected and she became incredibly popular when asked to head high-level investigations and set up Joint Information Stations and a PR plan no matter where She went.

(2008-Present)

After leaving the DHS career, she opened her own consulting firm, Deason's Consulting Services. Now it has changed to LOBOS consulting, but she continues to use her knowledge and expertise to advised the immigrant and law enforcement community on a variety of issues that affect their daily lives such as immigration issues, national security, anti-terrorism and statues and current agency policies and procedures.

She provided private Southern Border Tours for General Flynn, Jonathan Hullihan, Dr, Jon Spiers, Frank Lopez, Steven Miller and may others. All whjile the Biden administration had placed a GAG order on all federal immigration personel. Luisa successfully

utilized her internal connections to make these private tours happen. Also introduced Tom Homan and Michael D. McMahon to many of these congressional and candidates for more intensive interview requests. Flynn tour of the southern border under-cover for Gen Flynn and many others dignitaries and senior leadership now involved in securing the borders with the Governor of Texas, Gregg Abbott. Her business partner has been her former Assistant Special Agent in Charge, Michael D McMahon and complements some of the outreach headed by former Acting Secretary of Immigration and Customs Enforcement, Thomas Homan.

She is highly recognized as a subject matter expert and has helped countless candidates running for Senate and Congress and has been respected as a true professional.

These republican candidates are listed and position they campaign for:

1. Dan Crenshaw- Congress
2. Jonathan Hullihan – Congress
3. Roland Lopez- Congress
4. Dr. Jon Spiers- Texas land Commissioner
5. Chad Prather- Governor
6. Jameson Ellis- Congress
7. Mano DeAyalla- Texas Legislature
8. Vidal Martinez- Board of Methodist Hospital
9. Frank Lopez- Congress

Mrs. Deason has also did incredible work as a campaign volunteer for these non-profit organizations as topics related to any/all immigration policies, procedures and federal immigration statutes:

1. Citizens Defending Freedom
2. God Superpac
3. IREP PAC
4. Prison non-profits in Florida assigned by Governor DeSantis
5. Cherry Tree Republicans of Texas
6. Hispanic Republicans of Texas

Mrs. Deason has also had an excellent track record in the private sector. She has run a very successful Credit Restoration business for the past 13 years, and has been recognized as the best customer acquisition advocate on many of the platforms she has work within.

Luisa's record also includes marketing and successful accounts she has brought on board with Parks Insurance Agency. Located in South Carolina, in less than one year, she has solidified two major State Prison accounts in Texas, Florida and part of the TN DOC. The Agency provided access to released inmates with ss#s the ability to apply for the ACA programs under the re-entry programs.

Mrs. Deason dealt directly with Executive Director of the Texas Department of Criminal Justice and over 137 facilities with Mr. Brian Collier, Assistant Deputy Directors April Zamora and Emily Eiseman. Luisa helped over 200,000 inmates gain access to Parks insurance agents to sign up for ACA.

Both prisons have respect for her ability to adapt and recognize best practices. The Texas Department of Criminal Justice (TDCJ) has over 120 facilities under her responsibility, and the Florida Department of Corrections has 47 facilities.

Mrs. Deason left the DHS agency in late 2008-2008 and began her own consulting business helping with immigration issues and I-9 Compliance requirements with then business partner, retired ASAC, Michael D. McMahon.

She gave radio, television and print interviews on statutes, policies and procedures to local state and international media from 2009-to date.