



Session 1: September 10, 2025

Our Role in the Region & the State of Texas

AGENDA

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|------|--|----------------------------|---|
| I. | Working Lunch & Welcome | 11:00-11:20 AM | |
| | a. Introduction of Program & Expectations | | Leah White |
| | b. Review of Schedule | | |
| | c. Sponsor Recognition | | ClearSight |
| II. | Getting to Know You & Your Work Style | 11:20 AM – 12:30 PM | |
| | | | Kate Cline
Lumina Learning |
| III. | Break | 12:30-12:45 PM | |
| IV. | Panel Discussion: About our Region | 12:45 – 1:45 PM | |
| | <i>Moderated by Kelle Marsalis</i> | | Mayor John Muns
City of Plano |
| | | | Doug McDonald
City of Plano |
| | | | Chris Wallace
North Texas Commission |
| | | | Susan Hoff
United Way |
| V. | Closing Remarks | 1:45 PM | Leah White |

More information, Online Agenda and Speaker Bios:



Thank you to our Title Sponsor:



Thank you to our Supporting Sponsors: Toyota & Capital One

Speaker Bios

PANEL:

Kelle Marsalis, Plano Chamber of Commerce

Kelle serves as the President & CEO of the Plano Chamber of Commerce. In this role she provides leadership, general management, fiscal and governance management, and oversight of all Chamber activities for the 1000-member organization in the ninth largest city in Texas.

Kelle has worked in membership, talent and economic development roles for 19 years, including positions with the Dallas Regional Chamber, Rockford (IL) Chamber, and the Stillwater (OK) Chamber of Commerce.

Kelle received her Certified Chamber Executive Designation from the Association of Chamber of Commerce Executives (ACCE) in 2016. She serves as a member of the Association of Chamber of Commerce Executives Board of Directors and formerly served as a member of the Executive Committee. In 2007, Kelle, while serving as Vice President, led the Stillwater (OK) Chamber of Commerce to be named Chamber of the Year by ACCE. Kelle is a 2010 graduate of the Institute for Organization Management through the US Chamber of Commerce and currently serves on the Curriculum Committee and National Board of Trustees as Past Chair, leading the organization in 2023. Locally, Kelle serves on the Historic Texas Pool Foundation Board, the Art Centre of Plano Board, and the Plano ISD Bond and Facility Task Forces.

Kelle and her husband, Van, reside in Plano, where they work multiple jobs to keep their six-year-old teenager named Tilly in the life she thinks she deserves. When not working for her, or at the Chamber, Kelle is very passionate about protecting public education and baking.

Mayor John Muns, City of Plano

Mayor John B. Muns became Plano's 40th Mayor on May 10, 2021. Prior to becoming mayor, he served the Plano community in many capacities, including a variety of leadership roles. His most recent position was Chair of the Planning and Zoning Commission. Prior to that, he served on the Economic Development Board.

Mayor Muns has an extensive background focusing on educating Plano's children. He served on the Plano Independent School District Board as a Trustee for sixteen years with three of those years as President.

One of his core beliefs is if you want to live in a vibrant community, you should give back to your community through service.

As Mayor, John is committed to listening to Plano's citizens and providing transparency in services by leveraging resources to share the many ways our City is accessible. The idea is to improve by working in partnership with our citizens in a collaborative way.

Economic development will continue to be a high priority as we look to remain an employment center for the region, and a destination location for businesses large and small who want to be in a business-friendly community that offers world-class amenities and a great place for their employees to live, work and play.

Mayor Muns is a member of the United States Conference of Mayors and the National League of Cities.

Mayor Muns' commitment to our youth and their families is unwavering. The Plano Mayor's Summer Internship Program continues to offer our high school students a life-changing experience in our premiere companies through an eight-week internship. Nourishing Hope and Plano Families First provide our underserved families with additional resources in the way of health screenings, jobs, activities in our city and so much more.

Mayor Muns was born in Dallas and moved to Plano in 1970 with his family. He graduated from Plano Senior High School in 1978 and earned a bachelor's degree in marketing and management from Abilene Christian University. He is currently a General Partner with Muns Enterprises and previously served as Vice President with Wyatt Cafeterias.

His life in Plano has always included community service. He has served on many boards including Children's Medical Center, YMCA, Plano Sports Authority, Journey of Hope, and City House among others.

Mayor Muns is proud of his more than fifty years living in Plano. He and his wife, Joa, have raised four children here and now enjoy watching their own children raise their families in Plano.

Doug McDonald, City of Plano

Doug McDonald is Plano's Director of Economic Development.

McDonald boasts 15+ years of municipal government experience that includes stops in Arlington, Keller and Richardson. He previously worked in Plano city government from 2013 to 2018. During that time served as both the comprehensive planning manager and senior planner.

He left Plano to work for the city of Richardson. While there, he held the roles of interim executive director for the Richardson Economic Development Partnership and managing director of the city's Office of Innovation. His accomplishments include helping create the city's Innovation Quarter and spearheading efforts to develop and re-develop land along the DART red-line. He also worked with UT Dallas and other local entities that supported startups and small businesses.

McDonald is a former president of the Texas Chapter of the American Planning Association. He holds a bachelor's degree from Texas Tech, two masters from the University of Texas at Arlington in urban planning and public administration and is a graduate of the University of Oklahoma Economic Development Institute.

Chris Wallace, North Texas Commission

Chris Wallace has been President/CEO of the Commission since June 2018. Under his leadership, the NTC is quickly building its strength and capacity uniting prominent leaders to tackle the greatest

challenges for our 13-county region. Today, the NTC manages the region's legislative advocacy at the state/federal levels and is a resource for diversity, equity, and inclusion.

Prior to joining the NTC, Wallace served as the President/COO of the Texas Association of Business. For 10 years, he served as President/ CEO of the Greater Irving-Las Colinas Chamber.

Wallace graduated from Texas Tech University from the College of Media and Communications. He was named an outstanding alumnus in 2008. In 2019 and 2020, Wallace was named among Dallas' 500 most powerful business leaders in DFW by D CEO Magazine.

Susan Hoff, United Way

Susan Hoff serves as Chief Strategy & Impact Officer for United Way of Metropolitan Dallas. Before joining the United Way team in 2009, Susan was the CEO and president of ChildCareGroup and, prior to that, was the executive director of Educational First Steps.

In addition to senior leadership roles, Susan's professional experience includes the positions of teacher, childcare center director and parent educator. She is a highly sought-after trainer and public speaker, is an accomplished fund developer and has developed curricula and educational publications for children and adults. Susan is a well-known children's advocate at the local, state and national levels. She is the co-founder, with Margery Miller, of the Great Girls Network, a platform for women from all walks of life to lift up and inspire one another. Susan serves on the boards of Early Matters Dallas, the Texas Partnership for Out of School Time (TXPOST) and the Essilor Vision Foundation – Americas. She was appointed by Mayor Mike Rawlings to the board of Workforce Solutions Dallas County in 2012, 2015 and 2018. She is also a past president of the Texas Association for the Education of Young Children and past board chair of Social Venture Partners Dallas, First3Years and the Junior League of Richardson.