



Session 3: February 11, 2026

Past, Present & Future: How Business Shapes a Community

AGENDA

I.	Working Lunch & Welcome	11:00-11:30 AM	
	a. Welcome & Review of Schedule		Leah White
	b. Sponsor Remarks		
	c. Chamber Program Spotlight		Kelle Marsalis
	d. Ice Breaker Activity		
II.	The History of the Region	11:30 AM – 12:15 PM	Cullum Clark George W. Bush Presidential Center
III.	DFW Today	12:15 – 1:00 PM	Jobin Panicker WFAA
IV.	Break	1:00 – 1:10 PM	
V.	The Future of the Region	1:10 – 1:55 PM	Noelle LeVeaux Noelle LeVeaux Concepts
VI.	Closing Remarks	1:50-2:00 PM	

More information, Online Agenda and Speaker Bios:



Thank you to our Title Sponsor:



Thank you to our Supporting Sponsors: Toyota & Capital One

Speaker Bios

KEYNOTES:

Cullum Clark, George W. Bush Presidential Center

J.H. Cullum Clark is Director, Bush Institute-SMU Economic Growth Initiative and an Adjunct Professor of Economics at SMU. Within the Economic Growth Initiative, he leads the Bush Institute's work on domestic economic policy and economic growth. Before joining the Bush Institute and SMU, Clark worked in the investment industry for 25 years. He served as an equity analyst and portfolio manager at Brown Brothers Harriman & Co. (1993-96), as a portfolio manager at Warburg Pincus Asset Management (1996-2000), as President and Chief Investment Officer of Cimarron Global Investors, a Dallas-based hedge fund firm (2000-02), and as President of Prothro Clark Company, a Dallas family investment office (2002-18). Prior to entering the investment industry, he served for one year on the staff of the U.S. Senate Select Committee on Intelligence.

Clark fulfilled a lifelong goal by earning his Ph.D. in Economics at SMU in May 2017, and subsequently joined the faculty of SMU's Department of Economics. His research has focused on monetary policy, fiscal policy, financial markets, economic geography, urban economics, modern economic history, and economic growth.

Clark's volunteer leadership activities include serving on the boards of Uplift Education, the Eugene McDermott Foundation, the Yale University Art Gallery, and the Foundation for the Arts, as well as on the investment committee of SMU. He earned a B.A. in History from Yale University in 1989 and an A.M. in Political Science from Harvard University in 1993, in addition to his Ph.D. in 2017. After graduating from Yale, he lived for one year in Japan. Clark and his wife Nita have three daughters: Lili, Annabel, and Charlotte.

Jobin Panicker, WFAA

Jobin Panicker is a reporter at WFAA in Dallas, TX who joined in December of 2012. He specializes in features and stories from Collin County.

Jobin's work has garnered more than 30 Emmy® Awards through 2025. Also, in 2025 he won a National Edward R. Murrow for his writing. He's also a two-time national Reporter of the Year by NPPA (National Press Photographer's Association) in 2022 and 2023.

He arrived to WFAA from Fresno, California where he worked at KSEE-24 NBC. Before that, he was a reporter for WBOC in Salisbury, Maryland.

He's also a 4-time Regional Edward R. Murrow Award winner. His stories have also won AP Awards. Jobin also won 2 awards from the Society of Professional Journalists. He won that in the areas of Outstanding Features and Culture and Arts.

Noelle LeVeaux, Noelle LeVeaux Concepts

Noelle is a senior executive focused on marketing, sales, advertising, brand management and communications. She has 30 years of increasing responsibility as well as a Bachelor of Mathematics from Spelman College and a masters in digital communications analytics from University of North Texas.

Noelle is currently leading her own strategic marketing firm. Some of her clients include Dallas FIFA World Cup 2026, Uptown Dallas Inc., Project Unity, and the Texas Women's Foundation. She was previously

Group Publisher for D Magazine Partners, including 4 publications, 60 plus events and all digital assets. Her areas of responsibility are focused on revenue generation through advertising and marketing. Other previous roles include being the Chief Marketing Officer for Communities Foundation of Texas as well as CMO of Visit Dallas, the marketing arm of the City of Dallas. In 2012, Noelle launched the BIG Campaign to rebrand Dallas, including a traditional media buy, as well as a social/public engagement campaign. The campaign has won several awards including the DFW AMA Marketer of the Year in Branding and a regional Addy for Integrated Campaigns. In 2013, Noelle was honored by Skift.com as one of the 50 top travel marketers in the world.

Prior to joining the Bureau, Noelle served as interim vice-president of Marketing/Public Relations for Children's Medical Center. While at Children's, she co-produced a 13-part television documentary that aired on the local ABC affiliate. After college, Noelle started her corporate career with MBNA in their elite management development program and received several promotions and increasing levels of responsibility during her 13-year tenure.

In 2006, Noelle co-founded Dress for Success Dallas, a non-profit organization for disadvantaged women. In 2010, she published a children's book, I Miss You When I Sleep. In 2014, Noelle was diagnosed with breast cancer and started sharing what that experience has taught her through her blog: Confessions of a Single Mom with Cancer as well as a TedTalk entitled - Asleep at the Wheel.

Noelle serves on numerous nonprofit boards and is a member of the Dallas Assembly, Charter 100 Women, and Leadership Dallas Alumni.