

# Leadership EXCHANGE 2023

connect. grow. lead. give back.

**FRISCO**  **CHAMBER**  
of commerce

[FriscoChamber.com/LEX](https://FriscoChamber.com/LEX)



# Welcome Message

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Welcome to Fort Collins, Colorado! We're excited to have you aboard for our 2023 Leadership Exchange (LEX). LEX isn't just a trip; it's an experience. It's about sharing ideas, building relationships, and visioning for Frisco's future. Your participation in LEX23 speaks volumes about your commitment to Frisco.

A heartfelt thank you to Baylor Scott & White Health, our presenting sponsor. Known for their unparalleled commitment to excellence, innovation, and community support, BSW's spirit aligns perfectly with our mission. Their continued investment in LEX underlines their unwavering belief in the transformative power of this initiative.

Think of Fort Collins as more than a destination; it's a learning hub. Reflect on the conversations taking place in Frisco – downtown redevelopment, arts, culture, sustainability, and workforce, to name a few. Fort Collins has navigated these waters, and we're here to gain insights and to map out our key takeaways when we return home.

From the entire team at the Frisco Chamber of Commerce and our Board of Directors, thank you for being a part of LEX23. Your decision to join us makes this initiative even more special! I'm confident this week will spark fresh ideas, foster connections, and fuel our collective passion for Frisco.

In gratitude,

*Christal*



Christal Howard  
*Interim President/CEO*



# 2023 LEX Attendees



**Rene Archambault**  
Frisco ISD  
Board of Trustees



**Mike Barber**  
CohnReznick  
Co-Office Managing  
Partner



**Timothy Campbell**  
The Mix Frisco  
Head of the Mix  
Frisco



**Jeff Cheney**  
City of Frisco  
Mayor



**Shannon Coates**  
Play Frisco  
Director



**Kim Cole**  
Hillwood  
Vice President



**Paul Cristina**  
DCTA  
CEO



**Dynette Davis**  
Frisco ISD  
Board of Trustees



**Marion Fazzari**  
Daystar Landscapes  
Project Manager  
Sales



**Ryan Gebhart**  
Baylor Scott & White  
Health  
SVP, President



**Audrey Henvey**  
Frisco Enterprise  
News Editor



**Heather Himes**  
Universal Destinations  
& Experiences  
Senior Director



**E.A. Hoppe**  
City of Frisco  
Assistant City  
Manager



**Jenny Katlein**  
CoServ  
Relationship  
Development Manager



**John Keating**  
City of Frisco  
Mayor Pro-tem



**Paul Knipple**  
City of Frisco  
Director of  
Engineering Services



**John Lettelleir**  
City of Frisco  
Director of  
Development  
Services



**Chad Long**  
Wilks Development  
Development  
Manager



**Laura Madden**  
Kaleidoscope Park  
Foundation  
Director,  
Development and  
Relationships



**Mary McClure**  
Collin College  
Associate VP of  
Strategic Initiatives



PRESENTED BY

**Baylor Scott & White**  
HEALTH

#LEX23

CONNECT | GROW | LEAD | GIVE BACK





**Lorie Medina**  
MedinaUSA  
Founder | CEO



**Danny Mehta**  
Investor/Entrepreneur  
Downtown Advisory  
Board



**Tammy Meinershagen**  
City of Frisco  
City Council



**Rob Millar**  
City of Frisco  
Assistant City  
Manager



**Barbara Milo**  
HALL Park  
Director of Park  
Experience



**John Newkirk**  
PGA of America  
Senior Director



**Angelia Pelham**  
City of Frisco  
Deputy Mayor  
Pro-tem



**Jake Petras**  
LMIF Real Estate



**Wes Pierson**  
City of Frisco  
City Manager



**Geneva Polster**  
Community Volunteer



**Gopal Ponangi**  
Frisco ISD  
Board of Trustees



**Marla Roe**  
Visit Frisco  
Executive Director



**Jonathan Rogers**  
Rollertown  
Beerworks  
CEO



**Gloria Salinas**  
Frisco EDC  
Vice President



**Donna Schmittler**  
Heritage Association  
of Frisco  
President



**Chad Sterling**  
Altair Global  
CEO



**Darren Stevens**  
Frisco Police Dept.  
Assistant Chief of  
Police



**Danielle Thornton**  
Day Star Landscapes  
Director, Residential  
& Commercial  
Projects



**Tom Walker**  
Dallas Cowboys  
CFO



**Stefanie Wagoner**  
Frisco EDC  
Director of Business  
Retention & Expansion



**Bill Woodard**  
City of Frisco  
City Council



**Brian Wysong**  
Tumbleweed  
TexStyles  
Co-Owner & CEO

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# Chamber Staff

## Attendees



**Christal Howard**  
Interim  
President/CEO



**Karen Kim**  
Vice President of  
Marketing &  
Communications



**Brian Davis**  
Director of  
Marketing & Event  
Sponsorships



**Maureen Johns**  
Director of  
Government  
Relations



**Shelby Fawver**  
Director of Events

# Recent Accolades

## Fort Collins, CO

- No. 1 Best Place to Live in Colorado: *Forbes* - October 2022
- No. 3 Most Dog-friendly City in U.S.: *Rocket Homes* - February 2022
- No. 9, America's Safest Cities for Young Drivers: *Driving Tests* - October 2021.
- No. 2, Best Tasting Drinking Water in North America: *American Water Works* - June 2021
- No. 6, Safest Cities for Cyclists: *Your Local Security* - May 2021
- No. 8, Colorado City Ranked Among 'Most Relaxed' in Country: *Out There Colorado* - April 2021
- No. 4, 25 Best Cities in the US to Own an Electric Car: *24/7 Wall St* - April 2021
- No. 5, 2021 Top 10 Remote-Ready Cities in the US: *Livability* - January 2021
- Top 25 U.S. Growth City, 2020 Migration Trends: *U-Haul* - January 2020
- No. 8, Most Fitness Friendly Places for 2021: *Smart Asset* - December 2020
- No. 1, The Best Places to Live in America in 2020: *Market Watch* - October 2020
- No. 13, The 15 Best Places to Live in the United States: *The Street* - October 2020
- Best Cities for First-Time Homebuyers: *SmartAsset* - October 2020





# LEADERSHIP EXCHANGE TRIP

SEPTEMBER 12-15, 2023  
Fort Collins, CO

PRESENTED BY



#LEX23

# LEX Agenda

**Tuesday, September 12, 2023**

**10:00 AM Welcome to Colorado!**  
*Arrive at Denver International Airport*

**11:00 AM Pick Up Luggage/Meet the Bus**

**11:30 AM Lunch - Western Daughters at CSU Spur**

**12:30 PM Something for Every Learner**

**2:30 PM Travel by Bus to Fort Collins**

**4:00 PM Check in to Hotel**  
*The Elizabeth Hotel*

#LEX23



# Agenda

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**Wednesday, September 13, 2023**

**7:00 AM Breakfast Buffet**  
*The Elizabeth Hotel*

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**8:00 AM Walk to Fort Collins Museum of Discovery (FCMOD)**

**8:30 AM Welcome to Fort Collins!**

**9:30 AM Community of Innovation**

**10:00 AM FCMOD - Public Private Partnerships**

**11:00 AM Walk to Elevations Credit Union**

**11:30 AM Doing Business in Fort Collins**

**12:15 PM Lunch - Post Chicken**

**1:00 PM Walking Tour of Downtown Fort Collins**

**3:00 PM Community of Art and Music**  
*Wolverine Farm*

**4:00 PM Break**

**4:45 PM Optional Happy Hour**  
*Salt Road Brewing*

**5:30 PM Dinner with Locals**

# Agenda

**Thursday, September 14, 2023**

**7:00 AM Breakfast, sponsored by Kaleidoscope Park**  
*The Silver Grill Cafe*

**8:00 AM Load Bus**

**8:30 AM Lincoln Center - Talk and Tour**

**9:30 AM Walk to the Fort Collins Chamber of Commerce**

**9:45 AM Fort Collins Community Issue:  
Housing Accessibility and Affordability**

**10:15 AM Community Culture: Sustainability**

**10:45 AM Load Bus**

**11:00 AM CSU - University Center for the Arts**

**11:15 AM Town & Gown: A Strong Relationship**

**11: 45 AM Campus Tour**

**12:30 PM Lunch - YAMPA: Flavorful Sandwiches**

**1:00 PM Stop and Smell the Flowers**  
*CSU Trial Gardens*

**1:15 PM Load Bus**

**1:30 PM City of Fort Collins Parks Tour**

**4:00 PM Brewery Community**  
*Odell Brewery*

**5:30 PM Dinner on Your Own**  
*Downtown Fort Collins*



# Agenda

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## Friday, September 15, 2023

**7:00 AM Breakfast Buffet**  
*The Elizabeth Hotel*

**8:00 AM Workforce: NOCO Strategies**

**9:00 AM Check Out of Hotel**

**9:30 AM Load Bus**  
*Bring Luggage*

**9:45 AM Travel to Denver**

**11:00 AM Welcome to Denver**

**11:15 AM Tour: Dairy Block Downtown Denver**

**12:00 Noon Explore McGregor Square: Lunch at Mile Post Zero**  
*Anthony's Pizza & Pasta | Burgers & Dreams | TaCo! | Tora Sushi + Ramen | Zeps Epiq Sandwiches*

**1:15 PM Load Bus**

**1:30 PM Depart for Airport**

**4:15 PM Flight Home to Dallas**  
*Arrive at Love Field at 7:05 PM*