

Vanessa T. Reed, SVP

National External Affairs Manager
Comerica Bank



Vanessa Reed heads the External Affairs Department managing Community Reinvestment Act programs for Comerica Bank. Reed is responsible for community reinvestment and external affairs for Comerica Bank from the East to the West Coast. Her priorities include affordable housing, education including financial literacy, small business development, job training, economic development and neighborhood revitalization programs for low to moderate income individuals and communities.

Reed joined Comerica Bank in 2000. She earned five Comerica ROAR awards for her outstanding achievement and results as a credit specialist for the commercial real estate department.

A graduate of University of New Orleans, Reed holds a bachelor's degree in Business Management with a concentration in accounting.

Her civic and community involvement includes serving as Chair of the Board of Directors for the Change Happens; The Fort Bend Church's Accounting Team Ministry; and actively advocates for the empowerment of diverse low to moderate income communities in Texas and Louisiana. Mrs. Reed also serves on the leadership advisory committee for Houston Money Week and is a member of the Houston Metropolitan Continental Societies, Inc. - an international public service organization dedicated to the socioeconomic and cultural welfare of underprivileged children and youth.

Reed is a recognized leader and serves as a subject matter expert on community development and engagement in both Texas and her home state Louisiana. She's received numerous honors and recognitions since she began her career at Comerica Bank.

Honors and recognitions:

- Comerica ROAR Award for Outstanding Achievement and Results (5 consecutive years)
- *Rolling Out's* Top 25 Most Influential Women in Houston – Class of 2007
- Who's Who in Black Houston (2007 – 2018)
- Texas Women's Empowerment Foundation 2011 Volunteer Award
- Honey Brown Hope Foundation's Citizens Improving America Award
- Houston Citizens Chamber of Commerce (a.k.a. Greater Houston Black Chamber) 2011 Outstanding Board Member of the Year
- 2012 YMCA Minority Achievers Award
- D-MARS Business Journal Top 30 Influential Women of Houston – Class of 2013
- 2014 SuperLady and featured in the Houston Museum African American Culture "Women of a New Tribe" Exhibit (February 2014 and Mother's Day 2014)
- Sisters Network 2014 Pink Angel Honoree
- Honorary co-chair of North Houston Frontiers Club Annual Dr. Martin Luther King, Jr. Memorial 2015 Scholarship Breakfast
- Girl Scouts 2015 Success to Significance Honoree
- Texas Women's Empowerment Foundation 2015 Power Couple Honoree,
- President's Bronze Volunteer Service Award (Obama & Trump Administrations)
- National Black MBA Houston Chapter's 2016 Corporate Award
- Blue Triangle Community Center 2016 Living Legend Award
- The Chatman Women's Foundation 2017 Inaugural PowHer Play Award
- Texas Women's Empowerment Hurricane Harvey Relief Partnership Award Foundation.
- Community of Faith 2018 Black History Month Honoree – "Through Woman Power We Rise,"
- C-STEM 2018 STEMing the Tide Award Honoree
- This Woman's Work 2018 Community Advocate Award
- S.A.F.E Diversity 2019 Embracing Diversity Champion Award
- 2021 Black Woman of Excellence (3/2021)
- 2021 Women to Watch: Houston Area Urban League (March 2021)

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- Texas Bankers Association 2020 - 2022 LiFE Award – EMPOWER Series (Houston) and Comerica Business \$ense Bootcamps' national response to help small businesses during the pandemic, respectively
- 2022 3rd Annual Lifetime Presidential Achievement Award Honoree
- D-MARS 2023 Top 50 Black Professionals and Entrepreneurs of Texas Honoree
- 2023 Appointment to the Fort Bend County Toll Road Authority Board making Reed the 1st African American Women to be appointed to the board.

She is the wife of Kevin J. Reed and has a daughter and son, Jordan and Parker Reed ages 21 and 18, respectively.

Lisa Helfman
Senior Director of Public Affairs, H-E-B
Founder and Board Chair, Brighter Bites

Lisa Helfman is the Senior Director of Public Affairs Houston for H-E-B Grocery Company and served previously as their Director of Real Estate. Prior to joining H-E-B in 2014, Lisa served as Director of Real Estate Services at Texas Children's Hospital where she created the Real Estate Services Department in order to centralize the hospital's real estate operations. Lisa worked at Texas Children's for seven years after leaving Vinson & Elkins law firm where she represented many urban redevelopment clients, non-profits, and government entities in financings, real estate, and other legal matters. Lisa received her JD Magna Cum Laude from the University of Houston Law Center and her BA Cum Laude from Tulane University.

When she isn't representing H-E-B in the community, she is pushing kale smoothies to children all over underserved communities as the Founder and Board Chair of Brighter Bites. In the fall of 2011, Lisa and her family took part in a weekly fruit and vegetable co-op, and she watched her children's eating habits transform—for the better. So much so that her little boy rejected a piece of cake at a birthday party, asking instead for the blueberries he'd grown fond of eating at home. Like most moms, Lisa realized this was a fairly significant decision for a six-year-old, and she wondered what kind of influence regular access to fresh produce might have on all children.

She was inspired to replicate this type of positive change in underserved communities where obesity was high and access to fresh produce was low. Because nutrition education in these communities is often equally lacking, Lisa's vision was to bring a produce co-op to schools in these neighborhoods that included an educational component while also making it fun. She created a collaborative partnership with Dr. Shreela Sharma at the University of Texas School of Public Health, and launched the program now known as Brighter Bites in 2012. Ten years later, Brighter Bites has delivered over 50,000,000 pounds of fresh produce and 100,000s of education materials to more than 500,000 individuals (including teachers!) across 200+ participating schools in Houston, Dallas, Austin, New York City, Washington D.C., Los Angeles, Bakersfield, Northern California, and Southwest Florida with San Antonio launching in 2023.

In 2019, the Houston-Galveston chapter of the Albert Schweitzer Fellowship named Lisa its Humanitarian of the Year, Newcomb College at Tulane University also named Lisa its Community Service Alumni of the Year and Business Insider named her and Shreela to their list of top 100 Coolest People in Food and Drink. In 2020, her alma mater Kinkaid named Lisa the Alumna of the Year. In addition to chairing the Board of Brighter Bites, Lisa also serves on the boards of the Jung Center, the Houston Food Bank, the Kinkaid School and Buffalo Bayou Partnership. She has two children, Drew (17) and Nathan (14), who continue to inspire her every day.

Phillip R. Dyson

P H R , S H R M - C P



Phil R. Dyson can be described as any of the following: an accomplished HR professional, mentor, philanthropist and above all, a family man. He has been married to his wife of 30 years, Cassandra, and together they raised two children, Blake and Brooke, who are college-degreed professionals, both successful in their field of study. Phil is an active member of his church, Windsor Village United Methodist Church, Houston, Texas and contributes spiritual well-being and guidance as pillars for a devoted family.

After graduating with a Bachelor of Science degree in Accounting with a minor in Marketing from Southern University of Baton Rouge, Louisiana, he started his career as a Management Trainee with Enterprise-Rent-A-Car and worked his way up through the ranks. He has been with Enterprise Holdings for 30 years and is currently the HR Manager, responsible for training, development, philanthropic opportunities, diversity and inclusion for 500+ employees.

Additionally, in his role as the Houston group's community relations manager, Phil partners with organizations within our communities, which foster mentoring and self-reliance. He is currently a board member of the Houston Area Urban League and has been actively involved with the League for over 15 years. He was also an original member of the company's Corporate Diversity, Equity and Inclusion Team. He not only mentors employees but also mentors others outside the Enterprise family through partnerships with local organizations (TWEF, United Way, NAACP, NAMI, Collaboration for Children and Child Advocates and other organizations throughout the Houston area).

Outside of work, Phil is committed to his faith, family, and personal health. He knows when to shut off work and focus on those he loves the most. He looks forward to any opportunity to travel and enjoys watching a good sports game. You can typically find a book on Christian living somewhere on his persons or on a nearby table. He truly embraces development and growth in every aspect of his life.

GET IN TOUCH

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Ty Johnson Bio

With over a decade of experience working at the intersection of business strategy and community need, Ty is responsible for the strategic development and execution of ConocoPhillips' community investment strategy focused on math and STEM education programming in the greater Houston-area. She also manages the activation of the company's professional sports team sponsorships, including the Houston Astros (MLB), Houston Texans (NFL), the Houston Open (PGA Tour), the US Men's Clay Court Championship (ATP 250), and she led ConocoPhillips' sponsorship activation at Super Bowl 51.

Ty manages over 20 unique nonprofit partnerships in Houston focused on delivering meaningful community impact totaling \$3.5 million in charitable investments and sponsorships annually. Ty has been instrumental in designing, leading, and implementing ConocoPhillips' STEM education initiatives that have positively impacted over 7,000 teachers and reached over 1.1 million students. Additionally, she is spearheading ConocoPhillips DE&I community strategy that invests in programs that support college and career readiness for underrepresented students in Houston.

Ty graduated *summa cum laude* with a bachelor's degree in marketing from Prairie View A&M University and received her Master of Business Administration (MBA) from Rice University. She also has a Certificate in Corporate Citizenship Practice from Boston College. Ty's distinguished awards include a Telly Award for the *Math in a Flash: Problem Solvers* series in 2021, and in 2022, she received the Teach for America-Houston Champion for Education Award to recognize her efforts in advancing education equity in Houston. In 2022, she was also named a Houston Role Model and a Woman in the Fast Lane of STEAM by the Greater Houston Women's Chamber of Commerce.

A native Houstonian, Ty enjoys spending time with her family and friends, traveling and volunteering. Her past and current volunteer roles include serving on committees and boards for the Corporate Community Relations Council and the United Way of Greater Houston. She is also a graduate of Project Blueprint, Class XXXVIII and a member of the Boston College Center for Corporate Citizenship's Community Involvement Roundtable.