



Board2Board™ Tyler, TX

CONFERENCE SPEAKER BIOS



Shawn Callaway became the President and Owner of FI in August 2022. He started his career in nonprofit management in 1993, and has accrued 30 years of experience in nonprofit management and has been on the FI team since 2015. From religious and education to business and economic development nonprofits, Shawn has served in most roles of non-profits from Board Member all the way to President/CEO. Shawn was named a “Hometown Hero” in 2020 and “Businessperson of the Year” in 2022. Under Shawn’s leadership two different local Chambers have received Five Star Accreditation, the highest rating from the U.S. Chamber. Shawn also currently serves as the first executive director of the award-winning Aledo ISD Education Foundation, which has raised over \$3.5 million dollars since its founding in 2013. Shawn is actively involved in pro-education legislation and activism. After earning his degree from Texas Tech, he achieved certifications in adolescent education from Southern Methodist University and Princeton University.



Laurie Cromwell, CFRE was the first woman elected to an at large position on the local school board, the first woman school board president, the first president of the local education foundation, the first woman president of the local Economic Development Commission, and a founding Board member of the local Chamber of Commerce. She was the first person to receive Chamber Citizen of the Year and the first to receive the Outstanding Service Award by the Texas Pioneer Foundation. She started her mission in the nonprofit field in 1984 and in 2003 founded Foundation Innovation, a consulting firm that has guided hundreds of education foundations and school boards to success.



Fred Markham is a founding director and president of the Texas Pioneer Foundation, a Texas independent foundation that works to improve the quality of education in Texas by funding educational programs in underserved and disadvantaged areas that are able to build capacity and have measurable results. Fred earned his Bachelor of Arts in Economics from the University of Arkansas and is a graduate of the Southwestern Graduate School of Banking at SMU. Fred had a 30-year career in banking and retired as president of the Bank of America banking center in San Marcos. In 1996 he became Executive Director of the Central Texas Higher Education Authority and subsequently worked with members of the board of directors to create the Texas Pioneer Foundation in 2004.



Maya Golden Bethany is an award-winning multimedia journalist, speaker and author. Maya is the founder of the 1 in 3 Foundation, a nonprofit organization in Smith County, Texas that provides counseling and recovery services to survivors of sexual violence. Her work has been featured on Bally Sports, Fox Sports College, ESPN 2 and 3 and other broadcast mediums and speaks for organizations such as the Children’s Advocacy Center, CASA (Court Appointed Special Advocates) and Kids Aspiring to Dream. The Texas A&M alum’s career includes experience as an education foundation executive director, sports anchor/reporter and television production editor, newscast writer and field producer.



Holly McFarlin joined East Texas Communities Foundation in the Fall of 2014 managing the Foundation’s multichannel communications, public relations, and marketing strategies building awareness, engagement, and partnerships throughout the 32 counties served by ETCF.

Holly serves as the chief chaos coordinator for the regional online fundraiser, East Texas Giving Day. Since inception, the digital campaign has provided stewardship tools and resources for the nonprofit community and leveraged technology to broaden donor awareness of community needs.

Holly currently serves on the boards of Bullard Education Foundation and Women’s Fund of Smith County. Some of Holly’s favorite volunteer service has come from participating in the Tyler Area Chamber of Commerce, Contact Club, The Tyler Rotary and Leadership Tyler, Class 30.

McFarlin attended Stephen F. Austin and majored in Communications. She and her husband reside in Bullard where they enjoy raising their three children, cooking in chili cook-offs, and enjoying the outdoors.



Janet Bubert focuses her practice on representing the boards of numerous independent school districts, charter schools, universities, community colleges and education foundations.

She advises clients on all aspects of education law and represents schools in both federal and state courts and before the Texas Commissioner of Education as well as other federal and state agencies. Janet has significant experience advising schools about programs for students with disabilities and authored a book chapter on disability programs.

Janet regularly provides training for boards, school administrators and staff, and she is a frequent speaker at state and national education conferences. She was named a Rising Star by Thomson Reuters from 2007-2012 in Schools and Education Law in Texas Monthly and was included in the List of Top Attorneys from 2011-2015 for Education and School Law in Fort Worth, Texas Magazine.

Following law school, Janet served as a briefing attorney for the Honorable James A. Baker and the Honorable Michael Schneider, Justices of the Supreme Court of Texas.

A very special thank you to all our speakers!

