



Board2Board™ Central Texas - September 25, 2025

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 non-profit 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 formerly served 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.



Suzi Pagel, CFRE (Certified Fund Raising Executive), has consulted with Foundation Innovation since 2011 and is currently serving as Lead Strategist. She served as Midway ISD's Director of Development from 2002 - 2022. During this time, the Foundation provided over \$1.75 million for more than 650 classroom grants for the students and staff of Midway ISD and has an endowment of \$2 million dollars. The Education Foundation has funded other programs beyond the scope of the typical school budget such as academic letter jackets and funds for first year teachers to supply their classrooms.

Suzi holds a B.S.Ed. from Baylor University. In addition to teaching in Texas and California, she served as the volunteer coordinator for the City of Woodway and the program coordinator of Keep Knoxville Beautiful. She volunteers for the Junior League, Hewitt Chamber of Commerce, and the Association of Fundraising Professionals.

Suzi has received the Junior League's Golden Wing Award for Outstanding Volunteerism and the Association of Fundraising Professional's Outstanding Professional Fundraiser awards.



Dawn Parnell, CPC, IOM has 20 years of experience in public education, leading Education Foundations and Communications teams throughout Texas. During her tenure in public schools, Dawn served as the Director of the Killeen ISD Education Foundation, Executive Director of Communications in Tyler ISD, and the Chief Communications Officer for Carrollton-Farmers Branch ISD, where she oversaw the Education Foundation.

Dawn earned her Bachelor of Arts and Master of Science degrees in Communication & Public Relations from the University of North Texas. She has a Non-Profit Management certification from the University of Texas Permian Basin and a Certified Public Communicator designation from Texas Christian University.

An advocate for public schools, Dawn has been awarded the Honorary Life Membership and Extended Life Service Awards from Texas PTA. She is a graduate of Leadership Tyler and Leadership Killeen.

Before her work in public schools, Dawn served in leadership roles in the Chamber of Commerce industry in north and east Texas. Dawn is married to Dennis, and they enjoy volunteering, camping, and spending time with their adult daughter and family and friends.

CONFERENCE SPEAKER BIOS CONT.



Tracy Phelps has been with Foundation Innovation for 15 years, serving in a variety of roles. She is currently the Director of Client Relations, specializing in nonprofit corporate documents and compliance, client management, and client billing. A graduate of Texas A&M University with a B.A. in Speech Communication and a minor in Business Administration, Tracy began her nonprofit career as the Director of Development for the Tyler ISD Foundation in Tyler, Texas.

Tracy is also deeply engaged in her community. She serves as registrar for the local youth soccer club, volunteers with the San Marcos High School Theatre Boosters and Miller Middle School Boys Athletics Boosters, and is a Board Director for the San Marcos Education Foundation.

When she isn't working, at the soccer fields, or supporting SMCISD schools, Tracy enjoys reading, painting, and the rare occasions when her whole family is home together. A native of Fort Worth, Texas, and a proud Fort Worth ISD graduate, she now lives in San Marcos with her husband, two children, three dogs, and what she insists is the world's cutest cat.