



SOUTHWEST DISTRICT NEWSLETTER

WHERE EAST MEETS WEST

SOCCER ACTIVATION STRATEGY LUNCH RECAP

Today, the Southwest Management District convened a dynamic group of influential leaders from across the Greater Houston area to collaborate on upcoming soccer activations and identify opportunities to partner with key community stakeholders.

The energy in the room reflected a shared commitment to collaboration, creativity, and meaningful community impact as Houston prepares to welcome the world.



KEY TAKEAWAYS

- cross-sector collaboration is driving soccer activation planning forward
- strong interest in community-based programming and inclusive engagement
- alignment on leveraging global attention to benefit local businesses and residents



LOOKING AHEAD

This is just the beginning. With strong community partnerships and a clear vision, the Southwest Management District is poised to play a leading role in showcasing Houston's vibrant culture and diverse gems to the world — while continuing to create meaningful opportunities for the community long after the final whistle.





FEATURED ATTENDEES

We were proud to host a diverse and dynamic group of leaders representing media, sports, business, and nonprofit sectors:

Alejandra Peimbert ----- Annise Parker's Office
Brenda Chen ----- NTDTV Houston
Cristina Saravia ----- Valkyrie Media Group
Cyndy Garza Roberts ----- Trevino Consulting Group
Cyronica Upshaw ----- Texas Business Leader Alliance
David De La O ----- Career Gear
David Denenburg ----- Denenburg Development
David Peters (Board Director) ----- Southwest District
Dawn Lin (Board Director) ----- Southwest District
Eddie Mendoza ----- Remodel HTX
Glenn Davis ----- ESPN 97.5 | Soccer Matters
Heejun Roy Yoon ----- Houston Astros
Irma Sanchez ----- Westchase District
Jamay M. Schardien ----- Career Gear
John P. Hernandez ----- Amegy Bank
Kenneth Li (Board Chairman) ----- Southwest District
Lisa Sun ----- The Epoch Times
Louis Jullien ----- Westchase District
Micheal Chabala ----- SPHERE Club
Naina Magon ----- Hawes Hill & Associates
Peter Acquaro (Board Director) ----- Southwest District
Sharon Jones ----- Texas Business Leader Alliance
Sophia Ortega ----- Htown Restaurant Group
Stephani Brodi ----- One World Strategy Group
Tabitha Israel ----- Upstanding Enterprises
Thomas P McDevitt ----- Washington Times
Tracy Vaught ----- Htown Restaurant Group

UPCOMING EVENTS

- **Kickoff to the Cup – Soccer Activation**
June 6, 2026 from 9:00AM-1:00PM at the Alief Neighborhood Center - A community-wide soccer activation featuring fitness programming and local vendor participation to celebrate the global energy leading into the World Cup. This activation is being programmed by former Dynamo player Michael Chabala.
- **First Houston Match Watch Party**
June 14, 2026 at the Hilton Westchase
A community viewing event bringing international chambers and community partners to experience World Cup matches in a shared, high-energy environment.
- **Liberty Fest 2026**
June 28, 2026 4:00-9:00PM at PlazAmericas - A signature district event celebrating community, culture, and commerce with entertainment, food vendors, family programming, and local business participation. This year the event will be headlined by Paul Wall.

For more event
information, scan
the QR code or visit
[SWDISTRICT.ORG/
EVENTS](https://SWDISTRICT.ORG/EVENTS)





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