



BRENDA REYES  
Board Member  
Dallas/Fort Worth International Airport  
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Ms. Brenda Reyes has been a business owner for over 20 years. Currently she is President and owner of Arriba Solutions, Inc. (ASI) a full service marketing and political strategies firm.

ASI has been involved in numerous campaigns including; Tom Leppert for Mayor of Dallas, Parkland Bond, Dallas ISD Bond, Trinity River, City of Dallas Bond, Wright Amendment and the Strong Mayor campaigns.

Ms. Reyes is first generation American of Hispanic parents and was born in New Orleans, Louisiana. After fulfilling her obligation in the Marine Corps where she received training as a public affairs liaison, she obtained a Bachelor of Science degree in Accounting from the University of New Orleans in December of 1985.

Relocating to Dallas from New Orleans in 1990, Ms. Reyes saw the possibility of “making a difference.” As a reflection of her desire to improve the quality of life in her community, she quickly became involved in the political process as well as numerous diverse community boards. She has been extensively recognized for her volunteerism as well as her business acumen and the ability to work with people across party lines to reach a desired objective.

Ms. Reyes is the former President of the Greater Dallas Hispanic Chamber of Commerce where she was responsible for all aspects of the Chamber operations. During her tenure, she marketed the chamber so successfully that she obtained ten new corporate partners in one year. She also created and implemented the first International Business Expo now known as “Viva Dallas” and significantly increased the Chamber’s revenues and decreased expenses.

Prior to joining the Greater Dallas Hispanic Chamber of Commerce, Ms. Reyes owned a technology company specializing in document imaging. Her firm was one of the first minority owned firms to offer these services in North Texas and 1995 was recognized as “Business Woman of the Year” by the United States Hispanic Chamber of Commerce.

Ms. Reyes served as the logistics Chair for the 2006 Dallas Mega March where in two weeks, she organized and implemented the necessary elements to successfully handle the estimated 500,000 people who attended the march.

In 1997, Ms. Reyes ran for the Dallas City Council receiving a tremendous amount business and community support. She received all major endorsements including the Dallas Morning News.

Ms. Reyes continues to promote issues locally and has established solid relationships with local and state elected officials as well as the Dallas business community.

Ms. Reyes has been featured on several television programs and profiled in many newspapers and magazines including The Dallas Morning News, the Dallas Business Journal, the Associated Press, Women's Enterprise Magazine and DFW Minority Business News and many others.

Ms. Reyes' community and business awards include the following:

- 1999 and 1995 Chairman's Award, Greater Dallas Hispanic Chamber of Commerce
- 1997 Women of Excellence, Women's Enterprise Magazine
- 1996 Keynote Speaker, National Hispanic Women's Business Conference
- 1996 Brillante Award, Texas Hispanic Magazine
- 1996 Role Model Award, Mexican American Business and Professional Women
- 1995 Adelante Award, Hispanic Magazine
- 1996 Quality Circle Award, Greater Dallas Hispanic Chamber of Commerce
- 1996 Regional Director's Award, U.S. Department of Commerce
- 1996 She Knows Where She's Going Award, Girls Incorporated
- 1995 Business Woman of the Year, Region III, U.S. Hispanic Chamber of Commerce
- 1995 Business Woman of the Year for the State of Texas, TAMACC
- 1995 KRLD Radio, Citizen of the Week

Current and Past Boards include (abbreviated):

- Dallas Area Rapid Transit
- 2006 Logistics Chair, Mega March Dallas
- 2006 Design District TIF board
- Treasurer, Cotton Bowl Dome Foundation
- Dallas Together Forum
- Greater Dallas Hispanic Chamber of Commerce (GDHCC)
- Secretary, Hispanic 100
- Chair of Protocol, 1998 LULAC National Convention
- Treasurer, Dallas Concilio
- Production Chair for Latino Cultural Center Gala 2000
- Latino Cultural Center for Arts & Letters
- Mi Escuelita Preschool
- Cultural Affairs Commission, City of Dallas
- Secretary/Treasurer, Dallas County Local Workforce Development
- Treasurer, Women Marines Association, Dallas Chapter
- National Association of Women Business Owners (NAWBO)
- DISD's District 2 steering committee
- Volunteer, Junior Achievement, Rusk Middle School