

Name: Gena Helm

Company: Williams

Job Title: Financial Consultant

Fun Fact about you:

I have two mal-shi dogs that have my heart!

What's been your favorite Women's Initiative moment?

I enjoyed the Women's Initiative luncheon. The former Chief of Staff to George H.W. Bush, Jean Becker, delivered a message that was both timely and inspiring. It also provided a wonderful opportunity to introduce a group of women from my organization to the United Way and the Women's Initiative.

What keeps you giving to United Way?

Their attention to the data and the evolving nature of the community. The proof is in the numbers.

What song would you choose to play when you walk in a room?

Outstanding by The Gap Band

