



GOVERNOR'S

**20
21 | SMALL
BUSINESS**
WEBINAR SERIES

Utilizing the “GO TEXAN” Program

Governor's Office of Small Business Assistance

December 14, 2021



**OFFICE OF THE
GOVERNOR**

TEXAS ECONOMIC DEVELOPMENT & TOURISM



WHAT DO YOU THINK?

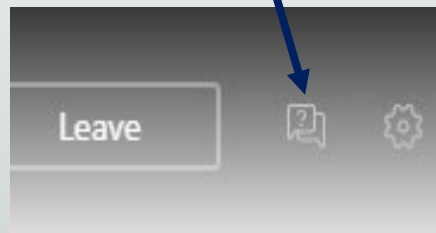
Please like one of these statements, in the Featured Feed:

I am not a GO TEXAN partner (yet) and want to learn about this program.

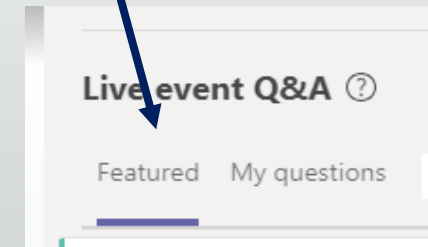
OR

I am currently a GO TEXAN partner and want to learn more about my benefits.

Live Q&A Feed (upper right of screen):



"Featured" Feed Tab:





gov.texas.gov/business

512.936.0100

     @TexasEconDev



Lynn Cowles

Health Coverage Program Manager
Foundation Communities





FOUNDATION COMMUNITIES
HEALTH INITIATIVES

 **HEALTH COVERAGE**

Health insurance. *Simplified.*

We simplify Marketplace insurance enrollments and bring clients peace of mind, *for free.*

Affordable health insurance builds:

- Good health;
- Financial security; and
- Stable communities.



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With affordable health insurance, you can worry less about medical costs and *focus on your and your family's health.*



This publication is supported by the Centers for Medicare and Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,007,854 and 100% percentage funded by CMS/HHS and 0% funded by non government source(s). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CMS/HHS, or the U.S. Government.

@foundationcommunities



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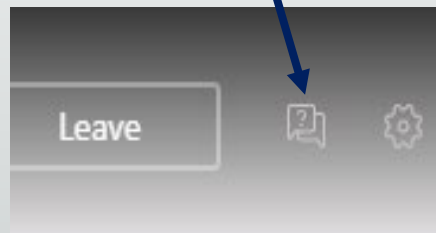
Please like one of these statements, in the Featured Feed:

I have an existing physical product and am interested in GO TEXAN.

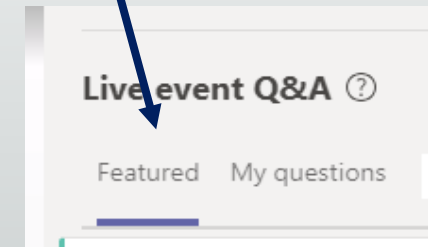
OR

I do not currently have a physical product but want to learn about this program.

Live Q&A Feed (upper right of screen):



"Featured" Feed Tab:





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GO TEXAN.



Lindsay Baerwald
Director for Marketing & Outreach
Texas Department of Agriculture

GO TEXAN PARTNERSHIP OVERVIEW & BENEFITS



GO TEXAN.®



Your GO TEXAN partner benefits include promotional opportunities, connections to funding, workshops, networking, and access to some of the largest events in Texas.



USE THE GO TEXAN MARK



GO TEXAN.®

USE THE GO TEXAN MARK



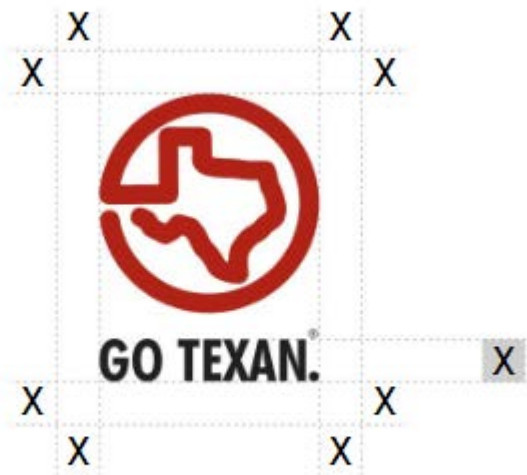
- Use on certified product:
 - Labels
 - Packaging
 - Website
- Place it in an easy to see location for consumers
- Current [GO TEXAN mark](#) can be downloaded online



USE THE GO TEXAN MARK



Familiarize yourself with the GO TEXAN mark [guidelines](#) to make sure it's being used correctly. Most common misuse includes:



- Old mark being used (no ®)
- Leaving off words GO TEXAN
- Altering the mark

PROMOTIONAL OPPORTUNITIES



GO TEXAN.®



PROMOTIONAL OPPORTUNITIES

- Recognition on @gotexan social media platforms (Facebook and Instagram)
 - +91,000 Fans combined
 - Swipe Up Feature
- Opportunity to be featured on Chet Garner's [#GOTEXANThursday](#) social media and blog posts
- List your GO TEXAN products for sale on our e-commerce site, [The GO TEXAN Market](#)
- Participate in the GO TEXAN gift guides emailed out to 25,000 subscribers



PROMOTIONAL OPPORTUNITIES

- Take advantage of the [Product Photography](#) initiative and receive 5 professional images of your product free of charge
- Participate in retail buyer meetings with grocers like Aldi, Brookshire's, H-E-B, etc.
- Attend international inbound and outbound trade missions
- Save on advertising in publications such as the *Houston Chronicle* or *Cowboys & Indians* magazine

ACCESS TO FUNDING, WORKSHOPS, AND NETWORKING OPPORTUNITIES



GO TEXAN.®

ACCESS TO FUNDING, WORKSHOPS, AND NETWORKING OPPORTUNITIES

- The [GO TEXAN Expo!](#)
- Reimbursement grant opportunities: Event Grants, Farmers Market Assistance Grants, the GO TEXAN Marketing Enhancement Grant Assistance (MEGA) Grant, etc.
- Access to advisors at the University of Texas – San Antonio Small Business Development Center (UTSA SBDC)
- Access to 11 TDA regional outreach specialists





ACCESS TO FUNDING, WORKSHOPS, AND NETWORKING OPPORTUNITIES



- Receive the monthly GO TEXAN Newsletter
- Attend our Quarterly Virtual Partner Meetings
- Network with other GO TEXAN Partners and the GO TEXAN team in our Exclusive Partner [Facebook Group](#)

FIND THE MARK
that matters



ACCESS TO SOME OF THE
LARGEST EVENTS IN TEXAS



GO TEXAN.®

ACCESS TO SOME OF THE LARGEST EVENTS IN TEXAS



The [GO TEXAN Pavilion](#) at the State Fair of Texas is our largest outreach event of the year offering the following opportunities:

- [General Store](#) – retail market where you can sell qualifying GO TEXAN Products
- Sampling in the General Store or one of our dedicated Pop-Up Porches
- Sampling & Selling all 24 days of Fair at a Retail Porch
- Exhibitor space to showcase your organization's initiatives
- Certified Retirement Community/GO TEXAN Community booth
- [SPONSORSHIP OPPORTUNITIES](#)



ACCESS TO SOME OF THE LARGEST EVENTS IN TEXAS



- Join us at Texas' biggest Stock Shows and Rodeos by advertising or sampling/selling product
- Display your products inside a GO TEXAN display case at events throughout the state
- Customized signage created for your business and products at all events that you participate in



HIGHER-TIER PARTNERSHIP

Interested in upgrading
your tier level?

Request to upgrade through
gotexan@TexasAgriculture.gov

- ▶ First access to all GO TEXAN-hosted events such as stock shows and rodeos, the GO TEXAN Pavilion at the State Fair of Texas, etc.
- ▶ Individual consultations with the GO TEXAN team to advise on how best to utilize your GO TEXAN partnership.
- ▶ Prominent listing in relevant digital publications.
- ▶ Company logo on the GO TEXAN Partner [search webpage](#).
- ▶ Prominent placement of your company logo on the [GO TEXAN website homepage](#).
- ▶ Customized marketing benefits.

Reach out to GO TEXAN at (877) 99-GOTEX or
GOTEXAN@TexasAgriculture.gov.

gotexan.org



GO TEXAN.®

THANK YOU!

Lindsay Baerwald

Director for Marketing & Outreach

Lindsay.Baerwald@TexasAgriculture.gov

(512) 574-6989





LIVE Q&A - PLEASE ASK QUESTIONS...

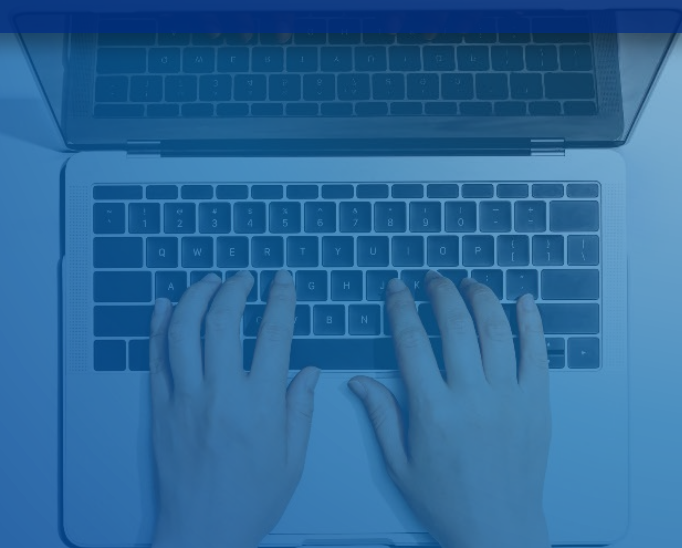
LIVE Q&A NOW OPEN

- The live Q&A feed is now open...
- Watch the “Featured” or “Published” live Q&A feed
- Check if your question has already been asked
- “Like” the questions you would like answered
- Questions with the most “likes” will be prioritized

Unfortunately we may not get to all questions...



LIVE QUESTIONS & ANSWERS





NEW: SMALL BUSINESS RESOURCE PORTAL








**The Governor's
Small Business
Resource Portal**

<https://gov.texas.gov/business/page/small-business-portal>

- Provides links to key resources for small businesses and start-ups
 - Local, state and federal resources
 - Business advice & growth assistance
 - Funding sources, customized resources
- Just answer 5 simple questions to customize your results
- Email them to yourself or print



CONTACT INFORMATION & RESOURCES

- **Governor's Small Business Assistance Team:** (smallbusiness@gov.texas.gov)
 - Jarvis Brewer, Small Business Advocate
 - Jared Cruz, Business Assistance Specialist
- **Governor's Small Business Resource Portal:**
<https://gov.texas.gov/business/page/small-business-portal>
- **Governor's Small Business Webinar Series:**
<https://gov.texas.gov/business/page/small-business-webinars>
Slides available here within 48 hours
- **Events Calendar:** gov.texas.gov/business/events
- **Social Media:**      **TexasEconDev**



CONTACT INFORMATION & RESOURCES

- **Texas Department of Agriculture – GO TEXAN:**
<http://www.gotexan.org/>
Phone: (877) 99-GOTEX(46839)
- **Foundation Communities – Health Programs:**
prosperhealthcoverage.org
Phone: (512) 381-4520
- **Find your local SBDC:**
<https://americassbdc.org/small-business-consulting-and-training/find-your-sbdc/>
- **Find your business mentor – Service Corps of Retired Executives (SCORE):**
<https://www.score.org/find-mentor>

THANK YOU



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Texas Economic Development & Tourism
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512.936.0100

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     @TexasEconDev