



FOCUS ON EXISTING AND GROWING SMALL BUSINESSES

8:00 Registration, Breakfast and Networking

GENERAL SESSION

**Main
Ballroom
8:15**

Welcome and Opening Remarks

- **Mistress of Ceremony - Cary Zayas**, City of Edinburg
- **Commissioner Julian Alvarez III** - Texas Workforce Commissioner Representing Labor

**Main
Ballroom
8:40 -
9:25**

Panel Discussion:

Essential Entrepreneurial Resources for South Texas Enterprises

- **Moderator:** Cary Zayas, City of Edinburg
- **Joey Trevino**, Edinburg Economic Development Corporation
- **Maria D. Juarez**, UTRGV Business Development
- **Angela Burton**, U.S. Small Business Administration

9:30

Networking Break

**9:40 -
10:20**

Exhibit Area Opens

BREAKOUT SESSIONS

**Breakout
Room 1**

TRACK 1 - TAKING IT TO THE NEXT LEVEL

Moderator: Esperanza P. Delgado, UTRGV Small Business Development Center

9:45

Snapshot of Human Resources

- **Cristina Cantu**, UTRGV Small Business Development Center
- **Marco Garza**, Simplified Business Solutions, LLC
- **Rolando Perez**, Workforce Solutions Employer Services

10:35

Growth Strategies

- **Ismael Delgado**, UTRGV Veteran Business Outreach Center
- **Marcela Arredondo**, UTRGV Small Business Development Center
- **Hector Landez**, UTRGV Procurement Technical Assistance Center

11:25

Business Branding and Social Media

- **Patty Rojas**, Monarch International Agency
- **Cristina Cantu**, UTRGV Small Business Development Center



**Breakout
Room 2**

**TRACK 2 - BUSINESS INCUBATION AND COLLABORATION FOR
SMALL BUSINESSES**

Moderator: Linda Ufland, UTRGV Entrepreneurship and Commercialization Center

9:45

Incubator/Accelerator Program Fit

- Maria Villalon, UTRGV Entrepreneurship and Commercialization Center
- Jimmie Limon, Product Development and Small Business Incubator Fund Board Member

10:35

Mentorship and Dialogue with Other Business Owners

- Laurie Simmons, RGV Angel Network
- Fernando Gonzalez, UTRGV Research Translation

11:25

Maximizing Resources to Spur Growth

- Alejandro Garcia, Red Sunfarms
- Hector Ramirez, UTRGV Texas Manufacturing Assistance Center

**Breakout
Room 3**

TRACK 3 - GOVERNMENT PROCUREMENT ASSISTANCE

Moderator: Rey Soto, UTRGV Procurement Technical Assistance Center

9:45

Doing Business with Government Agencies

- Orlando Castaneda, UTRGV Procurement Technical Assistance Center
- Hector Landez, UTRGV Procurement Technical Assistance Center

10:35

Minority and Small Business Certification

- Orlando Castaneda, UTRGV Procurement Technical Assistance Center
- Reynaldo Vasquez, U.S. Small Business Administration

11:25

How to Market to Government Agencies

- Eduardo Belmarez, City of Mission Purchasing
- Laura Cagle - Hinojosa, Texas Historically Underutilized Business Program/Texas CPA

12:15

Special Guest

- **David Whitley**, Texas Secretary of State

12:30

Lunch

12:45

Keynote Address: The Entrepreneurial Drive & Business Ownership

- **David A. Perez**, Freedom Financial Centers, CEO and Founder

1:20

Governor's Small Business Awards

- Office of the Governor
- Texas Workforce Commission
- UTRGV
- U.S. Small Business Administration
- RGV Partnership
- Edinburg Economic Development Corporation

AGENDA



GOVERNOR'S

2019 SMALL BUSINESS CONFERENCE

SOUTH TEXAS



FOCUS ON NEW SMALL BUSINESSES, NONPROFITS AND ENTREPRENEURS

BREAKOUT SESSIONS

Breakout Room 1

TRACK 4 - LAUNCHING YOUR BUSINESS

Moderator: Marcela Arredondo, UTRGV Small Business Development Center

1:30

Options for Funding and Financing

- Aaron Gonzalez, UTRGV Small Business Development Center
- Marlene Rodriguez, LiftFund
- Bill Anderson, PeopleFund
- Veronica Ortega, U.S. Small Business Administration
- Ruben O. Bosquez, Frost Bank

2:20

Defining Your Market

- Dorance Cuba, UTRGV Veteran Business Outreach Center
- Elizabeth Charles, Women's Business Center Rio Grande Valley

3:00

Smart Start

- Marcela Arrendondo, UTRGV Small Business Development Center
- Daniel Rivera, Grindstone Coworking
- Daniel Silva, Center for Education and Economic Development
- Linda Ufland, UTRGV Entrepreneurship and Commercialization Center

Breakout Room 2

TRACK 5 - SOCIAL ENTERPRISE AND NONPROFIT DEVELOPMENT

Moderator: Dr. Doris Mendiola, UTRGV Nonprofit Resource Center

1:30

Nonprofit: "To Be or Not to Be"

- Dr. Silvia Robles de Viera II, UTRGV International Business and Entrepreneurship
- Jenny Newcomb, Unidos Contra la Diabetes

2:20

Funding Strategies for Nonprofit Organizations

- Felipe Salinas, UTRGV Development for Corporate & Foundation Relations
- Victor Vasquez, Former United States Department of Agriculture Rural Development

3:00

Nuts and Bolts of Financial Management for Nonprofits

- Bobby Calvillo, Affordable Homes of South Texas, Inc.
- Lizandro Garcia, Burton, McCumber & Longoria, LLP

Main Ballroom 1:30

TRACK 6 - MATCHMAKING SESSION

Moderator: Hector Landez, UTRGV Procurement Technical Assistance Center

This one-on-one matchmaking session will connect government buyers and non-profits with small business attendees and connect lenders with borrowers.

4:00

Conclusion