

AGENDA



GOVERNOR'S

2019 SMALL
BUSINESS
FORUM

NORTH
TEXAS



8:00 AM **Registration, Breakfast and Networking**

GENERAL SESSION

8:30 AM **Welcome and Opening Remarks**
Orlando Campos, City of Addison
Janie Havel, Office of the Governor
Keynote Address: Texas Secretary of State, Ruth Hughes

BREAKOUT SESSIONS

9:15 AM **BREAKOUT SESSION 1: *Growing a Business***
Track 1 - Growing and Scaling a Business
Moderator: Erin Carney, Metrocrest Chamber of Commerce
Elaine O'Gorman - Invoice Care
Tim Nichols, 3M

Track 2 - Building the Right Team
Moderator: Gabrielle Madison, Thompson and Reuter
Kevin Brown, Avanta Risk
Marcus Cooksey, Duke.AI
Jeannie Barsam, Gifting Brands

10:15 AM **BREAKOUT SESSION 2: *Marketing***
Track 1 - Social Media Marketing
Moderator: Jason Wheeler, Carrollton-Farmers Branch ISD
John Dankovichick, Splash Media
Ali Mirza, iSocial
Brittany Miller, OutSmart Solutions

Track 2 - Building Your Brand
Moderator: Adam Rizzieri, Agency Partner Interactive
Ros Rawitscher, 31,000 FT
Heather Nickels, The Biz Fizz
Janna Boone, Bottle Rocket

11:05 AM **BREAKOUT SESSION 3: *Financing***
Track 1 - Beyond Family, Friends and Fools (Alternative Financing)
Moderator: Eduardo, TXV
John Royer, 3 Nations Brewing Co
Russell Duckworth, Vertix Community Bank
Rick Thompson, Lifewarmer

Track 2 - Pitching to an Investor
Moderator: Matt Warmuth, Collide Village
Paige Dawson, MPD Ventures
Stephen Ellis, Plymouth A.I

11:50 AM **Closing Remarks**
Orlando Campos, City of Addison