

# AGENDA



## GOVERNOR'S

## SMALL BUSINESS *women's* FORUMS

## TEXAS PANHANDLE



### GOLD SPONSOR



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

#### GENERAL SESSION

8:45 AM - **Welcome and Opening Remarks**

9:10 AM Karen Harris, Governor's Commission for Women  
Chandra Eggemeyer, Office of the Governor  
Anna Baker, Texas Veterans Commission

#### BREAKOUT SESSIONS

9:15 AM - **SESSION 1: Marketing Yourself**  
10:00 AM Martha Shaw

##### **SESSION 2: Human Resources**

**Moderator:** Karen Harris, Governor's Commission for Women  
Allison Davis, Brown & Fortunado  
Jeanna Roach, Betenbough Homes  
Nicole Davis, Allen's Tri-State Mechanical

##### **SESSION 3: E-Commerce**

**Moderator:** Starr Corbin, Governor's Commission for Women  
Lynsey Gabert, Kids Faith Krate  
Tessa Waddell, FarmGirl Frosting  
Robin Beard, Ranch Rite

10:00 AM **BREAK & EXHIBITOR NETWORKING**

10:20 AM - **SESSION 1: Access to Capital**

11:05 AM **Moderator:** Brittney Lee, WT Enterprise Center  
Dustin Meyer, PRPC  
Krystal Burns, Palace Coffee  
Amy Henderson, Amarillo National Bank  
Ryan Reber, Lubbock Angel Network

##### **SESSION 2: Leadership**

Helen Burton, Burton Insurance Agency & John Maxwell Certified

##### **SESSION 3: Using Social Media to Build a Brand**

**Moderator:** Lanitra Barringer, Amarillo College  
David Martinez, Creative Cannon  
Tawn Burress, Amarillo National Bank  
Heather Brown, Belles & Whistles

11:15 AM - **PLENARY SESSION**  
12:00 PM **Don't Leave it to Chance: Planned Ownership Transition**

12:00 PM **BREAK & EXHIBITOR NETWORKING**

12:20 PM - **LUNCH, KEYNOTE ADDRESS & PRESENTATION OF AWARDS**  
1:45 PM **Invocation:** Karen Harris, Governor's Commission for Women

##### **Keynote Address**

**Kim Nelson, Owner, Daisy Cakes - Surviving Shark Tank! Living the American Dream**

##### **Governor's Small Business Awards**

Chandra Eggemeyer, Office of the Governor

1:45 PM **Closing Remarks:** Amy Henderson, Governor's Commission for Women