

AGENDA



GOVERNOR'S

SMALL
BUSINESS
women's
FORUMS

GULF COAST



GREATER HOUSTON
PARTNERSHIP
Making Houston Greater.

 ALICE



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

GENERAL SESSION

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

Dr. Juliet Breeze, Next Level Urgent Care
Amy Henderson, Governor's Commission for Women
Dr. Laura Murillo, Houston Hispanic Chamber of Commerce

BREAKOUT SESSIONS

9:10 AM - 10:10 AM **TRACK 1: START AND GROW A BUSINESS | *Business Development***

Moderator: Scott Actkinson, Statesman Business Advisors, LLC
Tim Jeffcoat, U.S. Small Business Administration
Jenny Dufresne, Dufresne Solutions Group
Sue Phalen, SCORE
Matt Sniadecki, Texas Workforce Commission

TRACK 2: MARKETING | *Building Your Brand*

Moderator: Karen Love, Karen Love + Co
Matt Ross, Ventures Marketing
Shawntell McWilliams, SM Global Consulting, LLC
Hami Arrington, One Foot Over

TRACK 3: FINANCING | *Local and Traditional Financing*

Moderator: Linda Aguilar, Cadence Bank
Michelle Wright, Allegiance Bank
Tracey Prieto, Wells Fargo
Jennifer Hoff, IBC Bank

10:10 AM **NETWORKING WITH EXHIBITORS**

10:20 AM - 11:20 AM **TRACK 1: START AND GROW A BUSINESS | *Government Contracting 101***

Moderator: Irma Diaz-Gonzalez, Employment & Training Centers, Inc
Valerie Coleman, U.S. Small Business Administration
Stephanie Murphy, Mei Technologies Inc
Tim Scarborough, PTAC
Paula Mendoza, Possible Missions

TRACK 2: MARKETING | *Social Media Marketing*

Moderator: Raissa Evans, Running Reload LLC
Maya Fastoff, Maya Fastoff Jewelry Creations
Beth Guide, SEO 411
Brittany Green, The Advantage Business Coaching

TRACK 3: FINANCING | *Alternative Financing*

Moderator: Nataly Mojica, DreamSpring
Celina Pena, Liftfund
Youngro Lee, NextSeed
Maigen Berg, The Cannon
Nick Carnrite, LetsLaunch

11:25 AM - 12:00 PM **Keynote Address and Closing Remarks**

Keynote Speaker: Carolyn Rodz, Founder, Alice

Closing Remarks:
Suzan Deison, Greater Houston Women's Chamber of Commerce
Betty Russo, Office of the Governor