



# HAYS COUNTY | 2025 GOVERNOR'S SMALL BUSINESS SUMMIT

## HAYS COUNTY, TX

HOSTED BY

**THE GOVERNOR'S OFFICE OF SMALL BUSINESS ASSISTANCE**

IN PARTNERSHIP WITH AND SPONSORED BY:







# WELCOME



From the very beginning, it's been the courage of Texans — individuals who take bold risks, invest deeply, and pour their passion into their ideas — that has long defined the great success of Texas. That pioneering spirit is what continues to propel our shared prosperity today.

In Texas, small businesses are the very heartbeat of our thriving economy. Over 99% of businesses in our great state are small businesses, and they employ nearly half of the Texas workforce. Thanks to the determination of our more than 3.3 million small businesses, “Made in Texas” has never been a more powerful global brand. In fact, small

businesses make up 92% of all Texas exporters, helping to secure Texas’ spot as the nation’s top exporting state for 23 consecutive years.

Ranked as the Best Business Climate in the nation and the Best State to Start a Business, Texas offers small business owners and aspiring entrepreneurs of all backgrounds the tools to succeed. And I’m proud to recognize Texas as the home to more than 1.4 million women business owners, 1 in 5 of the nation’s Hispanic business owners, and 1 in 10 of the nation’s Black business owners.

To ensure small businesses continue to succeed in Texas, I recently created the Small Business Freedom Council to recommend the elimination of unnecessary rules, fees, and regulations that create barriers to small business growth in Texas. Recommendations provided by state agency heads and hundreds of Texas small business owners were compiled in a comprehensive report for the Texas Legislature to review. And in April, I was proud to sign Senate Bill 14 into law creating the Texas Regulatory Efficiency Office. The law builds on the Freedom Council’s recommendations and will slash regulations, put stricter standards on new regulations that could be costly to businesses, and ensure Texas remains the best state for businesses of all sizes.

Today, I welcome you to the 2025 Governor’s Small Business Summit — Hays County, designed to help small business owners and entrepreneurs like you take their business to new heights. Co-hosted by my office, the Dripping Springs Chamber of Commerce, Greater Buda Chamber of Commerce, Kyle Area Chamber of Commerce, San Marcos Area Chamber of Commerce, Wimberley Valley Chamber of Commerce and Texas Workforce Commission, this event helps businesses at every stage of development find answers on accessing financing, hiring skilled employees, bidding on government contracts, marketing your business, and more.

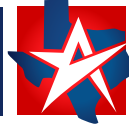
With a variety of session topics and expert speakers, this summit offers a unique opportunity to connect with industry leaders, government representatives, resource providers, and fellow business owners. I invite you to take full advantage of the knowledge and resources shared throughout this event.

When small businesses succeed, Texas succeeds. By working together to support small businesses, we will build a stronger, more prosperous Texas than ever before.

**Governor Greg Abbott**



# AGENDA



8:00 AM -  
9:00 AM

## Registration & Networking Breakfast

9:00 AM -  
9:30 AM

## Welcome and Opening Remarks

Emcee: **Bryan Roller**, Business Assistance Specialist,  
Texas Economic Development & Tourism Office, Office of the Governor

### Partner Representatives:

- **Dee Crisp**, Chairman, Board of Directors, Kyle Area Chamber of Commerce
- **Monica Davidson**, Executive Director, Greater Buda Chamber of Commerce
- **Susan Kimball**, President/CEO, Dripping Springs Chamber of Commerce
- **Page Michel**, President/CEO, San Marcos Area Chamber of Commerce
- **Becca Hancock Winter**, Executive Director, Wimberley Valley Chamber of Commerce

**Larry McManus**, Director, Business & Community Development,  
Texas Economic Development & Tourism Office, Office of the Governor

*Networking Break (20 minutes)*

9:50 AM -  
10:40 AM

## Balancing Tech Innovation with Cyber Protection

Moderator: **Jami Palmer**, CFE & Vice President of Financial Crimes, Frost Bank

**Randy Bryan**, Founder & CEO, tekRESCUE

**Todd Gates**, CEO, HCS Technical Services

**Matt Mendoza**, Founder & CEO, Hill Country Help Desk

*Networking Break (10 minutes)*

10:50 AM -  
11:40 AM

## Adaptable Strategies for a Changing Workforce

Moderator: **Ted Groholske**, Director of Workforce Development,  
Hays Caldwell Economic Development Partnership

**Paul Fletcher**, CEO, Workforce Solutions Rural Capital Area

**Rick Bough**, Career and Technical Education Director, Hays Consolidated  
Independent School District

**Dr. Chae Tracy**, Chiropractor, Curis Functional Health

*Networking Break (10 minutes)*

11:50 AM -  
12:40 PM

## Marketing Insights to Drive Real Results

Moderator: **Lance Winter**, Vice President of Communications,  
Hays Caldwell Economic Development Partnership

**Tyler Owen**, Communications and Social Media Manager,  
Texas Municipal Police Association

**Stephanie Johnson**, Owner, Stephanie Gizella Design & Marketing

**Jessie Woodhead**, Founder, Woodhead Studio

12:40 PM -  
1:10 PM

## Networking Luncheon

1:10 PM -  
1:45 PM

## Keynote Speaker

Introduction: **Joe Esparza**, Commissioner Representing Employers,  
Texas Workforce Commission

**Brian McCoy**, Board Chairman, McCoy's Building Supply

1:45 PM

## Closing Ceremony

*Thank you for attending the 2025 Governor's Small Business Summit – Hays County!*





# GUEST SPEAKERS



## Joe Esparza

**Commissioner Representing Employers  
Texas Workforce Commission**

Joe Esparza currently serves as the Commissioner Representing Employers for the Texas Workforce Commission. Governor Abbott appointed Commissioner Esparza to the three-member commission on November 7, 2023. In his role, Commissioner Esparza serves as an advocate for over 660,000 Texas employers and over 3 million small businesses. He and his team serve as a key resource for all Texas employers to help businesses grow and thrive in Texas.

Prior to his appointment, Commissioner Esparza was sworn in as Texas Deputy Secretary of State in 2018, having previously served in other roles in Governor Abbott's administration since 2012.

He is a graduate of Texas Tech University and received an Honorable Discharge from the United States Marine Corps, serving from 1999-2007.



## Larry McManus

**Director, Business & Community Development  
Texas Economic Development & Tourism Office  
Office of the Governor**

Larry McManus is the Director for Business & Community Development in the Texas Economic Development & Tourism Office (EDT), within the Office of the Governor. He is responsible for the management of the Office's Existing Industry and Business Recruitment Activities, Small Business, International, Marketing, Research, and Community Relations initiatives.

Prior to returning to EDT in 2020, McManus served as Senior Director for Rural Economic Development at the Texas Department of Agriculture (TDA) where he was responsible for the Community Development Block Grant (CDBG) Program, the State Office of Rural Health, and TDA's economic development activities.

McManus previous tenure with the Office of the Governor had him managing Community Relations and Domestic Expansion and Recruitment (DER) activities whose teams assisted in the announcement of more than 140,000 jobs and capital investment in excess of \$63 billion between January 2005 and August 2015.

McManus has more than 31 years of economic development experience with the State of Texas. Prior to joining the State of Texas, he spent nearly five years with NationsBank (now Bank of America).

McManus holds a Bachelor of Business Administration in Finance from the University of Texas at El Paso and is a graduate of the Economic Development Institute at the University of Oklahoma.



## Bryan Roller

**Business Assistance Specialist  
Texas Economic Development & Tourism Office  
Office of the Governor**

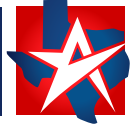
Bryan Roller joined the Texas Economic Development & Tourism Office, within the Office of the Governor, as a Business Assistance Specialist in 2022. Prior to his role, Roller spent three years as the Administrator for the City of League City's Convention & Visitors Bureau.

Roller has a diverse background in communications, marketing and sales, having held positions in convention & visitor bureaus, chambers of commerce, collegiate sports information, healthcare and trade shows. Roller holds a Bachelor's Degree in Journalism with an emphasis in Public Relations from Stephen F. Austin State University.

He enjoys studying the art of Texas barbecue, discovering local craft breweries, surveying the live music scene, dabbling in countless hobbies and traveling with his wife and family.



# PARTNER REPRESENTATIVES



**Dee Crisp**

Chairman, Board of Directors  
**Kyle Area Chamber of Commerce**



**Monica Davidson**

Executive Director  
**Greater Buda Chamber of Commerce**



**Susan Kimball**

President/CEO  
**Dripping Springs Chamber of Commerce**



**Page Michel**

President/CEO  
**San Marcos Area Chamber of Commerce**



**Becca Hancock Winter**

Executive Director  
**Wimberley Valley Chamber of Commerce**





# KEYNOTE SPEAKER



## **Brian McCoy**

**Board Chairman**

**McCoy's Building Supply**

Brian McCoy was born in Galveston, Texas and graduated from Ball High School in 1972. He graduated from Texas Tech University in 1975 with a BBA in finance.

Brian married his high school sweetheart, Wetonnah Lane, in 1976, and they have two grown children, both married, and four grandchildren.

Brian has been actively involved with McCoy's from the age of 17. Yard hand, truck driver, floor sales, assistant store manager, store manager, merchandise manager, Vice President, Co-President, CEO and currently Chairman of the Board are all positions he has held during the past 53 years.

McCoy's Building Supply is privately held by Brian's family and operates in 90 locations in 3 states. The McCoy Team serves independent Home Builders, repair/remodel Contractors and project-oriented Do-It-Yourselfers as targeted customers.

Brian serves as President of the Board of Directors of the Emmett & Miriam McCoy College of Business Development Foundation at Texas State University.

Brian was selected for the Samaritan Center's Ethics in Business Award in Austin in 2003. The San Marcos Chamber of Commerce chose him as Businessperson of the Year in 2004. In 2006, Brian was honored as a Distinguished Alumnus of the Rawls College of Business Administration, and in 2012 as a Distinguished Alumnus of Texas Tech University. In 2022 Brian received the Denise M. Trauth Outstanding Leadership Award from Texas State University.

Personal interests include traveling with Wetonnah, reading, swimming, hiking, and perhaps best of all, being "Gramps".



**GOVERNOR'S SMALL BUSINESS ASSISTANCE TEAM**



**Jarvis Brewer**

Small Business Advocate

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**Bryan Roller**

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**David Menchaca Garcia**

Business Assistance Specialist

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# RESOURCE PROVIDERS

**BCL of Texas**

**Goldman Sachs - 10,000 Small Businesses at Dallas College**

**Kyle Economic Development Corporation**

**LiftFund**

**PeopleFund**

**Texas Center for Employee Ownership**

**Texas Department of Agriculture**

**Texas Department of Information Resources**

**Texas Department of Insurance -  
Division of Workers' Compensation**

**Texas Facilities Commission**

**Texas Manufacturing Assistance Center (TMAC)**

**Texas State University - McCoy College of Business**

**Texas Veterans Commission**

**Texas Workforce Commission -  
Employer Engagement and Community Outreach**

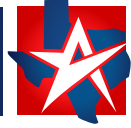
**U.S. Department of Labor - Wage & Hour Division**

**U.S. Small Business Administration -  
San Antonio District Office**

**Workforce Solutions Rural Capital Area**



# ONLINE RESOURCES



## Small Business Webinars & Events Calendar



The Governor's Office of Small Business Assistance hosts a number of informative webinars and in-person events throughout the year to share information about resources for small businesses and entrepreneurs in Texas.



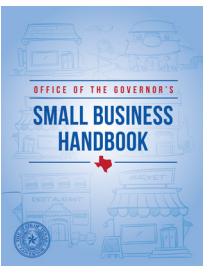
## Texas Business Licenses & Permits Guide



Many specific business activities require permits or licenses. To determine which state-level business license or permit is required for your business, please see the 2024-2025 Texas Business Licenses & Permits Guide.



## The Governor's Small Business Handbook



The Office of the Governor's Small Business Handbook provides a comprehensive overview of business planning, registration, requirements and financing.



## The Governor's Small Business Resource Portal



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

Whether you are an aspiring entrepreneur or an established business owner, the Governor's Small Business Resource Portal will provide you with the most relevant resources and contacts to help you find success. This important tool offers a customized list of useful business resources to assist you in starting or growing your business in Texas.



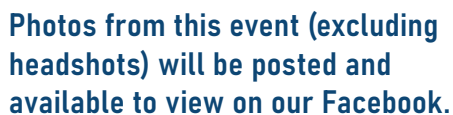




## NOTES

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**Recorded sessions from this event will be available on our YouTube channel within approximately two weeks. In the meantime, we welcome you to check out previous webinars and videos from our office.**







**Office of the Governor  
Texas Economic Development & Tourism Office**

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**[gov.texas.gov/business](http://gov.texas.gov/business)**

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