

AGENDA



GOVERNOR'S

2019 SMALL BUSINESS CONFERENCE

SOUTH TEXAS



Focus on Existing and Growing Small Businesses

8:00 am Registration, Breakfast, and Expo Networking

8:30 am General Session

Mistress of Ceremony: Cary Zayas, Director of Communications, City of Edinburg

- Welcome

- Opening Remarks

- Panel Discussion:

Essential Entrepreneurial Resources for South Texas Enterprises

Moderator: Cary Zayas, Director of Communications, City of Edinburg

Joey Trevino, Executive Director, Edinburg EDC

Maria D. Juarez-Serna, Executive Director

Business Development, UTRGV

Angela Burton, District Director, U.S. SBA

9:30 am Networking Break Exhibit Area Opens

9:45 am Breakout Sessions

Track 1 - Taking Your Business to the Next Level

Moderator: Esperanza P. Delgado, UTRGV SBDC

9:45 am Snapshot of Human Resources

Cristina Cantu, UTRGV SBDC

Marco Garza, Simplified Business Solutions, LLC

Rolando Perez, Workforce Solutions' Employer Services

10:35 am Growth Strategies

Ismael Delgado, UTRGV VBOC

Marcela Arredondo, UTRGV SBDC

Hector Landez, UTRGV PTAC

11:25 am Business Branding and Social Media

Patty Rojas, Monarch International Agency

Cristina Cantu, UTRGV

Track 2 - Business Incubation and Collaboration for Small Businesses

Moderator: Linda Ufland, UTRGV ECC

9:45 am Incubator/Accelerator Program Fit

Maria Villalon, UTRGV ECC

Jimmie Limon, PDSBI Representative

10:35 am Mentorship and Dialogue with Other Business Owners

Laurie Simmons, RGV Angel Network

Fernando Gonzalez, UTRGV Research Translation

11:25 am Maximizing Resources to Spur Growth

Alejandro Garcia, Red Sunfarms

Hector Ramirez, TMAC

Google Representative



Track 3 - Government Procurement Assistance

Moderator: Rey Soto, UTRGV PTAC

- 9:45 am ***Doing Business with Government Agencies***
Orlando Castaneda, UTRGV PTAC
Hector Landez, UTRGV PTAC
- 10:35 am ***Minority and Small Business Certification***
Orlando Castaneda, UTRGV PTAC
Reynaldo Vasquez, U.S. SBA
- 11:25 am ***How to Market to Government Agencies***
Eduardo Belmarez, City of Mission Purchasing
Laura Cagle - Hinojosa, Texas HUB Program/Texas CPA
- 12:15 pm ***Special Guest***
Secretary of State David Whitley
- 12:30 pm ***Lunch and Governor's Small Business Awards***
- Keynote Address:
The Entrepreneurial Drive & Business Ownership
Presenter: David Perez, Liberty Tax, Entrepreneur & Business Owner
- Presentation of Awards
- Closing Remarks

Focus on New Small Businesses, Nonprofits and Entrepreneurs

1:30 pm Breakout Sessions

Track 4 - Launching Your Business

Moderator: Marcela Arredondo, UTRGV SBDC

- 1:30 pm ***Options for Financing***
Aaron Gonzalez, UTRGV SBDC
Marlene Rodriguez, LiftFund
Bill Anderson, PeopleFund
Veronica Ortega, U.S. SBA
Ruben O. Bosquez, Frost Bank
- 2:20 pm ***Defining Your Market***
Dorance Cuba, UTRGV VBOC
Elizabeth Charles, Women's Business Center Rio Grande Valley
- 3:00 p.m ***Smart Start***
Marcela Arredondo, UTRGV SBDC
Daniel Rivera, Grindstone Coworking
Daniel Silva, CEED
Linda Ufland, ECC



Track 5 - Social Enterprise and Nonprofit Development

Moderator: Dr. Doris Mendiola, UTRGV Non-profit Research Center

1:30 pm

Nonprofit: "To Be or Not to Be"

Dr. Sylvia Robles de Viera, Lecturer II, UTRGV IB&E
Jenny Newcomb, Unidos Contra la Diabetes

2:20 pm

Funding Strategies for Nonprofit Organizations

Felipe Salinas, UTRGV Development for Corporate & Foundation Relations
Victor Vasquez, USDA Rural Development

3:00 pm

Nuts and Bolts of Financial Management for Nonprofits

Bobby Calvillo, Affordable Homes of South TX, Inc.
Lisandro Garcia, Burton, McComber & Longoria, LLP

1:30 pm

Track 6 - Match Making Session

Match Making Manager: Hector Landez

This one-on-one match making session will connect government buyers and nonprofits with small business attendees and connect lenders with borrowers.

4:00 pm

Conclusion

