

AGENDA



GOVERNOR'S

2019 SMALL BUSINESS CONFERENCE

SOUTH TEXAS



U.S. Small Business Administration



The University of Texas
Rio Grande Valley
Office of Community Engagement
& Economic Development

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: <i>Essential Entrepreneurial Resources for South Texas Enterprises</i> 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
9:45 am	Track 2 - Business Incubation and Collaboration for Small Businesses Moderator: Linda Ufland, UTRGV ECC
10:35 am	Incubator/Accelerator Program Fit Maria Villalon, UTRGV ECC Jimmie Limon, PDSBI Representative
11:25 am	Mentorship and Dialogue with Other Business Owners Laurie Simmons, RGV Angel Network Fernando Gonzalez, UTRGV Research Translation
9:45 am	Maximizing Resources to Spur Growth Alejandro Garcia, Red Sunfarms Hector Ramirez, TMAC Google Representative

AGENDA



GOVERNOR'S

2019 **SMALL
BUSINESS
CONFERENCE**

**SOUTH
TEXAS**



The University of Texas
Rio Grande Valley
Office of Community Engagement
& Economic Development

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: <i>The Entrepreneurial Drive & Business Ownership</i> 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

AGENDA



GOVERNOR'S

2019 **SMALL
BUSINESS
CONFERENCE**

**SOUTH
TEXAS**



U.S. Small Business
Administration



The University of Texas
Rio Grande Valley
Office of Community Engagement
& Economic Development

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