

WEBVTT

00:00:32.330 --> 00:00:35.360

Hello and welcome to today's event

00:00:35.360 --> 00:00:38.420

scaling your business. We have a ton

00:00:38.420 --> 00:00:41.770

of information to provide today and we're happy to kick off

00:00:41.770 --> 00:00:45.280

our 2022 webinar series with

00:00:45.280 --> 00:00:48.380

a great panel today

00:00:48.380 --> 00:00:51.660

y you'll be hearing from different organizations from businesses

00:00:51.660 --> 00:00:55.000

themselves. Large business, such as at band programs that they have to support

00:00:55.000 --> 00:00:59.250

small businesses as well as consultative services

00:00:59.250 --> 00:01:02.440

from served as well as Texas State scale up. So without further.

00:01:02.490 --> 00:01:05.600

I do we're gonna get right on into this

00:01:05.600 --> 00:01:08.630

event. We have roughly 57 minutes to get as much

00:01:08.630 --> 00:01:09.100

information as we can.

00:01:09.690 --> 00:01:10.720

So let's go.

00:01:11.450 --> 00:01:14.500

To kick off the event, we're going to post a couple of

00:01:14.500 --> 00:01:16.760

interactive questions into the featured feed.

00:01:17.340 --> 00:01:20.870

These questions are really to help

00:01:20.870 --> 00:01:24.020

identify our audience. So these two statements I am

00:01:24.020 --> 00:01:27.700

thinking about starting a business or have recently within two

00:01:27.700 --> 00:01:30.770

ars started a business or I

00:01:30.770 --> 00:01:33.870

r I started the business more than two years. We would like for you to

00:01:33.870 --> 00:01:37.930

like which one of these statements best reflects you in your

00:01:37.930 --> 00:01:37.990

entrepreneurship cycle.

00:01:38.650 --> 00:01:41.790

So if you have or haven't started

00:01:41.790 --> 00:01:45.140

a business or you're less than two years and starting your business like

00:01:45.140 --> 00:01:48.160

t first statement, or if you've been in business for longer

00:01:48.160 --> 00:01:48.570

than two years like that second one.

00:02:28.500 --> 00:02:28.610

00:02:29.050 --> 00:02:39.290

Alright

00:02:39.290 --> 00:02:42.370

to be respectful of everyone's time, we're gonna go ahead with the

00:02:42.370 --> 00:02:44.640

event. Our executive director. I joined a cruise.

00:02:45.390 --> 00:02:48.770

Is here to provide welcoming

00:02:50.640 --> 00:02:54.930

As our Executive director of the Economic, Development and Tourism

00:02:54.930 --> 00:02:57.990

Division within the Office of the Governor. So, without further ado, Miss

00:02:57.990 --> 00:02:58.650

Adriana Cruz.

00:03:00.050 --> 00:03:03.710

Hi, thank you so much Jarvis

00:03:03.710 --> 00:03:06.850

and thank you everybody. Good afternoon. I want to thank you

00:03:06.850 --> 00:03:10.030

for joining us today. I'm Adriana

00:03:10.030 --> 00:03:14.130

Cruz. I'm the executive director of the Economic, Development and tourism

00:03:14.130 --> 00:03:17.390

Office here in the office of Governor Greg Abbott and

00:03:17.390 --> 00:03:20.740

on behalf of Governor Abbott and the entire team at the economic

00:03:20.740 --> 00:03:24.100

Development and Tourism Office, I want to thank

00:03:24.100 --> 00:03:26.920

you for joining us today for our Governor Small business webinar.

00:03:27.560 --> 00:03:30.910

Our goal is to provide you with information and

00:03:30.910 --> 00:03:34.280

connect you with local resources in your area that

00:03:34.280 --> 00:03:35.420

can help you to find success.

00:03:36.090 --> 00:03:39.960

Under Governor Abbott's leadership, our office is committed to

00:03:39.960 --> 00:03:43.530

work with Texas business owners like yourself

00:03:43.530 --> 00:03:47.190

to make sure that Texas continues to be ranked as

00:03:47.190 --> 00:03:50.520

the top state in the country to start a business and

00:03:50.520 --> 00:03:50.560

to be an entrepreneur.

00:03:51.730 --> 00:03:55.080

In fact, Texas is ranked as the

00:03:55.080 --> 00:03:58.700

best state in the country to start a business and the

00:03:58.700 --> 00:04:02.490

e top state for jobs created by black business owners and

00:04:02.490 --> 00:04:06.000  
black, Hispanic and veteran women owned business

00:04:06.000 --> 00:04:09.100  
owners during Women's History Month, I'm

00:04:09.100 --> 00:04:12.520  
proud to say we're also a top state for women entrepreneurs

00:04:12.520 --> 00:04:15.490  
with more than 1.2 million women business owners.

00:04:16.220 --> 00:04:19.320  
Texas is small business owners and

00:04:19.320 --> 00:04:22.830  
entrepreneurs are the backbone of our state's economy

00:04:22.830 --> 00:04:26.310  
representing 99% of our businesses and employing

00:04:26.310 --> 00:04:29.960  
nearly half of all working Texans. And we

00:04:29.960 --> 00:04:32.590  
appreciate everything that you do to keep our economy going.

00:04:33.400 --> 00:04:36.830  
Working together, we're going to continue the strong

00:04:36.830 --> 00:04:38.590  
trajectory of economic growth in Texas.

00:04:39.220 --> 00:04:42.520  
We have a great panel for you today to talk to

00:04:42.520 --> 00:04:45.940  
you about how to scale up your business. The panel

00:04:45.940 --> 00:04:49.710  
of experts you'll be hearing from. They'll introduce themselves in a

00:04:49.710 --> 00:04:53.550  
moment. Will include the small business Development center, the Texas

00:04:53.550 --> 00:04:56.660  
State University scale up program, and

00:04:56.660 --> 00:04:59.930  
Hubz Quest for Texas best and lessons learned

00:04:59.930 --> 00:05:03.330  
from a successful small business owner like

00:05:03.330 --> 00:05:06.790  
selves. Please don't hesitate to reach out to our small business

00:05:06.790 --> 00:05:09.900  
team. Our small business advocate, Jarvis Brewer and

00:05:09.900 --> 00:05:10.870  
d the members of our small business.

00:05:10.900 --> 00:05:14.270  
Team Jared Cruz, Eric Schneider and

00:05:14.270 --> 00:05:17.610  
Bryan Roller. Their contact information would be provided at

00:05:17.610 --> 00:05:18.090  
the end of the web and R.

00:05:18.810 --> 00:05:22.440  
Please let us know if we can do anything to assist you

00:05:22.440 --> 00:05:24.860  
as you continue to do business in the Lone Star State.

00:05:25.410 --> 00:05:27.000  
Jarvis back over to you.

00:05:27.620 --> 00:05:30.810  
Thank you Adriana, and you're

00:05:30.810 --> 00:05:34.040  
e absolutely right. A ton of great things are happening in the

00:05:34.040 --> 00:05:37.170  
state of Texas for business in general. Small, medium

00:05:37.170 --> 00:05:40.290  
large or in the mindset of entrepreneurship

00:05:40.290 --> 00:05:43.440  
So thank you so much for your time today, and let's get into

00:05:43.440 --> 00:05:46.640  
the content of the event. Why everyone is here today

00:05:46.640 --> 00:05:50.230  
we do want to identify even more about our audience today

00:05:50.230 --> 00:05:53.380  
So again, we're gonna post another couple of interactive

00:05:53.380 --> 00:05:55.900  
again. The statement that best reflects you.

00:05:56.530 --> 00:06:00.360  
My business provides a tangible product

00:06:00.360 --> 00:06:03.450  
or my business provides a service or intangible products, so we're really

00:06:03.450 --> 00:06:07.190  
trying to see if you have a physical product or

00:06:07.190 --> 00:06:10.560  
if you have a service because we want to

00:06:10.560 --> 00:06:13.590  
address both scaling up and growing your business no matter

00:06:13.590 --> 00:06:16.680  
what your product or service is. It's an item that's

00:06:16.680 --> 00:06:17.810  
on the minds of entrepreneurs and business owners.

00:06:21.550 --> 00:06:24.740  
Alright, so now I'd like to introduce

00:06:24.740 --> 00:06:28.060  
who we have today speaking on our panel. These will be

00:06:28.060 --> 00:06:31.400  
Members who will provide some fox related to

00:06:31.400 --> 00:06:35.030  
their organizations and programs, as well as at the end of the

00:06:35.030 --> 00:06:38.320  
event. The live Q&A. So feel free to ask these questions when

00:06:38.320 --> 00:06:41.430  
we open up the live Q&A which will happen

00:06:41.430 --> 00:06:45.480  
n momentarily to any of these individuals in their respective programs

00:06:45.480 --> 00:06:48.950  
Today we have Joe Harper who is the executive director of the

00:06:48.950 --> 00:06:51.270  
Texas State University, SBDC Small Business Development Center.

00:06:51.980 --> 00:06:55.220  
Additionally, within Texas State University we

00:06:55.220 --> 00:06:58.530  
have Dan Roy who's a Co director at Texas State University

00:07:00.870 --> 00:07:03.940

And lastly, but definitely not lately we have doctor

00:07:03.940 --> 00:07:07.110

Josh Despot, who is a associate professor

00:07:07.110 --> 00:07:10.340

of management at Texas State University and also

00:07:10.340 --> 00:07:13.060

is with the scale up program that Texas State is rolling out.

00:07:14.810 --> 00:07:18.160

To round out our panel today we have

00:07:18.160 --> 00:07:20.880

Jody Hall who is the Vice President of global sourcing with ATB.

00:07:21.500 --> 00:07:24.860

Some of you may have heard of that organization as

00:07:24.860 --> 00:07:28.080

well as Georgian Ruby Heart A. Who are the Co owners and operators of

00:07:28.080 --> 00:07:31.150

Georgian Ruby favorites. A small business that

00:07:31.150 --> 00:07:34.560

has participated in the quest for Texas. Best one of

00:07:34.560 --> 00:07:35.290

Premier sourcing programs.

00:07:36.520 --> 00:07:40.160

So let's get kicked us off with some panel questions

00:07:40.160 --> 00:07:41.400

Some frequently asked questions for our panelists.

00:07:42.320 --> 00:07:43.940

We'll start with you, Joe.

00:07:44.840 --> 00:07:47.870

And this Joe actually introduced ourselves

00:07:47.870 --> 00:07:50.560

or yourselves, and tell us a little bit of what about what you do with the SVD.

00:07:56.760 --> 00:08:00.010

Had to remember to unmute myself. That's a you

00:08:00.010 --> 00:08:03.170

ms like I'd be more familiar with that by thank you so much

00:08:03.170 --> 00:08:06.260  
you arvis the SPDC is a federal and

00:08:06.260 --> 00:08:10.440  
state funded program that provides small businesses with technical

00:08:10.440 --> 00:08:13.620  
assistance. Whether it's a start, a company to grow, their

00:08:13.620 --> 00:08:16.700  
business, or to scale their business. And yes, there's a difference

00:08:16.700 --> 00:08:19.990  
between growing and scaling, and we do that

00:08:19.990 --> 00:08:21.850  
through mentoring education and collaboration.

00:08:22.600 --> 00:08:25.830  
And so the first question on

00:08:25.830 --> 00:08:28.990  
the list on folks minds here is that is

00:08:28.990 --> 00:08:32.330  
it a good strategy to use my relationships with

00:08:32.330 --> 00:08:32.350  
large outlet?

00:08:32.960 --> 00:08:36.120  
To introduce

00:08:36.120 --> 00:08:39.210  
my and promote my product and

00:08:39.210 --> 00:08:42.680  
the short answer is, you know, sales is all

00:08:42.680 --> 00:08:46.460  
about relationships and so when

00:08:46.460 --> 00:08:49.690  
we when we think about how do we let we leveraging

00:08:49.690 --> 00:08:52.750  
relationships. So the short answer is yes, but there's a there's a

00:08:52.750 --> 00:08:53.080  
more.

00:08:54.630 --> 00:08:58.420  
On another component that needs to be thought about when you're talking

00:08:58.420 --> 00:09:01.840  
about that, and that said when you're scaling

00:09:01.840 --> 00:09:05.580  
a large part of your business with one buyer

00:09:05.580 --> 00:09:08.800  
comes that comes with a certain amount of risk and

00:09:08.800 --> 00:09:12.270  
there's growing pains when you cause which

00:09:12.270 --> 00:09:14.930  
would cause you to necessarily overwork your assets and stretch your  
resources.

00:09:15.490 --> 00:09:18.580  
And this could negatively impact

00:09:18.580 --> 00:09:21.680  
the existing customer relationships, so it's

00:09:21.680 --> 00:09:25.260  
a great idea to leverage and to

00:09:25.260 --> 00:09:28.350  
and to do this expansion. But to do it in a way that you are always

00:09:28.350 --> 00:09:32.180  
protecting those existing customers and those consisting

00:09:32.180 --> 00:09:36.210  
relationships that they don't negatively impact those relationships

00:09:36.210 --> 00:09:39.370  
and that you learn to reduce the

00:09:39.370 --> 00:09:42.540  
order, mitigate the market risk by

00:09:42.540 --> 00:09:45.560  
hile always maintaining a balanced customer portfolio

00:09:45.560 --> 00:09:48.100  
You don't want to have too much of your business with one company.

00:09:48.230 --> 00:09:51.280  
And when we start to scale, there's

00:09:51.280 --> 00:09:54.790  
a tendency for that to happen, but we need

00:09:54.790 --> 00:09:58.120

to plan how we're going to manage that and how we're going to do

00:09:58.120 --> 00:10:01.230

to not just scale in with one company once we start scaling

00:10:01.230 --> 00:10:04.300

but learn how to be able to scale with

00:10:04.300 --> 00:10:06.210

several companies so that you try to maintain that balance.

00:10:07.430 --> 00:10:10.700

The other thing then was how does

00:10:10.700 --> 00:10:11.570

outsourcing impact?

00:10:12.110 --> 00:10:15.160

Profits

00:10:15.160 --> 00:10:18.720

and there's several reasons why you might want to outsource

00:10:18.720 --> 00:10:21.980

certain functions of the business, and as

00:10:21.980 --> 00:10:25.030

you do that, realize that particularly as it

00:10:25.030 --> 00:10:28.650

t relates to CPG. And I know this is what they're going to be talking

00:10:28.650 --> 00:10:31.710

about today, is that

00:10:31.710 --> 00:10:34.840

there are opportunities for you to produce your

00:10:34.840 --> 00:10:38.020

product whether you produce it in your own kitchen, you produce it in a

00:10:38.020 --> 00:10:41.080

commercial kitchen, or you use a Co Packer

00:10:41.080 --> 00:10:42.940

r and you have to think about.

00:10:43.040 --> 00:10:46.310

What aspects of each one of those things

00:10:46.310 --> 00:10:49.730

you're going to do, and whether it's our ad hoc

00:10:49.730 --> 00:10:53.590

or your tolling, or you're completely

00:10:53.590 --> 00:10:56.830

outsourcing to the code pack or whatever aspects of your operations

00:10:56.830 --> 00:10:59.990

you want to outsource. Its all going to have

00:10:59.990 --> 00:11:02.300

an impact on your bottom line and.

00:11:03.220 --> 00:11:06.310

The control of pricing in the marketplace

00:11:06.310 --> 00:11:09.370

when you start to scale. It's all about volume

00:11:09.370 --> 00:11:12.710

but you start to lose control of how you set the prices

00:11:12.710 --> 00:11:15.790

didn't now it's more the big buyers begin to

00:11:15.790 --> 00:11:18.890

set your pricing so you're getting a little bit of a squeeze

00:11:18.890 --> 00:11:23.310

so you always need to be aware of your cost as

00:11:23.310 --> 00:11:26.730

associated with expanding a business and growing your

00:11:26.730 --> 00:11:30.050

markets and to the great thing about outsourcing is that

00:11:30.050 --> 00:11:30.610

you can ramp up capacity.

00:11:31.380 --> 00:11:34.770

The theft thing about outsourcing is you're adding

00:11:34.770 --> 00:11:38.080

costs the to the operation and

00:11:38.080 --> 00:11:41.230

d so you need to try to find where is that balance so you maintain your

00:11:41.230 --> 00:11:44.510

margins while still meeting the needs of the

00:11:44.510 --> 00:11:46.430

buyer and the marketplace.

00:11:47.940 --> 00:11:51.300

Thank you so much for that, Joe and Jess so

00:11:51.300 --> 00:11:54.700

o that our audience knows about where we're at as far as

00:11:54.700 --> 00:11:58.230

those interactive questions, roughly 24 of you out

00:11:58.230 --> 00:12:01.260

of I believe 38 of you have answered that question so

00:12:01.260 --> 00:12:05.180

o over half have identified as

00:12:05.180 --> 00:12:08.580

being services in our audience today, which is very

00:12:08.580 --> 00:12:11.950

interesting, and so we will guide a little bit of

00:12:11.950 --> 00:12:14.980

our program towards scaling or

00:12:14.980 --> 00:12:18.640

growing your business with scaling. Of course with a

00:12:18.640 --> 00:12:18.700

or excuse me with the service.

00:12:18.910 --> 00:12:21.990

But of course, a lot of the programs here that

00:12:21.990 --> 00:12:25.070

we'll talk about today are for those

00:12:25.070 --> 00:12:28.430

consumer package goods that Joe just mentioned, so

00:12:28.430 --> 00:12:31.750

thank you so much for that, Joe. This great information. Let's move along with our

00:12:31.750 --> 00:12:31.990

next panelist.

00:12:32.950 --> 00:12:36.000

Good afternoon Dan and Josh. How are y'all

00:12:36.000 --> 00:12:39.130

doing this afternoon? Could you tell us a little bit about Texas

00:12:39.130 --> 00:12:42.180

State University and the skillet program as well as the center

00:12:42.180 --> 00:12:45.270  
for Innovation and Entrepreneurship? Absolutely

00:12:45.270 --> 00:12:48.910  
Jarvis, thank you. And it's great to be with everyone this

00:12:48.910 --> 00:12:51.960  
s afternoon my name is Dan Roy. I am an entrepreneur in

00:12:51.960 --> 00:12:55.870  
residence in the McCoy College of Business at Texas State

00:12:55.870 --> 00:12:59.050  
University and I'm also the Co director for the center

00:12:59.050 --> 00:13:02.180  
for Innovation and Entrepreneurship along with Doctor

00:13:02.180 --> 00:13:02.320  
Shannon Whigham.

00:13:03.340 --> 00:13:06.590  
For those that may not be familiar with

00:13:06.590 --> 00:13:10.780  
Texas State University, let me just give a little bit of

00:13:10.780 --> 00:13:13.830  
context. Texas State University is located in San Marcos

00:13:13.830 --> 00:13:17.170  
TX between Austin and San Antonio it

00:13:17.170 --> 00:13:20.250  
t is home to just under 38

00:13:20.250 --> 00:13:23.280  
000 students, so it is a large

00:13:23.280 --> 00:13:26.850  
university. It is a Hispanic serving institution

00:13:26.850 --> 00:13:31.510  
It is also a majority minority institution

00:13:31.510 --> 00:13:33.750  
It is home to a very robust.

00:13:33.980 --> 00:13:38.070  
What we refer to as an entrepreneurial

00:13:38.070 --> 00:13:41.650  
ecosystem. So the purpose of the center that we refer

00:13:41.650 --> 00:13:45.080  
to is really to support and grow that entrepreneurial

00:13:45.080 --> 00:13:48.150  
ecosystem both at the university as well as outside of the

00:13:48.150 --> 00:13:48.810  
university.

00:13:50.270 --> 00:13:53.600  
We're very focused on the major issues

00:13:53.600 --> 00:13:57.000  
and challenges that are facing entrepreneurs. 1

00:13:57.000 --> 00:14:00.350  
ne of those that we've identified is kind of the premise by which the

00:14:00.350 --> 00:14:03.880  
new program scale up was developed, and that is the

00:14:03.880 --> 00:14:07.150  
fact that minority owned businesses tend

00:14:07.150 --> 00:14:10.320  
to lag when it comes to growth and scale

00:14:10.320 --> 00:14:13.850  
And so Texas State University, through the Center for Innovation and

00:14:13.850 --> 00:14:17.140  
Entrepreneurship, has launched a flagship initiative to

00:14:17.140 --> 00:14:20.420  
solve this very significant problem. And I'm

00:14:20.840 --> 00:14:23.970  
Josh Daspit with us this afternoon

00:14:23.970 --> 00:14:27.140  
Who is the program lead for scale up and let me

00:14:27.140 --> 00:14:30.350  
Josh defer to you and let you share a little bit more about this

00:14:30.350 --> 00:14:31.030  
really exciting program.

00:14:32.810 --> 00:14:35.900  
Great

00:14:35.900 --> 00:14:38.970  
you Dan and thank you

00:14:38.970 --> 00:14:42.220  
to director Cruise Jarvis your team

00:14:42.220 --> 00:14:45.690  
and to everyone who's joining us today

00:14:45.690 --> 00:14:48.760  
to learn more about how to scale and grow

00:14:48.760 --> 00:14:48.900  
your business.

00:14:49.720 --> 00:14:52.820  
As Dan mentioned, I'm doctor Josh Daspit

00:14:52.820 --> 00:14:55.880  
I'm an associate professor at the McCoy College of Business

00:14:55.880 --> 00:14:56.270  
at Texas State.

00:14:56.990 --> 00:15:00.300  
And I teach in research on

00:15:00.300 --> 00:15:03.700  
issues related to small business management and entrepreneurship.

00:15:04.520 --> 00:15:07.830  
And have a specific focus on

00:15:07.830 --> 00:15:11.310  
family businesses and minority owned businesses

00:15:11.310 --> 00:15:15.500  
And as Dan mentioned, I'm also leading

00:15:15.500 --> 00:15:18.310  
a new initiative at the university. That's called scale up.

00:15:19.170 --> 00:15:22.640  
Scale up is an acronym. It stands for the

00:15:22.640 --> 00:15:25.760  
sustainable cultivation and advancement

00:15:25.760 --> 00:15:26.780  
of local enterprises.

00:15:27.360 --> 00:15:32.210  
For underserved populations and as Dan mentioned

00:15:32.210 --> 00:15:35.630  
Texas State is a Hispanic serving institution. We have

00:15:35.630 --> 00:15:38.760  
a majority of minority students, and

00:15:38.760 --> 00:15:39.490  
we are focused on.

00:15:40.300 --> 00:15:43.690  
Serving not only our students but also

00:15:43.690 --> 00:15:47.010  
the underserved populations in our community and

00:15:47.010 --> 00:15:47.270  
within the state.

00:15:48.320 --> 00:15:51.630  
So scale up is

00:15:51.630 --> 00:15:55.110  
an exciting initiative. Its recently launched at the

00:15:55.110 --> 00:15:57.790  
university and it's also unique to Texas State.

00:15:58.790 --> 00:16:02.140  
All businesses face challenges

00:16:02.140 --> 00:16:07.130  
when growing. However, the data suggest that

00:16:07.130 --> 00:16:09.690  
certain groups experiences some of those challenges.

00:16:13.930 --> 00:16:17.140  
For example, according to the US

00:16:17.140 --> 00:16:17.780  
Department of Commerce.

00:16:18.360 --> 00:16:21.570  
There is an opportunity gap that

00:16:21.570 --> 00:16:25.390  
exists between minority

00:16:25.390 --> 00:16:27.290  
and non minority owned businesses.

00:16:28.160 --> 00:16:29.210  
Specifically.

00:16:29.830 --> 00:16:33.420  
That those insights suggest that

00:16:33.420 --> 00:16:36.480  
if minority owned businesses grew at

00:16:36.480 --> 00:16:37.520  
the same rate.

00:16:38.280 --> 00:16:42.640  
As non minority businesses, right if they grew

00:16:42.640 --> 00:16:43.380  
w just at the same rate.

00:16:43.940 --> 00:16:46.990  
Then that increase in growth

00:16:46.990 --> 00:16:49.870  
would add over \$5 trillion.

00:16:50.430 --> 00:16:54.220  
To the United States economy and

00:16:54.220 --> 00:16:56.640  
create over again new jobs.

00:16:58.050 --> 00:17:01.240  
And remember that's growing just at the same rate.

00:17:02.570 --> 00:17:06.400  
What's a bit surprising is not only those

00:17:06.400 --> 00:17:07.410  
numbers, but that the gap.

00:17:08.010 --> 00:17:09.620  
Continues to increase.

00:17:11.090 --> 00:17:14.560  
And just that fact that the

00:17:14.560 --> 00:17:17.650  
gap is continuing to increase between the growth of minority

00:17:17.650 --> 00:17:20.600  
and non minority owned businesses is concerning.

00:17:21.490 --> 00:17:24.570  
In fact, if the current

00:17:24.570 --> 00:17:27.850  
resources that are available or effective in working

00:17:27.850 --> 00:17:31.300  
to their fullest extent, we would hope that gap would actually

00:17:31.300 --> 00:17:31.480  
be decreasing.

00:17:32.950 --> 00:17:36.100  
So at Texas State we are focused

00:17:36.100 --> 00:17:36.820  
on this issue.

00:17:38.130 --> 00:17:41.270  
While their resources available from

00:17:41.270 --> 00:17:44.530  
many different platforms and programs that are specific to minority owned

00:17:44.530 --> 00:17:48.520  
businesses, we are focused at Texas State

00:17:48.520 --> 00:17:50.040  
on developing research based.

00:17:50.840 --> 00:17:52.050  
Proven tools.

00:17:53.580 --> 00:17:56.980  
That are designed specifically to address

00:17:56.980 --> 00:18:00.030  
the challenges. The unique challenges that minority owned

00:18:00.030 --> 00:18:01.810  
businesses face when they're growing.

00:18:03.270 --> 00:18:07.190  
Ground breaking research often happens

00:18:07.190 --> 00:18:10.640  
at universities, but sometimes there's a bit of a

00:18:10.640 --> 00:18:15.110  
disconnect between what's happening within the boundaries of the

00:18:15.110 --> 00:18:17.840  
university and practitioners business leaders.

00:18:19.400 --> 00:18:22.550  
At Texas State, Texas State

00:18:22.550 --> 00:18:26.320  
and specifically with the scale up program, we are focused

00:18:26.320 --> 00:18:27.410  
on research with relevance.

00:18:28.090 --> 00:18:31.420

Working to not only conduct rigorous

00:18:31.420 --> 00:18:33.720

research but also sharing those insights.

00:18:34.840 --> 00:18:37.950

With you all with business leaders

00:18:37.950 --> 00:18:41.460

in a way that's easy to use

00:18:41.460 --> 00:18:44.500

practical and effective. So to answer

00:18:44.500 --> 00:18:47.760

this first question that's posed here

00:18:47.760 --> 00:18:51.070

what's unique about the skill up program? It is just those

00:18:51.070 --> 00:18:54.150

things we are focused on

00:18:54.150 --> 00:18:57.630

research with relevance. We are focused

00:18:57.630 --> 00:18:58.490

on developing tools.

00:19:00.210 --> 00:19:02.560

That are proven to work.

00:19:03.410 --> 00:19:06.500

A lot of times we hear stories that someone did

00:19:06.500 --> 00:19:09.920

this and it worked and someone did that and it

00:19:09.920 --> 00:19:13.790

didn't. But it's important that there is a

00:19:13.790 --> 00:19:17.270

solid scientific basis for the

00:19:17.270 --> 00:19:19.980

tools that we share with business leaders.

00:19:21.490 --> 00:19:24.800

And of course we are dedicated to

00:19:24.800 --> 00:19:27.980

working closely with owners of small and medium sized businesses.

00:19:28.790 --> 00:19:31.960

Across the state. To help develop these tools.

00:19:32.770 --> 00:19:35.950

So those are just a few things that make the

00:19:35.950 --> 00:19:37.280

skillet program unique.

00:19:39.000 --> 00:19:40.570

The other question.

00:19:41.460 --> 00:19:44.650

Ask where can I find more

00:19:44.650 --> 00:19:47.750

information about this scale up program and

00:19:47.750 --> 00:19:50.900

related resources? Hey, thank you for adding that because that's a

00:19:50.900 --> 00:19:51.390

that's a great question.

00:19:52.020 --> 00:19:55.740

I'm happy to share with you

00:19:55.740 --> 00:19:59.350

our website for scale up. That is scale

00:19:59.350 --> 00:20:01.870

p.txstate.edu.

00:20:02.760 --> 00:20:05.820

And if you go there now, you can sign up on

00:20:05.820 --> 00:20:09.000

our mailing list and we will keep you updated on

00:20:09.000 --> 00:20:12.110

the tools and the opportunities as they

00:20:12.110 --> 00:20:13.410

become available currently.

00:20:14.040 --> 00:20:17.300

The skillet program is in an early phase we're in

00:20:17.300 --> 00:20:20.380

n phase one, focused on doing that important

00:20:20.380 --> 00:20:21.350

research that I mentioned.

00:20:23.530 --> 00:20:27.450

So make sure that research is effective we need

00:20:27.450 --> 00:20:31.020

d involvement from business leaders just like

00:20:31.020 --> 00:20:34.370

you, minority business leaders, non minority business leaders

00:20:34.370 --> 00:20:35.620

small medium enterprises.

00:20:36.780 --> 00:20:37.810

Across the state.

00:20:38.870 --> 00:20:43.380

So visit scale up txstate dot

00:20:43.380 --> 00:20:46.600

u and you can sign up

00:20:46.600 --> 00:20:50.280

to help. Contribute to research during brief surveys interviews

00:20:50.280 --> 00:20:50.940

s, things of that sort.

00:20:51.830 --> 00:20:53.850

There are opportunities for financials.

00:20:54.630 --> 00:20:57.540

Sponsorship of the skillet program.

00:20:58.130 --> 00:21:01.650

And of course, you can sign up to stay

00:21:01.650 --> 00:21:05.000

informed on the latest insights that come

00:21:05.000 --> 00:21:07.020

from the Scala program at Texas State.

00:21:08.880 --> 00:21:12.150

Thank you so much for that Doctor Daspit and Mr Roy

00:21:12.150 --> 00:21:15.500

for your information about the scale up program, and

00:21:15.500 --> 00:21:19.690

the Center for Entrepreneurship. Excuse me Senator for innovation and entrepreneurship

00:21:19.690 --> 00:21:22.880

We're grateful to have all three of our excuse me

00:21:22.880 --> 00:21:26.130  
Texas State University representatives. So anyways, here's

00:21:26.130 --> 00:21:29.510  
a moment that many of our audience members have been waiting

00:21:29.510 --> 00:21:32.720  
for. The live Q&A is now

00:21:32.720 --> 00:21:35.830  
open. We want you to go ahead and start submitting your

00:21:35.830 --> 00:21:39.070  
questions for our panelists thus far, as well as the two that

00:21:39.070 --> 00:21:39.630  
we're about to introduce as well.

00:21:39.760 --> 00:21:43.770  
But answer those questions into

00:21:43.770 --> 00:21:46.910  
that live feed the publish. Excuse me the feed

00:21:46.910 --> 00:21:50.340  
that's up in the top right. It will look like 2 little comment bubbles  
with a

00:21:50.340 --> 00:21:54.240  
question mark. So go ahead and start submitting your questions

00:21:54.240 --> 00:21:57.640  
now. Also like other questions that have been submitted by

00:21:57.640 --> 00:22:01.500  
your fellow attendees, that's how we will prioritize with questions or  
ask

00:22:03.920 --> 00:22:07.920  
So we'll go to Mr. Jody Hall from ATB

00:22:07.920 --> 00:22:10.190  
good afternoon, Mr. Hall. How are you doing today?

00:22:10.960 --> 00:22:14.240  
Very good Jarvis. Appreciate you and the

00:22:14.240 --> 00:22:18.770  
governor's office providing this format and this forum today

00:22:18.770 --> 00:22:22.150  
I'm incredibly excited to share what is

00:22:22.150 --> 00:22:25.170  
happening at H-E-B, but I think the next speakers you're going to

00:22:25.170 --> 00:22:28.310  
hear from George and Ruby will excite everyone

00:22:28.310 --> 00:22:31.650  
when you hear their story. 'cause George and Ruby have a powerful story

00:22:31.650 --> 00:22:34.940  
but I'm going to go back to the story of H-E-B. For those of you

00:22:34.940 --> 00:22:38.020  
who may not know, we were started and

00:22:38.020 --> 00:22:40.950  
founded in 1905 by an entrepreneurial woman by the name of Florence.

00:22:40.970 --> 00:22:45.450  
But Florence, but opened her very first door in Kerrville

00:22:45.450 --> 00:22:48.870  
TX. But as you talk about the theme from that humble

00:22:48.870 --> 00:22:52.140  
beginning, the company is scaled up and now we serve millions

00:22:52.140 --> 00:22:55.340  
of Texans as well as Mexicans in our stores

00:22:55.340 --> 00:22:58.700  
here in the Lone Star State and in seven states

00:22:58.700 --> 00:23:01.880  
South of the border in Mexico. But from the

00:23:01.880 --> 00:23:05.040  
very beginning Florence, but was buying in

00:23:05.040 --> 00:23:08.910  
supporting her neighbors by buying local produce local eggs

00:23:11.540 --> 00:23:14.880  
What we're doing now 116 years later

00:23:14.880 --> 00:23:18.110  
is following in her footsteps and

00:23:18.110 --> 00:23:21.560  
we have been buying local products for over the years

00:23:21.560 --> 00:23:24.950  
ears. But nine years ago we initiated a program in a campaign

00:23:24.950 --> 00:23:27.020  
called H-E-B Quest for Texas Best.

00:23:27.580 --> 00:23:31.720  
Said his contest could be

00:23:31.720 --> 00:23:34.850  
like Shark Tank or America has talent or the voice if

00:23:34.850 --> 00:23:37.880  
f you think of any of those TV programs. But what we wanted to

00:23:37.880 --> 00:23:41.330  
do was to create a unique competition that would

00:23:41.330 --> 00:23:44.870  
engage our best resources Texans in generating

00:23:44.870 --> 00:23:47.890  
instinctive innovative ideas there ultimately give

00:23:47.890 --> 00:23:51.030  
e customers an HEB more variety and a

00:23:51.030 --> 00:23:54.690  
great taste of the state's best. And I will say Georgian Ruby

00:23:54.690 --> 00:23:57.790  
y brought it home. It was in

00:23:57.790 --> 00:23:58.590  
2014.

00:23:58.620 --> 00:24:01.730  
Georgian Ruby walked in front of our judges with

00:24:01.730 --> 00:24:04.750  
their product and you're going to hear more about it, but it took

00:24:04.750 --> 00:24:08.590  
him a little while to get scaled up, but once they scaled up and they got  
a product

00:24:08.590 --> 00:24:12.070  
on our store shelves, I probably the most

00:24:12.070 --> 00:24:15.760  
important recognition Georgian Ruby could get where those purchases by

00:24:15.760 --> 00:24:19.290  
customers. So after they've been on

00:24:19.290 --> 00:24:22.680

our store shelves, Georgian Rigby were presented with a belt buckle I'm holding up

00:24:22.680 --> 00:24:26.590

and it's called the \$1,000,000 club and it's a cheap quest for

00:24:26.590 --> 00:24:29.090

Texas best, and if anything I'd say this is the People's Choice Award.

00:24:29.230 --> 00:24:32.350

Because when customers have tried the

00:24:32.350 --> 00:24:35.630

great products at George and Ruby have created and

00:24:35.630 --> 00:24:38.740

now have available at H-E-B. It was a

00:24:38.740 --> 00:24:42.260

customer purchases that really gave them this

00:24:42.260 --> 00:24:45.290

recognition. So we are incredibly excited to announce that we're in our 9th

00:24:45.290 --> 00:24:48.310

year this competition. The quest

00:24:48.310 --> 00:24:51.560

for Texas Best is underway

00:24:51.560 --> 00:24:54.980

and little further in this slide. George Jarvis will put up

00:24:54.980 --> 00:24:58.010

the entry where you go to [www.hp.com](http://www.hp.com)

00:24:58.010 --> 00:24:59.240

quest to enter.

00:24:59.780 --> 00:25:03.060

But when the question is often get during

00:25:03.060 --> 00:25:06.380

this contest is where do I send samples and what

00:25:06.380 --> 00:25:10.390

we're going to do is we're going to say, hold and do not send any

00:25:10.390 --> 00:25:13.530

samples until you hear from AGB over the last 8

00:25:13.530 --> 00:25:16.580

eight years, we've had over 5000 products submitted

00:25:16.580 --> 00:25:19.610  
And we do not have the capability of taking, receiving, and sampling

00:25:19.610 --> 00:25:22.690  
all those products at the same time. But what we

00:25:22.690 --> 00:25:26.060  
want to do is we want to review the submissions and understand

00:25:26.060 --> 00:25:29.300  
what is the concept, what is the product and if

00:25:29.300 --> 00:25:29.850  
there's an interest.

00:25:29.880 --> 00:25:33.230  
Are there something unique and

00:25:33.230 --> 00:25:36.360  
defining about this story will reach out to whoever is submitting the

00:25:36.360 --> 00:25:38.560  
product and let them know when and where to send the samples.

00:25:39.190 --> 00:25:42.550  
Another question we often get is hey if I

00:25:42.550 --> 00:25:45.830  
enter the contest does that mean I have to supply all

00:25:45.830 --> 00:25:49.260  
400 of H-E-B stores in? The answer is no. We're going to work with you  
and we're going

00:25:49.260 --> 00:25:52.630  
to scale up with you as a small supplier at

00:25:52.630 --> 00:25:55.960  
the speed in which you can grow. We have some products that are started

00:25:55.960 --> 00:25:59.280  
in one store, maybe others in five or six stores

00:25:59.280 --> 00:26:02.350  
Some had the capacity to handle 10 stores or 15 stores so

00:26:02.350 --> 00:26:05.490  
o we will scale up with the supplier with the small

00:26:05.490 --> 00:26:08.820  
manufacturer. The medium sized manufacturer as they can grow

00:26:08.820 --> 00:26:11.700

But when the great things about the quest for Texas best is, it truly is.

00:26:11.730 --> 00:26:15.090

Bringing that commitment back to Texas a great

00:26:15.090 --> 00:26:18.400

t product and whether it's a product by veteran owned business a

00:26:18.400 --> 00:26:22.010

a woman owned business, a minority owned business, there's a lot of entrepreneurs

00:26:22.010 --> 00:26:25.100

and small business owners in the state of Texas

00:26:25.100 --> 00:26:28.460

And what we want to do is just afford the opportunity to allow

00:26:28.460 --> 00:26:31.510

Texas to be delighted and to

00:26:31.510 --> 00:26:34.190

be satisfied in the products that are available through this contest.

00:26:34.730 --> 00:26:37.890

So with that Jarvis, I'm going to turn it back to you, but I

00:26:37.890 --> 00:26:41.000

know you have George and Ruby and they will have an amazing

00:26:41.000 --> 00:26:41.860

story that every will want to hear.

00:26:42.480 --> 00:26:45.830

Thank you so much, Mr Hall for

00:26:45.830 --> 00:26:50.350

being here and sharing that information about Texas Quest or Quest for Texas

00:26:50.350 --> 00:26:54.010

Best. As you mentioned, we have George and Ruby Horta who are the

00:26:54.010 --> 00:26:57.480

Co owners of Georgian Ruby favorites

00:26:57.480 --> 00:27:00.950

And before I introduce them I do wanna say that Eric Snyder are

00:27:00.950 --> 00:27:03.830

behind the scenes. Crew member is posting a few.

00:27:04.440 --> 00:27:07.620

Links in the chat as well he has

00:27:07.620 --> 00:27:10.760  
s posted the scale up information I believe he

00:27:10.760 --> 00:27:14.150  
e will also enter the information about the ATP

00:27:14.150 --> 00:27:17.230  
quest link as well, but those items

00:27:17.230 --> 00:27:20.270  
will be available at the end of the slides

00:27:20.270 --> 00:27:23.390  
and I understand the slides. You cannot just click on

00:27:23.390 --> 00:27:27.210  
a link and access that link through the slides

00:27:27.210 --> 00:27:30.530  
However, we will make these slots available to each and every one

00:27:30.530 --> 00:27:34.050  
of our audience members after the event and that information will

00:27:34.050 --> 00:27:34.070  
be to come.

00:27:34.590 --> 00:27:37.640  
So today George and

00:27:37.640 --> 00:27:40.700  
Ruby before we actually. Hi to George and Ruby

00:27:40.700 --> 00:27:43.740  
We're gonna play about a three minute slide this

00:27:43.740 --> 00:27:47.730  
s is our opportunity. I know the video maybe a little bit choppy or

00:27:47.730 --> 00:27:49.180  
laggy due to streaming through the live.

00:27:50.490 --> 00:27:53.770  
Event however, you should be able to at

00:27:53.770 --> 00:27:54.770  
least hear their story.

00:28:05.560 --> 00:28:08.950  
And I say that and I'm not hearing

00:28:08.950 --> 00:28:12.380  
their story, so I'm assuming you're not hearing it as

00:28:12.380 --> 00:28:14.000  
well. So I apologize for that.

00:28:18.390 --> 00:28:21.940  
Jet are you attempting

00:28:21.940 --> 00:28:22.290  
g it again?

00:28:24.600 --> 00:28:26.570  
Yes, give me just one second.

00:28:29.470 --> 00:28:30.270  
Live events.

00:28:31.700 --> 00:28:40.290  
Barbecue

00:28:40.290 --> 00:28:42.650  
pit opening. If I hate this cookie.

00:28:44.120 --> 00:28:50.870  
OK

00:28:50.870 --> 00:28:53.880  
it appears we're having some technical difficulties, will

00:28:53.880 --> 00:28:57.220  
provide that link on. I hate that our audience is

00:28:57.220 --> 00:29:01.130  
unable to hear that story I

00:29:01.130 --> 00:29:04.710  
think. And Georgia Ruby did a great job of encompassing

00:29:04.710 --> 00:29:04.850  
and showing.

00:29:05.510 --> 00:29:09.160  
Basically, the journey that they have had to get to where they're at

00:29:09.160 --> 00:29:12.200  
today, but I do. We have them in person we not

00:29:12.200 --> 00:29:16.430  
t the recording. We have them here today. So welcome George and Ruby. How  
are y'all doing

00:29:16.430 --> 00:29:16.470  
this afternoon?

00:29:17.290 --> 00:29:20.510

We are wonderful great

00:29:20.510 --> 00:29:23.910  
so much now in spite of the technical difficulties

00:29:23.910 --> 00:29:27.490  
That just means we just have to speak ourselves and that is not

00:29:27.490 --> 00:29:31.160  
a problem problem. So tell us a little bit about yourselves and your

00:29:31.160 --> 00:29:34.360  
journey, your experience with quest and what

00:29:34.360 --> 00:29:37.530  
kind of challenges have you had as well? Don't you sell us

00:29:37.530 --> 00:29:40.330  
a rainbows and butterflies? Tell us the gritty as well.

00:29:41.140 --> 00:29:44.450  
First of all, we want to thank the

00:29:44.450 --> 00:29:48.030  
state of the Governor's office for an HEB

00:29:48.030 --> 00:29:51.110  
for wanting us to speak on behalf

00:29:51.110 --> 00:29:54.510  
of the contest they had. There are so many wonderful

00:29:54.510 --> 00:29:57.560  
vendors that we know and are great friends with and the

00:29:57.560 --> 00:30:00.650  
fact that they chose us as it is truly humbling. So thank all for that

00:30:00.650 --> 00:30:05.340  
But a little background about Georgia. I as

00:30:05.340 --> 00:30:08.610  
just like Jody had mentioned in 2012

00:30:08.610 --> 00:30:11.640  
we entered the note 2014. I'm sorry

00:30:11.640 --> 00:30:12.050  
we entered the.

00:30:12.090 --> 00:30:15.130  
Very first and inaugural

00:30:15.130 --> 00:30:18.730

year of the contest itself, and

00:30:18.730 --> 00:30:22.770  
we entered the contest literally with a

00:30:22.770 --> 00:30:26.120  
hot Styrofoam and plastic spoons because our product is

00:30:26.120 --> 00:30:29.440  
a Texas style gumbo and

00:30:29.440 --> 00:30:32.710  
d so right out of our kitchen. We walked in and

00:30:32.710 --> 00:30:35.740  
we were mortified because there are so many wonderful finalists that

00:30:35.740 --> 00:30:39.080  
we were accompanying that year that we're

00:30:39.080 --> 00:30:42.250  
package ready. And if that doesn't

00:30:42.250 --> 00:30:42.450  
speak to the heart.

00:30:42.480 --> 00:30:46.920  
Of HEB and how they are willing to work

00:30:46.920 --> 00:30:50.030  
with anybody, and you know, and us in particular

00:30:50.030 --> 00:30:53.690  
in that time, and waited for us to

00:30:53.690 --> 00:30:55.610  
take all the necessary steps to get to the shelf.

00:30:56.150 --> 00:30:59.480  
I don't know what we are just so

00:30:59.480 --> 00:31:03.210  
eternally thankful to that. So we started the product

00:31:03.210 --> 00:31:06.220  
literally come over leftovers in our

00:31:06.220 --> 00:31:09.500  
kitchen. I had made some rice

00:31:09.500 --> 00:31:12.620  
and rice and chicken over the weekend. And you know, pot of beans is

00:31:12.620 --> 00:31:15.650

just standard in our home, so it was

00:31:15.650 --> 00:31:17.520  
leftover Monday and.

00:31:18.120 --> 00:31:21.580  
We were starting to warm up some

00:31:21.580 --> 00:31:24.840  
leftovers when George literally

00:31:24.840 --> 00:31:28.190  
took his chicken and pulled it off

00:31:28.190 --> 00:31:31.650  
the bone, mix it with his rice and beans and I looked at him and said,  
what do you do in

00:31:31.650 --> 00:31:35.400  
making a Texas Mexican style gumbo or something like

00:31:35.400 --> 00:31:38.690  
Bing like? Why not

00:31:38.690 --> 00:31:42.090  
I said we're the greatest state in the Union. Why can't we have our own  
gumball so

00:31:42.090 --> 00:31:45.270  
o we with a lot of love. We love to host and

00:31:45.270 --> 00:31:48.210  
have people over in our home. It's just one of our greatest joys.

00:31:48.330 --> 00:31:51.570  
We invited some friends over, had them try

00:31:51.570 --> 00:31:55.020  
and we're open to suggestion and we finally came up. What we

00:31:55.020 --> 00:31:58.800  
call the wonderful product that is now being sold in

00:31:58.800 --> 00:32:02.140  
ABS with which we started first catering on the side as

00:32:02.140 --> 00:32:05.600  
a side hustle and who would have thought but God

00:32:05.600 --> 00:32:09.250  
that from an idea and a little side hustle that

00:32:09.250 --> 00:32:12.910  
we would enter this contest and go through the motions and granted we

00:32:12.910 --> 00:32:16.260  
did not win the contest. I stressed that we were finalists but

00:32:16.260 --> 00:32:18.720  
we were not one of the four winners that year.

00:32:18.820 --> 00:32:22.170  
But we still got a call back and

00:32:22.170 --> 00:32:25.290  
d if it's alright for me to say so. I was at church and I was they were  
praying

00:32:25.290 --> 00:32:29.060  
over small business and right in that moment H-E-B called and if I

00:32:29.060 --> 00:32:32.110  
I don't know what how else to give God the glory but

00:32:32.110 --> 00:32:33.050  
that but uhm.

00:32:33.630 --> 00:32:36.980  
From that point, it took a year and a half

00:32:36.980 --> 00:32:40.420  
to get from where we were to the stores and there is

00:32:40.420 --> 00:32:43.580  
a wonderful wonderful

00:32:43.580 --> 00:32:46.750  
process behind that. But you do have to do the legwork

00:32:46.750 --> 00:32:50.310  
and there are definitely battles that

00:32:50.310 --> 00:32:53.590  
you have to face first of

00:32:53.590 --> 00:32:56.720  
f all, you have to find the products that go in

00:32:56.720 --> 00:32:59.940  
your food. You have to find these things and you have to make

00:32:59.940 --> 00:33:03.620  
these contacts. You know they're not gonna do it for you. Gotta go get it

00:33:03.620 --> 00:33:03.900  
yourself.

00:33:03.930 --> 00:33:07.190

I mean, you do what you do, everything that

00:33:07.190 --> 00:33:10.630

you can do, and then they'll step in and do it. Only they can do and

00:33:10.630 --> 00:33:14.010

d so one of the questions that was asked is how do you

00:33:14.010 --> 00:33:17.300

maximize the exposure of your brand or product first of all

00:33:17.300 --> 00:33:20.700

l, join the contest. Join the contest

00:33:20.700 --> 00:33:24.070

and if there is one great way to maximize your

00:33:24.070 --> 00:33:27.240

exposure. Exposure is to join the contest. And if you already have a product

00:33:27.240 --> 00:33:30.440

that is out there, we are living in

00:33:30.440 --> 00:33:33.640

such a wonderful time of technology and social

00:33:33.640 --> 00:33:33.920

media platforms.

00:33:34.000 --> 00:33:37.090

Get on every single one it's

00:33:37.090 --> 00:33:40.220

s literally free advertising. You have your Facebook your Instagram

00:33:40.220 --> 00:33:43.540

m YouTube Tik T.O.K and if there

00:33:43.540 --> 00:33:46.730

is one brand. If there is like branding 1

00:33:46.730 --> 00:33:49.950

ne one that I have learned is make sure that your profile picture

00:33:49.950 --> 00:33:53.400

is the same for each and every one of those platforms. So

00:33:53.400 --> 00:33:56.730

that when one person you are definitely recognized from one or the other

00:33:56.730 --> 00:33:58.030

make yourself uniform in that way.

00:33:59.420 --> 00:34:02.810  
This is it's a wonderful free

00:34:02.810 --> 00:34:06.710  
resource to definitely capitalize on

00:34:06.710 --> 00:34:10.990  
another question that we were asked is does proper packaging

00:34:10.990 --> 00:34:14.800  
matter? Well, as consumers ourselves, absolutely

00:34:14.800 --> 00:34:17.930  
it does. And in a day and age where are literally R

00:34:17.930 --> 00:34:21.060  
ur attention span is like this you

00:34:21.060 --> 00:34:24.270  
u walk by something and it catches your eye. And that's

00:34:24.270 --> 00:34:27.390  
about how long it takes. Whether or not someone is going to give

00:34:27.390 --> 00:34:30.190  
your product a shot or not, statistics have shown.

00:34:30.250 --> 00:34:33.510  
That because our product is a frozen product and so you have

00:34:33.510 --> 00:34:37.060  
to literally go down the frozen aisle

00:34:37.060 --> 00:34:40.280  
Your product has to stand out and

00:34:40.280 --> 00:34:43.460  
you know if they open up the door and they actually put in

00:34:43.460 --> 00:34:46.490  
their hands 8 out of 10 times is going to go in the basket. So you

00:34:46.490 --> 00:34:49.850  
have to make sure that you that you

00:34:49.850 --> 00:34:53.280  
have proper packaging and as far as

00:34:53.280 --> 00:34:56.510  
the road blocks that come along the

00:34:56.510 --> 00:34:56.640  
way is.

00:34:58.470 --> 00:35:01.540

Just make sure that your product is

00:35:01.540 --> 00:35:04.630

exposed in the best in the best way at the picture, just

00:35:04.630 --> 00:35:07.960

on our box of food designer. Literally, I didn't know there was

00:35:07.960 --> 00:35:11.160

such thing as a food designer actually took our product

00:35:11.160 --> 00:35:14.330

pulled it apart, put it back

00:35:14.330 --> 00:35:17.460

together and that's the picture you see before you on the

00:35:17.460 --> 00:35:20.500

box. And that was an 8 day process

00:35:20.500 --> 00:35:23.510

I will never look at a southern living magazine, the saying

00:35:23.510 --> 00:35:27.670

because I understand what it takes for those perfect pictures

00:35:27.670 --> 00:35:29.700

to be created and it is our actual product.

00:35:29.780 --> 00:35:32.560

But you want to make sure that you also.

00:35:34.380 --> 00:35:37.520

Put part of yourself in that packaging, that's

00:35:37.520 --> 00:35:41.280

why our gumbo is called Texas Gumbo, because we

00:35:41.280 --> 00:35:44.390

are we're proud Texans and any with George and I are

00:35:44.390 --> 00:35:47.410

shopping somewhere. If there's a cowboy boot

00:35:47.410 --> 00:35:50.680

or Texas emblem to be had, our faces will automatically turn because we're just proud

00:35:50.680 --> 00:35:54.350

Texans. And I'm probably in speaking to the, you know, to

00:35:54.350 --> 00:35:57.480

egards to that with everybody that's here on the web and are today.

00:35:58.890 --> 00:36:02.240  
Another thing that you have to prepare yourself as

00:36:02.240 --> 00:36:05.510  
the finances that are going to definitely

00:36:05.510 --> 00:36:08.530  
you're going to have to be prepared for because you have to invest

00:36:08.530 --> 00:36:12.280  
in yourself. You gotta have some skin in the game so that you can

00:36:12.280 --> 00:36:15.890  
understand that you were invested into this

00:36:15.890 --> 00:36:19.000  
and maximize those dollars in the best way that you can and

00:36:19.000 --> 00:36:23.210  
d that's when you have these wonderful programs like scale up. They're  
gonna help you do those things

00:36:23.210 --> 00:36:24.340  
And when that happens.

00:36:25.440 --> 00:36:28.690  
There the sources out there are invaluable

00:36:28.690 --> 00:36:32.010  
and George and I. You can go to our

00:36:32.010 --> 00:36:35.060  
own personal Facebooks and Instagrams. And if you want to

00:36:35.060 --> 00:36:38.370  
message us, we'll be happy to share with you. Who we've used in

00:36:38.370 --> 00:36:41.680  
the past for graphics and that nature because

00:36:41.680 --> 00:36:43.220  
e you want to be sure that you.

00:36:43.950 --> 00:36:44.900  
Definitely.

00:36:47.160 --> 00:36:50.270  
Scale, scale your.

00:36:51.650 --> 00:36:54.990  
She's products properly because there

00:36:54.990 --> 00:36:58.080

is a difference. In fact between growing and

00:36:58.080 --> 00:37:02.050  
scaling. We started out personally and 190

00:37:02.050 --> 00:37:05.060  
achieves and now we're in over 300

00:37:05.060 --> 00:37:08.420  
and that happened over time with

00:37:08.420 --> 00:37:11.710  
sales and with proper exposure and one of

00:37:11.710 --> 00:37:15.260  
our favorite things to do. And this is just Speaking of

00:37:15.260 --> 00:37:18.270  
our own journey is sampling. We go into the stores and meeting

00:37:18.270 --> 00:37:21.440  
with the communities and they get so excited to

00:37:21.920 --> 00:37:25.010  
Letter sampling the product

00:37:25.010 --> 00:37:28.080  
rather than, you know, shake their hand and

00:37:28.080 --> 00:37:31.470  
no pun against. So for some michelina's, but they're not out there doing  
that

00:37:31.470 --> 00:37:35.020  
but George and Ruby will be. That's right, so you so you

00:37:35.020 --> 00:37:38.250  
do what you must free for your products so.

00:37:39.330 --> 00:37:42.690  
If there's anything else that you have a question

00:37:42.690 --> 00:37:45.740  
about where we can't wait for the other segment

00:37:45.740 --> 00:37:45.930  
of the program.

00:37:47.030 --> 00:37:50.330  
Yeah, absolutely a couple things stuck in

00:37:50.330 --> 00:37:54.140  
my mind. Why you're right? Texans are a proud

00:37:54.140 --> 00:37:57.490  
people. We like to let everyone who's non Texans

00:37:57.490 --> 00:37:58.160  
know exactly who we are.

00:37:59.510 --> 00:38:03.090  
With that, yes, you have to be the best ambassadors

00:38:03.090 --> 00:38:06.220  
of your product. It's your product. No ones gonna represent it or

00:38:06.220 --> 00:38:09.530  
want it to be represented as well as

00:38:09.530 --> 00:38:12.780  
you will yourself. I see we're getting into the

00:38:12.780 --> 00:38:15.960  
live Q&A. We're gonna hop into the live Q&A. The questions

00:38:15.960 --> 00:38:18.990  
that you guys are our audience are submitting and I do want to

00:38:18.990 --> 00:38:22.310  
encourage you to submit as many as you can in this next 20

00:38:22.310 --> 00:38:26.070  
minutes. We're going to do almost a rapid fire going through as many  
questions that y'all are

00:38:26.070 --> 00:38:29.470  
submitting and liking as we can. I see that

00:38:29.470 --> 00:38:31.700  
already. We've had an anonymous person submit a bunch of.

00:38:31.750 --> 00:38:34.830  
Links and thank you for that anonymous

00:38:34.830 --> 00:38:37.950  
person. They've entered some information about the hub

00:38:37.950 --> 00:38:41.270  
program that historically underutilized business program as

00:38:41.270 --> 00:38:45.140  
s well as how you can become a vendor to the state of Texas that

00:38:45.140 --> 00:38:49.600  
can be a great way that you grow your business is by

00:38:49.600 --> 00:38:52.710  
selling, providing your product or service to a state agency.

00:38:53.630 --> 00:38:56.780  
I'm so I'll get into the first

00:38:56.780 --> 00:38:57.510  
question of the day.

00:38:58.780 --> 00:39:01.830  
This question will be for Dan and

00:39:01.830 --> 00:39:05.660  
Josh. The question is libraries

00:39:05.660 --> 00:39:09.200  
provide equipment, space and services that are available to

00:39:09.200 --> 00:39:12.450  
entrepreneurs and small businesses. How else

00:39:12.450 --> 00:39:15.990  
can libraries work with scallop to assist entrepreneurs and small  
businesses

00:39:15.990 --> 00:39:19.960  
in their communities? So is there an opportunity for libraries to

00:39:19.960 --> 00:39:23.040  
help? Whether it's with the data collection or in some

00:39:23.040 --> 00:39:26.030  
capacity to help scale up in what y'all are doing. Josh Dan.

00:39:27.460 --> 00:39:31.240  
Yeah, there absolutely is

00:39:31.240 --> 00:39:34.250  
I saw that comment and I'm thankful

00:39:34.250 --> 00:39:38.460  
for that recommendation, in fact

00:39:38.460 --> 00:39:41.900  
if you or someone you're close to is affiliated

00:39:41.900 --> 00:39:44.930  
with the library, please reach

00:39:44.930 --> 00:39:47.970  
out to us. And when we get into the next phase of our

00:39:47.970 --> 00:39:51.100  
program, we will be looking for community partners just

00:39:52.580 --> 00:39:55.750

Share our tools and resources

00:39:55.750 --> 00:39:58.810  
in a convenient way with business owners so

00:39:58.810 --> 00:40:02.730  
you can reach US type and scale up

00:40:02.730 --> 00:40:06.050  
scaleup.txstate.edu

00:40:06.050 --> 00:40:09.110  
or even email me directly. It's Josh

00:40:09.110 --> 00:40:11.470  
despot@txstate.edu.

00:40:13.840 --> 00:40:17.150  
Thank you Josh. I as you said that I

00:40:17.150 --> 00:40:20.770  
want to address another question that I believe Eric answered directly to

00:40:20.770 --> 00:40:24.400  
a question or someone asked whether this event is

00:40:24.400 --> 00:40:26.730  
being recorded. I know Josh just gave that.

00:40:27.730 --> 00:40:30.960  
Email address yes this event

00:40:30.960 --> 00:40:34.040  
t is being recorded and as I mentioned earlier, the slides. Not only

00:40:34.040 --> 00:40:37.270  
will the slides be available after this

00:40:37.270 --> 00:40:40.610  
event, but also you can access the recording from

00:40:40.610 --> 00:40:44.080  
two ways. One, you can go through our website

00:40:44.080 --> 00:40:47.540  
gov.texas.gov/business

00:40:47.540 --> 00:40:50.610  
and we will have all of our recordings and slides

00:40:50.610 --> 00:40:54.050  
available there or on our YouTube channel

00:40:54.050 --> 00:40:57.950

which if you go to youtube.com and search for Texas

00:40:57.950 --> 00:40:58.610  
economic development, you'll see the governor seal.

00:40:58.700 --> 00:41:01.900  
And we have all of our past and

00:41:01.900 --> 00:41:05.060  
eventually our future webinars are uploaded to that

00:41:05.060 --> 00:41:05.140  
YouTube channel.

00:41:06.330 --> 00:41:10.390  
So let's go to our next question. This is a timely 1

00:41:10.390 --> 00:41:13.900  
ne regarding what's starting. I believe tomorrow South by

00:41:13.900 --> 00:41:17.730  
Southwest. The question is for H-E-B so

00:41:17.730 --> 00:41:20.850  
o Jody will 8 be at South by Southwest in

00:41:20.850 --> 00:41:24.030  
Austin this weekend and next if

00:41:24.030 --> 00:41:26.040  
f so, can you provide information on participation?

00:41:27.400 --> 00:41:31.010  
Will Jarvis, I'm gonna take a stab at

00:41:31.010 --> 00:41:34.050  
this. Based upon history I would say yes

00:41:34.050 --> 00:41:37.310  
HEV will be there would certainly be H-E-B partners at South by

00:41:37.310 --> 00:41:41.190  
Southwest, but historically we've had a role there specifically

00:41:41.190 --> 00:41:44.230  
I do not know the context in which we would so

00:41:44.230 --> 00:41:44.910  
o I'm gonna have to.

00:41:46.020 --> 00:41:49.130  
About out of that, 'cause I don't know the

00:41:49.130 --> 00:41:52.370

exact capacity which we will be

00:41:52.370 --> 00:41:55.500

present fair enough, so I think this comes from Dennis Menendez

00:41:55.500 --> 00:41:58.900

Dennis I'm if you could clarify and what kind of assistance

00:41:58.900 --> 00:42:02.190

would you be looking to find a TV in and maybe another

00:42:02.190 --> 00:42:05.520

r question or you can contact us later

00:42:05.520 --> 00:42:08.940

after the event. We can gather more information for you. Again we'll have our

00:42:08.940 --> 00:42:12.380

small business email address. You can email us directly with further

00:42:12.380 --> 00:42:12.910

follow up questions.

00:42:14.620 --> 00:42:15.190

Alright.

00:42:21.440 --> 00:42:25.710

OK

00:42:25.710 --> 00:42:29.070

I had to read through this question. This question was sent and

00:42:29.070 --> 00:42:32.470

I think there may be multiple people in our panel who could

00:42:32.470 --> 00:42:35.710

address this, but I'm going to start with Joe this

00:42:35.710 --> 00:42:38.830

s question is I have moved to Cedar Park, TX a couple

00:42:38.830 --> 00:42:42.060

of years ago. I'm starting up my own business

00:42:42.060 --> 00:42:45.160

importing olive oil from Turkey. I'm a woman owned

00:42:45.160 --> 00:42:48.550

business and do not have a good networking yet to develop the business

00:42:48.550 --> 00:42:51.170

I'm mostly making cold calls which is moving very slowly.

00:42:51.470 --> 00:42:54.660  
How do I build up relations sooner

00:42:54.660 --> 00:42:57.940  
than later networking? How can I

00:42:57.940 --> 00:43:00.590  
use utilized networking to grow my business?

00:43:01.120 --> 00:43:02.680  
Joe, do you have any advice on that?

00:43:03.700 --> 00:43:07.130  
This is one of the networking is the

00:43:07.130 --> 00:43:10.340  
most important thing that businesses could do should do

00:43:10.340 --> 00:43:13.420  
but usually don't. And even if they do, it's

00:43:13.420 --> 00:43:16.540  
not intentional and there's been a lot written about intentional

00:43:16.540 --> 00:43:19.890  
networking in the value of intentional networking terms of building the

00:43:19.890 --> 00:43:23.280  
right relationships to expand your business, we spend a

00:43:23.280 --> 00:43:26.330  
lot of time with our clients and helping them identify what

00:43:26.330 --> 00:43:30.140  
type of networks they actually should be engaged if depending on

00:43:30.140 --> 00:43:33.590  
n what their strategy is to how they want to, how they want to grow in  
the

00:43:33.590 --> 00:43:34.550  
market, which market they want to grow in.

00:43:34.690 --> 00:43:38.050  
And So what we

00:43:38.050 --> 00:43:41.170  
have is a couple of programs that's called get shelf ready

00:43:41.170 --> 00:43:44.760  
and then get a shelf mastery and those two

00:43:44.760 --> 00:43:48.100  
o programs are we have a senior business advisor that works for us, Peg

00:43:48.100 --> 00:43:52.590  
Richmond and she is focused on CPG primarily

00:43:52.590 --> 00:43:55.870  
and she also focuses on the

00:43:55.870 --> 00:43:59.290  
meetups and the different groups that she pulls together to

00:43:59.290 --> 00:44:03.510  
try to help them learn how to network and not just network

00:44:03.510 --> 00:44:04.680  
with the potential customer, but network.

00:44:04.710 --> 00:44:08.010  
With the industry itself so that you

00:44:08.010 --> 00:44:12.300  
can learn the lessons from others and not repeat the

00:44:12.300 --> 00:44:15.810  
same mistakes and

00:44:15.810 --> 00:44:18.870  
collaborate together whenever you're starting to expand your market

00:44:18.870 --> 00:44:20.600  
a lot of times when we talk about collaboration.

00:44:22.080 --> 00:44:25.170  
One of the aspects of collaboration is can you go

00:44:25.170 --> 00:44:27.590  
into a market with someone else?

00:44:28.350 --> 00:44:31.600  
You're not competing because they have one product, you

00:44:31.600 --> 00:44:34.810  
have another, but you're complementing, but it's a way of

00:44:34.810 --> 00:44:38.160  
leveraging your resources and your and your network

00:44:38.160 --> 00:44:41.720  
and your opportunity, so there's a lot of things that we can do there,  
and what I would

00:44:41.720 --> 00:44:44.750  
recommend is that depending on where you are in the state

00:44:44.750 --> 00:44:49.100

there are 44 field centers like Texas State University up throughout the state

00:44:49.100 --> 00:44:52.840  
of Texas. Those desks can work with you, but if you're within

00:44:52.840 --> 00:44:56.670  
our network, the Southwest Texas Border Network in

00:44:56.670 --> 00:44:58.250  
n particular in the Austin San Marcos area.

00:44:58.430 --> 00:45:01.620  
We can work with you. Peg would be happy to work

00:45:01.620 --> 00:45:03.930  
with you on teaching you how to build a network.

00:45:04.640 --> 00:45:05.040  
So.

00:45:06.410 --> 00:45:09.740  
Yeah, another thing I'm gonna use this as an opportunity

00:45:09.740 --> 00:45:12.780  
to do a plug a last March

00:45:12.780 --> 00:45:15.840  
h roughly almost a year ago almost a year to the date it was March

00:45:15.840 --> 00:45:18.980  
17th, 2021. Our Office Office of

00:45:18.980 --> 00:45:22.030  
the governor. We developed a tool called the online

00:45:22.030 --> 00:45:25.400  
Small Business Resource Portal and on that

00:45:25.400 --> 00:45:29.220  
portal you answer a few questions. We have a slide about it that will  
come up here

00:45:29.220 --> 00:45:32.280  
shortly and it'll give you some

00:45:32.280 --> 00:45:35.340  
resources dependent on your responses to the questions and one

00:45:35.340 --> 00:45:36.870  
of those selections that you can ask.

00:45:36.900 --> 00:45:41.090  
About and to find resources about its networking

00:45:41.090 --> 00:45:44.650

and examples of some of the resources that will result

00:45:44.650 --> 00:45:47.820

Our Chambers of Commerce and other business associations so

00:45:47.820 --> 00:45:51.160

o as Joe mentioned, that can be a great way of not even

00:45:51.160 --> 00:45:54.230

just finding potential customers or clients

00:45:54.230 --> 00:45:57.560

but also being around other like minded people

00:45:57.560 --> 00:46:00.880

in your industry to gain some tips and just

00:46:00.880 --> 00:46:04.020

learn about some of those steps and challenges that they

00:46:04.020 --> 00:46:07.630

may have had as they went through their journey as well. So I highly encouraged using.

00:46:07.670 --> 00:46:10.790

Our small business resource portal

00:46:10.790 --> 00:46:14.070

because we're still adding new resources daily

00:46:14.070 --> 00:46:17.410

to that, but it can be a great source of finding

00:46:17.410 --> 00:46:19.540

maybe some business associations in your area.

00:46:21.570 --> 00:46:24.870

Another question, I'm actually gonna start

00:46:24.870 --> 00:46:28.390

this one with George and Ruby and feel free again with

00:46:28.390 --> 00:46:31.910

any question any of our panelists, or even though I made directed to

00:46:31.910 --> 00:46:35.530

a different panel. Panelists feel free to provide

00:46:35.530 --> 00:46:39.040

any other additional comments, but for this question I'm going to start with George and Ruby and it

00:46:39.040 --> 00:46:42.100  
may be something that Joe you may want to provide some insight

00:46:42.100 --> 00:46:45.630  
on as well. But the question is

00:46:45.630 --> 00:46:49.160  
I am having problems with growth because we are unable to

00:46:49.160 --> 00:46:49.700  
hire employees.

00:46:50.480 --> 00:46:52.340  
The question moved on me.

00:47:00.340 --> 00:47:02.040  
OK, here it is.

00:47:02.810 --> 00:47:06.170  
I'm having problems with growth because we are unable

00:47:06.170 --> 00:47:09.380  
to hire sufficient employees. Any thoughts I guess

00:47:09.380 --> 00:47:12.960  
s I just left out that any thoughts part so George and

00:47:12.960 --> 00:47:16.250  
Ruby as you all have grown, I'm sure you may have hired

00:47:16.250 --> 00:47:16.780  
a person or two.

00:47:16.840 --> 00:47:20.070  
And if that is

00:47:20.070 --> 00:47:23.550  
challenge for me, and being able to

00:47:23.550 --> 00:47:27.020  
have that expense of its employees. How can a small

00:47:27.020 --> 00:47:27.430  
business address that?

00:47:28.760 --> 00:47:32.930  
To be frankly, honest as far as physical

00:47:32.930 --> 00:47:36.610  
employees, me and George are it. What we've done is we are

00:47:36.610 --> 00:47:39.950  
when we scaled our business is we

00:47:39.950 --> 00:47:43.300  
hired a Co. Packer Co Packer take care of all of that

00:47:43.300 --> 00:47:46.800  
for us because it got to the point it

00:47:46.800 --> 00:47:49.850  
got so big that there was no way that

00:47:49.850 --> 00:47:52.840  
even if we were to hire two or three people, it would have been to the point.

00:47:54.120 --> 00:47:57.470  
We've been cooking 24 hours a day

00:47:57.470 --> 00:48:00.640  
so we had to go with somebody that had

00:48:00.640 --> 00:48:03.790  
the equipment and all that. I guess. In short

00:48:03.790 --> 00:48:06.990  
don't limit your thoughts of what an employee is. As far as someone being

00:48:06.990 --> 00:48:10.450  
right here next to you, an employee could be someone

00:48:10.450 --> 00:48:13.710  
like your Co packing facility. Also we have

00:48:13.710 --> 00:48:16.990  
e a social media.

00:48:18.210 --> 00:48:21.540  
The word has escaped me, but it is

00:48:21.540 --> 00:48:24.690  
a company that tangles our social media platforms for us with

00:48:24.690 --> 00:48:27.700  
they post for us because you know, that can be very

00:48:27.700 --> 00:48:31.290  
consuming, inhibit itself. So kind of think outside of the box

00:48:31.290 --> 00:48:34.420  
of what you think an employee might be to you. It could just be

00:48:34.420 --> 00:48:37.760  
a service that you that you are hiring or contracting to help

00:48:37.760 --> 00:48:38.420  
push your name out there.

00:48:39.230 --> 00:48:42.690

This is absolutely why I went to you for this

00:48:42.690 --> 00:48:45.900

question. It's actually we had an event a few years

00:48:45.900 --> 00:48:49.340

back and where someone mentioned a very similar item

00:48:49.340 --> 00:48:52.440

It's what you're good at, and then when

00:48:52.440 --> 00:48:55.840

e you need to outsource even we think of

00:48:55.840 --> 00:48:59.260

outsourcing as being someone who may be doing our packaging or

00:48:59.260 --> 00:49:02.860

maybe doing in this case

00:49:02.860 --> 00:49:06.240

production. But outsourcing could be just a different task, whether it's

00:49:06.240 --> 00:49:09.390

someone handling your social media so that could be

00:49:09.390 --> 00:49:10.000

something just having.

00:49:10.040 --> 00:49:13.360

A professional instead of just

00:49:13.360 --> 00:49:16.820

taking on someone in your business, having a professional. Whether it's a company

00:49:16.820 --> 00:49:19.980

or contractor taking on that task for you, and

00:49:19.980 --> 00:49:23.450

knowing what you do well and sticking to what you do well

00:49:23.450 --> 00:49:27.440

within the business. So thank you so much for that outside the

00:49:27.440 --> 00:49:30.620

box explanation. Did anyone else such as Joe did you

00:49:30.620 --> 00:49:34.710

u have any other ideas as far as if I do want to take

00:49:34.710 --> 00:49:37.920

on literal employees within my business, how can I address

00:49:37.920 --> 00:49:38.000

that as a challenge?

00:49:39.020 --> 00:49:42.250

First off, I think well said, I mean what

00:49:42.250 --> 00:49:45.430

t they said is what we encourage. A lot of our clients to do

00:49:45.430 --> 00:49:48.590

It's easier to ramp up a business

00:49:48.590 --> 00:49:51.670

with outsourcing. Now if you get to wear your

00:49:51.670 --> 00:49:54.690

sustainable at a certain size for a long period of time, you may want to

00:49:54.690 --> 00:49:57.830

think about how do I. How do I bring that back in the house? But it

00:49:57.830 --> 00:50:01.040

also has to do with how it impacts your cost in your bottom lines, or whether you

00:50:01.040 --> 00:50:04.770

want to do it or not. But certainly quick way

00:50:04.770 --> 00:50:08.090

to end when we talk about scale. We're talking about a rapid growth. We're not

00:50:08.090 --> 00:50:09.310

talking about just an organic.

00:50:09.340 --> 00:50:12.650

Road Aurora plant growth, but it's a rapid growth

00:50:12.650 --> 00:50:14.600

and a lot of times outsourcing is the best way to do that.

00:50:15.170 --> 00:50:18.660

Internally, we're running into issues with

00:50:18.660 --> 00:50:19.660

workforce across the board.

00:50:21.090 --> 00:50:24.400

No matter what business you're in, where everybody is having the same

00:50:24.400 --> 00:50:27.610

thing, how do we get employees and what we're looking

00:50:27.610 --> 00:50:30.970  
at is one is changing the role

00:50:30.970 --> 00:50:34.350  
of the employee because when we

00:50:34.350 --> 00:50:36.260  
look at hiring people, we have sort of a traditional.

00:50:37.660 --> 00:50:40.920  
We have a traditional role in mind and sometimes we need to

00:50:40.920 --> 00:50:44.340  
rethink about how we are actually running our

00:50:44.340 --> 00:50:47.370  
business, operating our business and what roles are

00:50:47.370 --> 00:50:50.680  
we expecting out of our employees and then of

00:50:50.680 --> 00:50:53.870  
f course cross training is going to be very important because you need

00:50:53.870 --> 00:50:57.210  
to create some stability in that workforce that you have and be

00:50:57.210 --> 00:51:00.800  
able to maintain that workforce. It's a real challenge, right

00:51:00.800 --> 00:51:03.850  
now. Texas Workforce Commission is going through some real issues

00:51:03.850 --> 00:51:07.580  
They're working on strategies that how to how

00:51:07.580 --> 00:51:08.210  
d employees.

00:51:08.290 --> 00:51:11.380  
Got to ramp up employees who were also dealing

00:51:11.380 --> 00:51:14.390  
with a cultural shift. COVID changed a lot

00:51:14.390 --> 00:51:17.980  
about what people expect from their jobs. It caused them

00:51:17.980 --> 00:51:21.130  
to look at themselves and

00:51:21.130 --> 00:51:24.150  
say what is it that I want out of my

00:51:24.150 --> 00:51:27.700  
career and how do I expect to

00:51:27.700 --> 00:51:31.020  
be able to achieve that? And so now we're looking at both

00:51:31.020 --> 00:51:34.050  
more where money may have been one of the

00:51:34.050 --> 00:51:37.220  
e primary drivers. Now we've seen culture be more of the primary drivers

00:51:37.220 --> 00:51:38.320  
so we're seeing some changes.

00:51:38.350 --> 00:51:42.150  
That are going to be challenging for small businesses for some time to  
come

00:51:42.150 --> 00:51:45.170  
The best thing that we do is we talk about right sizing your

00:51:45.170 --> 00:51:48.400  
workforce. And I don't mean it in terms of numbers, but I

00:51:48.400 --> 00:51:51.660  
mean in terms of what are you? What are your expectations out of

00:51:51.660 --> 00:51:54.710  
your current workforce? What can you do with your current

00:51:54.710 --> 00:51:57.770  
workforce? Do you need to have some professional

00:51:57.770 --> 00:52:00.860  
development? Do you need? How do you begin to build from

00:52:00.860 --> 00:52:03.900  
within? Because there's not a lot of opportunity at

00:52:03.900 --> 00:52:08.000  
the moment and externally and so outsourcing tends to be where we're  
shifting

00:52:08.000 --> 00:52:08.220  
near term.

00:52:08.360 --> 00:52:11.410  
Until we can actually sort of right

00:52:11.410 --> 00:52:13.240  
size our current workforce internally so.

00:52:14.280 --> 00:52:17.560  
Fair enough, thank you so much

00:52:17.560 --> 00:52:20.680  
Mr Harper as well as Joe. Or excuse me, a Georgian Ruby

00:52:20.680 --> 00:52:23.840  
for your explanation on workforce

00:52:23.840 --> 00:52:28.030  
and scaling up in the sense of adding

00:52:28.030 --> 00:52:30.990  
employees. I have a very quick question I'm going through to Mr. Rory Dan.

00:52:33.100 --> 00:52:36.600  
Then someone asked moments ago

00:52:36.600 --> 00:52:39.760  
to again reiterate what a scale up stand for so

00:52:39.760 --> 00:52:42.030  
o what is that acronym scale up?

00:52:42.720 --> 00:52:45.940  
Doctor, Doctor, dass. But you want one of

00:52:45.940 --> 00:52:49.270  
the running jokes we have is that at universities

00:52:49.270 --> 00:52:52.570  
it seems to be a prerequisite that you have an acronym for a

00:52:52.570 --> 00:52:55.840  
program so, but in this case it

00:52:55.840 --> 00:52:59.400  
actually makes some sense, so I'll let Doctor

00:52:59.400 --> 00:53:02.420  
Daspit repeat it for you. Sure, scale up stands for the

00:53:02.420 --> 00:53:05.430  
sustainable cultivation and advancement

00:53:05.430 --> 00:53:08.660  
of local enterprises for

00:53:08.660 --> 00:53:11.800  
underserved population. So the up

00:53:11.800 --> 00:53:12.710  
UP focuses on.

00:53:12.740 --> 00:53:14.310  
Underserved populations

00:53:15.310 --> 00:53:16.740  
I understood that's a long way.

00:53:18.220 --> 00:53:21.590  
What will continue will continue just for

00:53:21.590 --> 00:53:24.030  
this webinars purpose that you scale up. If that's OK.

00:53:25.520 --> 00:53:28.610  
This next question is for Mr. Hall

00:53:28.610 --> 00:53:30.690  
It's a 8TB specific question.

00:53:31.240 --> 00:53:33.510  
And again, these questions keep moving on me.

00:53:34.410 --> 00:53:37.000  
Give me one second. It's about financing and.

00:53:37.850 --> 00:53:40.750  
So in considering financial resources.

00:53:41.290 --> 00:53:44.640  
What are the best options for a scaling

00:53:44.640 --> 00:53:47.760  
up business and with a company like ATB

00:53:47.760 --> 00:53:51.050  
help with the finance or help to finance a

00:53:51.050 --> 00:53:53.960  
business in scaling up. Maybe through this program?

00:53:55.390 --> 00:53:58.630  
With the quest for Texas best, is there some kind of

00:53:58.630 --> 00:53:59.360  
assistance that is provided?

00:53:59.930 --> 00:54:03.430  
Through ATB to help that business meet

00:54:03.430 --> 00:54:06.410  
the requirements. Or maybe a purchase order that ATP is done.

00:54:07.520 --> 00:54:11.050  
OK Jarvis, thank you for that question and

00:54:11.050 --> 00:54:14.390

I'll say over the last eight years, H-E-B has awarded over half a

00:54:14.390 --> 00:54:18.040

1,000,000 in cash prizes to the top

00:54:18.040 --> 00:54:21.340

winners of the quest for Texas Best. But we've also provided

00:54:21.340 --> 00:54:24.360

in kind services for other suppliers

00:54:24.360 --> 00:54:27.880

and helping to promote those products. So that is

00:54:27.880 --> 00:54:31.150

one term, but probably the largest way that we've helped to finance is just

00:54:31.150 --> 00:54:34.340

the issue of the purchase order. We've not

00:54:34.340 --> 00:54:37.450

taken an active position. I use the analogy

00:54:37.450 --> 00:54:37.590

Shark Tank.

00:54:37.630 --> 00:54:40.830

We're not actually buying share or

00:54:40.830 --> 00:54:44.520

equity in companies, but we're buying into their concept

00:54:46.560 --> 00:54:50.370

A platform for these products being brought into the

00:54:50.370 --> 00:54:52.810

marketplace, but what I'd OfferUp is there certainly are.

00:54:53.900 --> 00:54:57.130

Many different avenues out there for some capital and I'm

00:54:57.130 --> 00:55:00.320

going to I'm going to refer back to when the questions that was earlier stated

00:55:00.320 --> 00:55:03.690

about networking. There's three organizations that I'm aware

00:55:03.690 --> 00:55:06.760

of and there's many others here in the state of Texas, but these three

00:55:06.760 --> 00:55:10.530

in particular are ones that H-E-B have partnered with and

00:55:10.530 --> 00:55:13.960

we've seen and benefit it through some of the great work that

00:55:13.960 --> 00:55:17.250

they're doing, and one of them is called naturally Austin

00:55:17.250 --> 00:55:20.750

It's a network of CPG companies across the

00:55:20.750 --> 00:55:24.120

state of Texas just happens to be based in Austin here in San

00:55:24.120 --> 00:55:25.070

Antonio. Is that there's the entrepreneurship.

00:55:25.110 --> 00:55:28.470

Center and then there

00:55:28.470 --> 00:55:31.830

is break fast and launch or launch San Antonio again all

00:55:31.830 --> 00:55:35.080

1 three of these organizations are member supported member

00:55:35.080 --> 00:55:38.660

Networks. They tend to be 501C3 nonprofit

00:55:38.660 --> 00:55:41.910

it's, but what we've seen and what we've experienced

00:55:41.910 --> 00:55:45.340

is they're helping a small entrepreneurs look at hey, how do you

00:55:45.340 --> 00:55:48.460

get financing? How do you get this type of support

00:55:48.460 --> 00:55:51.740

Again, this is complementary and works

00:55:51.740 --> 00:55:55.240

along the lines of the great work that the Small Business Administration has

00:55:55.240 --> 00:55:55.280

already doing.

00:55:55.380 --> 00:55:58.610

Are at Texas State University so

00:55:58.610 --> 00:56:01.690

o again, that would be probably my response to that

00:56:01.690 --> 00:56:02.330  
question about financing.

00:56:03.050 --> 00:56:04.750  
Perfect thank you so much Sir.

00:56:05.440 --> 00:56:08.750  
Alright, and these clothes amendments minutes I'm

00:56:08.750 --> 00:56:11.800  
going to address a couple of questions directly myself when I see

00:56:11.800 --> 00:56:14.940  
that I'm D has posted a question what

00:56:14.940 --> 00:56:18.170  
t are the resources available for minority women owned

00:56:18.170 --> 00:56:21.430  
businesses? So I'm actually gonna in most

00:56:21.430 --> 00:56:23.190  
cases those two distinguishing.

00:56:24.790 --> 00:56:27.970  
Factors would be individually so a minority

00:56:27.970 --> 00:56:31.040  
y owned business may have resources and programs. A woman

00:56:31.040 --> 00:56:34.270  
owned business may have resources and programs at the

00:56:34.270 --> 00:56:37.480  
state level. We have one certification and certification

00:56:37.480 --> 00:56:38.380  
They're going to be the likely.

00:56:39.790 --> 00:56:43.370  
This certification is maybe the likely path

00:56:43.370 --> 00:56:46.680  
that a person any of these protected classes

00:56:46.680 --> 00:56:50.390  
take, and so at the state level state of Texas level we have the

00:56:50.390 --> 00:56:53.420  
hub program, which I believe someone anonymously put into

00:56:53.420 --> 00:56:57.100  
the chat earlier today. A link to

00:56:57.100 --> 00:57:00.580  
the historically underutilized business program which

00:57:00.580 --> 00:57:03.650  
h by the Texas comp troller of public accounts. So that

00:57:03.650 --> 00:57:07.120  
is a certification program which provides a competitive

00:57:07.120 --> 00:57:10.290  
advantage if you wish to do business with

00:57:10.290 --> 00:57:10.420  
any state.

00:57:10.450 --> 00:57:13.780  
Of Texas agency. So that is a

00:57:13.780 --> 00:57:17.160  
great program. The program and I encourage you if you

00:57:17.160 --> 00:57:20.240  
are intending to do business with a state agency to

00:57:20.240 --> 00:57:23.290  
look into the historically underutilized business program.

00:57:24.810 --> 00:57:28.420  
Alright, we're at the 159 a minute

00:57:28.420 --> 00:57:31.430  
and I know we got started maybe a couple minutes

00:57:31.430 --> 00:57:34.460  
late. We've gone through a ton of information. I know we

00:57:34.460 --> 00:57:37.560  
could talk for another hour on this subject, but again I do

00:57:37.560 --> 00:57:39.540  
o want to be respectful of everyone's time.

00:57:40.980 --> 00:57:44.330  
Kind of disappointing. We did not get to go through

00:57:44.330 --> 00:57:45.850  
and see the Georgian Ruby video.

00:57:46.410 --> 00:57:50.290  
Excuse me, however, I think they did a great job of

00:57:50.290 --> 00:57:54.170  
explaining their path and preventing that small

00:57:54.170 --> 00:57:57.180  
business perspective to this event. As mentioned earlier, we

00:57:57.180 --> 00:58:00.390  
have our Governor Small Business Resource portal again

00:58:00.390 --> 00:58:03.610  
n, I know, realize you can't click on this link. However, we do have the  
link

00:58:03.610 --> 00:58:06.660  
available in the slots available at the end of the

00:58:06.660 --> 00:58:09.940  
event. However, you can go to ourhomepagegov.texas.gov forward

00:58:09.940 --> 00:58:13.060  
s, click on small business and you'll find this

00:58:13.060 --> 00:58:16.070  
resource right there again, answer 5

00:58:16.070 --> 00:58:17.090  
questions and get customized results.

00:58:17.680 --> 00:58:21.070  
Outside of the resource portal, our small

00:58:21.070 --> 00:58:21.410  
business team is here.

00:58:22.250 --> 00:58:25.300  
Monday through Friday 8:00 AM to 5:00

00:58:25.300 --> 00:58:28.370  
PM for you. The small business, the small businesses across

00:58:28.370 --> 00:58:31.490  
the state. These four gentlemen are here to

00:58:31.490 --> 00:58:34.530  
assist you. I like to say between Brian, Eric, and Jared

00:58:34.530 --> 00:58:37.670  
Their title business assistant specialists they

00:58:37.670 --> 00:58:41.210  
y specialize in assisting businesses. So if you read those titles  
backwards, that's

00:58:41.210 --> 00:58:44.240  
exactly what they do and that includes any kind of subject

00:58:44.240 --> 00:58:47.330

you can think of that a business may

00:58:47.330 --> 00:58:51.030

encounter. Additionally, you can reach us through those email addresses

00:58:51.030 --> 00:58:52.600

The small business at gov.texas.gov.

00:58:52.660 --> 00:58:55.790

As well as business permits active.texas.gov.

00:58:56.700 --> 00:58:59.980

Lastly, we have some contact information

00:58:59.980 --> 00:59:03.110

from our panelists. There is a slide for

00:59:03.110 --> 00:59:06.470

where you can see all of our upcoming events

00:59:06.470 --> 00:59:09.580

as well as you can get all of their resources from our

00:59:09.580 --> 00:59:12.630

events. So that is the link where the size will be

00:59:12.630 --> 00:59:15.670

granted. You cannot click on it, but we will have

00:59:15.670 --> 00:59:18.830

those up and available within 24 hours or

00:59:21.610 --> 00:59:24.860

Right now, as it is 2:00 o'clock PM

00:59:24.860 --> 00:59:28.420

you will be receiving a survey in your

00:59:28.420 --> 00:59:31.870

r email, we do encourage you to provide some feedback about today's

00:59:31.870 --> 00:59:34.990

event as well as offer some suggestions about

00:59:34.990 --> 00:59:38.410

maybe some topics or information that

00:59:38.410 --> 00:59:41.740

you would like to see share in future webinars and in person

00:59:41.740 --> 00:59:42.360

events. More to come about that.

00:59:43.530 --> 00:59:47.190

You can find your local such as Texas

00:59:47.190 --> 00:59:50.550

State Sen Universe universities by going

00:59:50.550 --> 00:59:53.740

to this link as well as you can reach the Center for innovation

00:59:53.740 --> 00:59:56.210

and entrepreneurship through their website listed here.

00:59:56.810 --> 01:00:00.110

Information for our scallop as well as the ATP

01:00:00.110 --> 01:00:03.380

quest for Texas Best is available and we will be providing

01:00:03.380 --> 01:00:07.090

all of this information once again on our

01:00:07.090 --> 01:00:10.240

website. So to close this out I believe Miss Cruz is here

01:00:10.240 --> 01:00:11.900

to say just some closing remarks.

01:00:12.990 --> 01:00:16.070

Just to say thank you to everybody

01:00:16.070 --> 01:00:19.400

Thank you to our panelists. Georgian Ruby thank

01:00:19.400 --> 01:00:22.420

k you for joining us and congratulations on all

01:00:22.420 --> 01:00:25.870

of your success and keep your eyes

01:00:25.870 --> 01:00:29.030

posted on our social media and on our website for

01:00:29.030 --> 01:00:32.390

the future webinars that we're going to do

01:00:32.390 --> 01:00:33.400

And thank you all for attending.

01:00:34.200 --> 01:00:35.010

Have a great day.