

WEBVTT

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00:00:55.227 --> 00:00:58.867

Good afternoon everyone and thank you for joining us

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today. It is 1:00 o'clock at the top of the hour we

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e just want to give it a few moments to ensure that everyone can log

00:01:05.827 --> 00:01:08.697

in and gather this information today. So bear with us. We'll be back shortly.

00:01:28.697 --> 00:01:48.707

00:01:57.267 --> 00:02:00.717

OK, I know that we have a ton

00:02:00.717 --> 00:02:03.757

of information to cover, so we are going to go ahead and get

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things started.

00:02:04.557 --> 00:02:07.627

Welcome everyone to today's webinar

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utilizing the Go Texan program. This is a great program from

00:02:10.947 --> 00:02:14.237

the Texas Department of Agriculture and we're gonna get right into

00:02:14.237 --> 00:02:14.297

the information.

00:02:15.287 --> 00:02:18.857

As for getting started, we have a

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couple of interactive questions we like for you to

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identify yourself with. I'm so these questions will be

00:02:25.347 --> 00:02:28.787

placed in the live Q&A feed in the upper right of

00:02:28.787 --> 00:02:31.997

your screen, and the features tab so

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o two questions. Two statements will be entered, and just like

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the one that best represents you the 1st

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rst statement is I am not a go Texan partner yet

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and want to learn about this program or I am.

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Currently I go Texan partner and want to

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learn more about my benefits. So just like which statement

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best reflects you.

00:03:00.927 --> 00:03:04.017

We're fortunate today to have Lynn Cowles here

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from foundation communities. Land will be telling us about the

00:03:07.807 --> 00:03:11.127

importance the importance of gaining health care

00:03:11.127 --> 00:03:13.317

for yourself and your business. Lynn over to you.

00:03:16.607 --> 00:03:19.957

Thank you so much, Mr. Brewer and welcome

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everybody. I'm really excited to be here today to share a little bit of

00:03:23.197 --> 00:03:26.567

information about the public health coverage enrollment period, which

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is happening right now for people to have access to

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comprehensive and affordable health coverage next year in 20

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22, so.

00:03:35.037 --> 00:03:38.797

Thank you so much for moving on to that slide

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So for most people who have health insurance through their

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employers, their employers help them pay for that coverage

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So that's what makes it affordable for a lot of people who are on this

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call. Right now. Small business owners part

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time, employees, entrepreneurs, self-employed

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people and then also, of course, people who are not working right

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now. They don't have offers of employer coverage, so there

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is a federal health policy in place.

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That gives people access to affordable health

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insurance for themselves and their families and for their communities

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Now there is an enrollment period associated with public

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health coverage. It runs from November 1st to

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January 15th and so right now is that

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period. And So what our office does at foundation communities

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We're a Texas nonprofit and public health policy

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specialist, so we help people get into public

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health programs so that they can go to the doctor so that

00:04:34.487 --> 00:04:35.477  
they can get preventive care.

00:04:35.477 --> 00:04:39.067  
And so that they can avoid major medical debt if they

00:04:39.067 --> 00:04:42.107  
have an emergency or if they develop a condition

00:04:42.107 --> 00:04:45.757  
or an illness that takes a lot of money to treat

00:04:45.757 --> 00:04:48.937  
So the application for these health insurance plans for people who

00:04:48.937 --> 00:04:52.257  
don't have offers of coverage from their employer, it's

00:04:52.257 --> 00:04:55.347  
at the Federal Health Insurance website healthcare

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gov, and the application is a little bit clunky. It's a little

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bit confusing and we have health

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coverage experts, people who are certified in helping people fill out  
that

00:05:05.457 --> 00:05:06.257  
application in our office.

00:05:06.257 --> 00:05:09.367  
We work over the phone primarily, so we're allowed

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We're able to work with people across the state of Texas and

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our federal certification does allow us to work with people

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across the state as well. So if you don't have health coverage or

00:05:18.707 --> 00:05:21.827  
r if anyone doesn't have health coverage for next year

00:05:21.827 --> 00:05:25.177  
definitely give us a call. Our phone number is on the screen right there

00:05:25.177 --> 00:05:28.207  
re is right now. Increased financial assistance for people

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to get more affordable health insurance than ever. So if

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people on this call have tried the public health insurance policies

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before and they were maybe a little bit too expensive.

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Or there wasn't more than one option available in your

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area. There are now more companies available and more financial

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assistance available to give people more choices than ever

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before, so those choices can sometimes be confusing, like I

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mentioned, our public health advocates are available and

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their experts in helping people figure out what the best options are for them

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So we're not a health insurance company. We don't sell health insurance

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policies, we just help people access their best possible benefits

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which for our self employed neighbors are small business

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owners and entrepreneurs.

00:06:08.047 --> 00:06:11.537

Is a really important part of your business

00:06:11.537 --> 00:06:14.587

success? Also making sure that you have employee bases

00:06:14.587 --> 00:06:17.617

and also managers and business owners who

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have access to financial security that comes with affordable

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health care. So don't get hit with those big medical bills. Make sure

00:06:24.237 --> 00:06:27.287

that hospitals in your area are staying open by getting your

00:06:27.287 --> 00:06:30.427

employees insured by you yourself getting insured and

00:06:30.427 --> 00:06:33.697

we're here to help you do it to help you fill out that

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confusing application and make sure that you're getting the best possible benefits. So thank

00:06:36.987 --> 00:06:38.437

you so much for letting me speak here today.

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Y'all do take down our information. Give us a call, let

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us take the hassle out of finding affordable health coverage for

00:06:45.387 --> 00:06:48.517

my name is Lynn. Again, it's been lovely chatting with you here. If you have any

00:06:48.517 --> 00:06:51.817

questions at all, feel free to answer them or ask them in the

00:06:51.817 --> 00:06:54.207

Q&A and I'll be. I'll be happy to answer them afterwards. Thanks again.

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Thank you for what you and foundation communities

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are doing, Lynn. We definitely want to improve upon those

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healthcare numbers in the state of Texas. So thank you and as Lynn

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n mentioned, she is staying around for the Q&A so we will

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be opening the Q&A at roughly 1

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30 ish so that you can submit your

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questions. Whether you have questions related to healthcare or about what today's

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topic is, the Texas Department of Agriculture is go Texan

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program. Answer those questions beginning at 1:30 and we

00:07:24.847 --> 00:07:26.187  
will have the QA towards the end.

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Of this session, so I

00:07:29.237 --> 00:07:32.377  
see that roughly about 75% of our audience does

00:07:32.377 --> 00:07:35.987  
not currently have to go Texan, which means the flip side the 25

00:07:35.987 --> 00:07:39.067  
5% actually already are go testing participants

00:07:39.067 --> 00:07:42.367  
so that's great that we have both in

00:07:42.367 --> 00:07:45.847  
attendance. Today we have another question interactive

00:07:45.847 --> 00:07:48.897  
question for you. I have an existing physical product and I'm

00:07:48.897 --> 00:07:52.787  
interested in go texting or I do not currently have

00:07:52.787 --> 00:07:56.397  
a physical product, but wanted to learn about this program. So really  
this is

00:07:56.397 --> 00:07:57.317  
really suited for those who aren't.

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Already involved with go

00:08:00.997 --> 00:08:04.037  
Texan, so do you already have a product or are

00:08:04.037 --> 00:08:07.127  
you thinking about starting a business? Thinking about developing our  
product

00:08:07.127 --> 00:08:10.127

like which one of these statements best reflects you in your business?

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And again, those will be placed in

00:08:15.387 --> 00:08:18.957

the featured feet. So today, without further ado, let's get on

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into the meat of today's presentation. We're fortunate today to have

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Lindsey Baerwald, who is a director for marketing and outreach with the Texas Department

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of Agriculture. Among all the programs that they have

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over there at the most prolific is Cisco texting. When and I felt

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t that it was extremely important.

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That we raise the awareness about this

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program. So let's just jump right on into it. Thank you for being

00:08:41.487 --> 00:08:43.887

here today, Lindsey. The floor is yours.

00:08:45.937 --> 00:08:49.287

Thank you so much for having me

00:08:49.287 --> 00:08:52.517

let me share my screen very quickly

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and come give me the thumbs up if you can see it.

00:08:55.147 --> 00:08:58.367

Hopefully alright, great again. Thank you so

00:08:58.367 --> 00:09:01.867

much for having me. My name is Lindsay Baerwald. I'm the director of marketing

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for the Go Texan program at the Department of

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Agriculture. If you are not familiar with the Go Texan program, which it looks

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like some of y'all are not, which is great. 'cause I love getting

00:09:12.427 --> 00:09:15.797

the word out about how we can help small businesses across the state

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Have you ever? And I know I can't see y'all, but it is that

00:09:19.157 --> 00:09:23.097

mark right there on the screen with the Circle Texas and the words

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Go Texan under it. And if you haven't ever seen it.

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Keep your eyes out for it when you're shopping

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locally at the grocery store or farmers markets or any

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little shops. And you'll be surprised to see how

00:09:34.827 --> 00:09:38.187

many partners we really do have in the program

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We have grown to about 2000 partners

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As of this last week. It is

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a yearly annual program with different tier levels

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and we are very excited to be back up with

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our numbers so high. We have grown a lot in the last

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two or three years, which is very exciting.

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Becoming a go Texan partner

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gives you a lot of benefits besides

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just using the mark, including promotional opportunities

00:10:06.427 --> 00:10:10.307  
connecting to grants or other types of

00:10:10.307 --> 00:10:14.907  
funding, workshops and networking events that we put on across the

00:10:14.907 --> 00:10:18.087  
state and then access to some of the largest events in Texas such as the

00:10:18.087 --> 00:10:24.627  
State Fair of Texas where a lot of our partners participate

00:10:24.627 --> 00:10:26.737  
in our Go Texan pavilion at a simple, greatly discounted or price than  
they would normally.

00:10:26.737 --> 00:10:30.087  
Having to go be a concessionaire or a vendor working

00:10:30.087 --> 00:10:33.997  
directly with the State Fair, so I'll get into some of that in a little

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bit later, but those are some of our major benefits of the program.

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We believe the use of the Go Texan mark

00:10:40.637 --> 00:10:45.117  
on your qualifying products is the number one benefit.

00:10:45.117 --> 00:10:48.407  
If you don't already, current. If you are a

00:10:48.407 --> 00:10:51.807  
product partner and you don't use the mark, we highly suggest

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that you do use it on your. You're allowed to use it

00:10:54.967 --> 00:10:58.547  
on your labels on your packaging on your

00:10:58.547 --> 00:11:02.487  
website. We think you should put it in an easy location for consumers to

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see as like the front of the bottle or a label instead of on the

00:11:06.277 --> 00:11:10.067  
back where some people put some of their other

00:11:10.067 --> 00:11:13.357  
certifications. The mark is pretty flexible and easy to use on

00:11:13.357 --> 00:11:15.227  
your qualifying products, but we do also.

00:11:15.227 --> 00:11:18.867  
Have some guidelines. I believe this.

00:11:18.967 --> 00:11:22.337  
Document will be emailed out afterwards and this

00:11:22.337 --> 00:11:25.717  
is a clickable link where it can take you to where you can

00:11:25.717 --> 00:11:29.067  
see what the parameters are of using the

00:11:29.067 --> 00:11:32.237  
go Texan mark. We are a certification mark

00:11:32.237 --> 00:11:35.617  
We are registered with the United States Patent and Trade Office

00:11:35.617 --> 00:11:38.627  
so we do take seriously how the mark is used

00:11:38.627 --> 00:11:42.437  
and we want to make sure that it is being used correctly. But as I

00:11:42.437 --> 00:11:45.467  
mentioned it is fairly simple directions to follow when placing it

00:11:45.467 --> 00:11:46.897  
on your qualifying products.

00:11:49.007 --> 00:11:52.717  
Some of the biggest

00:11:52.717 --> 00:11:55.817  
mistakes are not using the current mark, which doesn't

00:11:55.817 --> 00:11:59.087  
have the registration symbol on it or leaving off the

00:11:59.087 --> 00:12:02.717  
words go Texan or altering the mark. But again, we do have

00:12:02.717 --> 00:12:05.967  
those guidelines online that you can look at and review

00:12:05.967 --> 00:12:09.147  
before becoming a partner or at any time in the process of

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being a partner and just wanted to familiarize yourself

00:12:12.497 --> 00:12:15.557

Maybe you're launching a new product or putting it on your website and you just want to

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make sure that you're using it correctly. We do have

00:12:18.827 --> 00:12:20.537

that online for you to take a look at.

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Some of

00:12:24.267 --> 00:12:26.457

those promotional opportunities that I mentioned we have.

00:12:27.097 --> 00:12:30.317

On our social media platforms

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Facebook and Instagram, we have over 91,000

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fans combined and we recently received the swipe up

00:12:37.847 --> 00:12:41.027

feature on Instagram, which

00:12:41.027 --> 00:12:44.267

allows us to link directly to your page

00:12:44.267 --> 00:12:48.517

or for our folks to buy or learn more about your product

00:12:48.517 --> 00:12:52.297

which is has been a lot of fun using that and I

00:12:52.297 --> 00:12:55.567

I think really drawn people to your site.

00:12:55.567 --> 00:12:58.707

Instead of saying Lincoln bio or things like that

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ou're familiar with social media, it's just a lot easier for people to be able

00:13:01.787 --> 00:13:04.807

to simply get to your opportunity

00:13:04.807 --> 00:13:07.247  
or your product on your page.

00:13:07.247 --> 00:13:10.337  
He also began a partnership with Chet

00:13:10.337 --> 00:13:13.377  
Garner. It's called go check since Thursday and every other

00:13:13.377 --> 00:13:16.777  
Thursday. He features one of our go Texan

00:13:16.777 --> 00:13:20.027  
products in a post on his social media which

00:13:20.027 --> 00:13:23.117  
h has hundreds of thousands of followers and he

00:13:23.117 --> 00:13:26.357  
doesn't video every month as well featuring

00:13:26.357 --> 00:13:29.627  
g one of our partners. So if you become a partner and you do

00:13:29.627 --> 00:13:32.987  
use the mark on your product and you have something really

00:13:32.987 --> 00:13:36.817  
cool for him to talk about, we would love to hear from you and get you

00:13:36.817 --> 00:13:37.357  
in line to be featured.

00:13:37.357 --> 00:13:38.697  
On his

00:13:39.237 --> 00:13:42.527  
His platforms, he's really great

00:13:42.527 --> 00:13:46.057  
He gets a lot of feedback, a lot of our partners notice a lot of

00:13:46.057 --> 00:13:48.747  
new engagement and orders when they've been featured on his sights.

00:13:49.527 --> 00:13:52.637  
We also have a brand new go Texan

00:13:52.637 --> 00:13:55.767  
market which is our brand. Well it started in 20

00:13:55.767 --> 00:13:59.037  
20 because the State Fair of Texas was cancelled

00:13:59.037 --> 00:14:02.427  
Unfortunately and that is our largest outreach event of the year so

00:14:02.427 --> 00:14:06.067  
o we acted quickly and pivoted and

00:14:06.067 --> 00:14:09.427  
created a ecommerce site from

00:14:09.427 --> 00:14:12.787  
that just featured our partners go

00:14:12.787 --> 00:14:13.887  
Texan products. It is a free.

00:14:14.527 --> 00:14:17.757  
Platform and read to our partners

00:14:17.757 --> 00:14:21.077  
to list five of their products on that

00:14:21.077 --> 00:14:24.087  
site. We do take a small Commission from it, but again

00:14:24.087 --> 00:14:28.637  
it is a free site for you to go ahead and

00:14:28.637 --> 00:14:33.037  
another Ave for you to showcase your product for sale.

00:14:33.057 --> 00:14:36.657  
Again, these link to where you can

00:14:36.657 --> 00:14:39.727  
go see the market page I I'm going to click on that role

00:14:39.727 --> 00:14:41.487  
Never mind I will not do that.

00:14:41.987 --> 00:14:45.347  
Just in case, I don't wanna mess it up, but you can't click on

00:14:45.347 --> 00:14:48.587  
shop. Go texan.org and it'll get you to our

00:14:48.587 --> 00:14:53.027  
mmerce site and you can view the participants that are on there currently

00:14:53.027 --> 00:14:56.387  
We do also have two gift guides a year

00:14:56.387 --> 00:15:00.607  
that one just ended on December 10th for our holiday gift

00:15:00.607 --> 00:15:03.387  
guide that we promote and.

00:15:04.197 --> 00:15:09.017  
On social media and it sends people

00:15:09.017 --> 00:15:12.637  
to great gifts for the holidays right around Christmas

00:15:12.637 --> 00:15:16.357  
s time we have a coupon code on our site as well and

00:15:16.357 --> 00:15:19.367  
that did really well. We emailed that out

00:15:19.367 --> 00:15:23.107  
to 25,000 subscribers

00:15:23.107 --> 00:15:26.667  
and we also promoted on our social media as well as our Commissioner

00:15:26.667 --> 00:15:29.117  
promotes it on his social media which is very active as well.

00:15:31.807 --> 00:15:35.027  
Some of these other opportunities, and I

00:15:35.027 --> 00:15:38.517  
guess I'm maybe take a little step back. All of these

00:15:38.517 --> 00:15:42.177  
are all of these opportunities are available to our tier

00:15:42.177 --> 00:15:45.307  
one product partners. So as I mentioned, we

00:15:45.307 --> 00:15:48.777  
are an annual partnership or certification

00:15:48.777 --> 00:15:53.207  
and the tier one level is \$100 a year. So for \$100 a

00:15:53.207 --> 00:15:56.797  
year you have the opportunity to participate in all of these

00:15:56.797 --> 00:16:00.077  
things. I'm talking about currently as you move up to

00:16:00.077 --> 00:16:02.777  
different tier levels, there are additional opportunities.

00:16:02.777 --> 00:16:06.217  
That you may be available, for which I'll mention a little

00:16:06.217 --> 00:16:09.627  
bit as well, but everything that I've mentioned so far

00:16:09.627 --> 00:16:12.737  
is included, or the opportunity is available for you in

00:16:12.737 --> 00:16:15.777  
that hunt. Just for \$100 a year.

00:16:15.777 --> 00:16:18.787  
Our new initiative, the product photography

00:16:18.787 --> 00:16:22.047  
You can send us five of your products

00:16:22.047 --> 00:16:25.447  
and we will send you back professional images

00:16:25.447 --> 00:16:28.617  
I know a lot of our partners are smaller and they may not

00:16:28.617 --> 00:16:32.347  
have the resources to get their

00:16:32.347 --> 00:16:35.407  
products professionally photographed and it makes

00:16:35.407 --> 00:16:38.647  
a world of a difference when you see photos

00:16:38.647 --> 00:16:42.627  
with professional images on our go Texan market or on their

00:16:42.627 --> 00:16:45.907  
website or in brochures or Flyers that those partners want to make.

00:16:45.907 --> 00:16:49.077  
So we love that opportunity. It is a

00:16:49.077 --> 00:16:52.167  
brand new opportunity. We do keep those products

00:16:52.167 --> 00:16:55.827  
that you do send us and we use them in giveaways. We're currently running

00:16:55.827 --> 00:16:58.857  
a giveaway right now on go checks in. You can see some of those

00:16:58.857 --> 00:17:01.987  
products that have been donated for the initiatives, but you

00:17:01.987 --> 00:17:06.217  
do have full rights and access to the images that we return to



00:17:06.217 --> 00:17:09.737  
you. That's been a very very welcomed

00:17:09.737 --> 00:17:11.137  
d new initiative that we started.

00:17:11.867 --> 00:17:15.217  
We also have the opportunity to participate in

00:17:15.217 --> 00:17:18.827  
retail buyer meetings with groceries like ALDI Brookshire

00:17:18.827 --> 00:17:22.017  
ag, Kroger. We actually just finished a Kroger

00:17:22.017 --> 00:17:25.097  
buyer meeting and we have the opportunity for Ronald E buyer

00:17:25.097 --> 00:17:28.107  
meeting in January next month

00:17:28.107 --> 00:17:31.697  
So right after the New Year will be our first new buyer

00:17:31.697 --> 00:17:34.957  
meeting and that opportunity is currently open until

00:17:34.957 --> 00:17:38.277  
January 7th. So if you are a current partner please

00:17:38.277 --> 00:17:41.437  
e go check your newsletter check

00:17:41.437 --> 00:17:42.717  
your emails and if you're not a partner.

00:17:42.717 --> 00:17:46.387  
Go ahead and sign up and

00:17:46.387 --> 00:17:49.417  
you can be available. You can sign up for this opportunity to get in  
front

00:17:49.417 --> 00:17:49.757  
of ALDI.

00:17:50.447 --> 00:17:53.467  
We also have an international department

00:17:53.467 --> 00:17:57.037  
that hosts a lot of inbound and outbound trade

00:17:57.037 --> 00:18:00.337  
missions and we have opportunities with the

00:18:00.337 --> 00:18:03.387

Houston Chronicle and Cowboys and Indians magazine that

00:18:03.387 --> 00:18:06.617

gets you into their publications for a discounted price.

00:18:09.287 --> 00:18:12.657

I'll move on to speaking

00:18:12.657 --> 00:18:15.867

about the access to that. Some of those funds, the

00:18:15.867 --> 00:18:19.237

grant opportunities, and then some of our networking opportunities.

00:18:20.347 --> 00:18:23.467

We just hit a major goal for the

00:18:23.467 --> 00:18:26.897

gram this past November, November, 2nd and 3rd

00:18:26.897 --> 00:18:30.557

We had our first go Texan Expo, which was a trade show

00:18:30.557 --> 00:18:33.817

event with sessions all day

00:18:33.817 --> 00:18:36.477

for our partners to attend as well.

00:18:36.597 --> 00:18:39.817

It was a lot of fun. We're going to continue to do it for

00:18:39.817 --> 00:18:44.277

the net in biannual basis

00:18:44.277 --> 00:18:47.707

So our partners that were there met some great buyers

00:18:47.707 --> 00:18:50.997

And again the Kroger and ALDI meeting stemmed from that

00:18:50.997 --> 00:18:54.667

go Texan Expo. So it was a

00:18:54.667 --> 00:18:57.977

day and a half trade show hall

00:18:57.977 --> 00:19:01.947

and five different sessions were available as

00:19:01.947 --> 00:19:05.297

well, so we're excited to keep expanding on that opportunity

00:19:05.297 --> 00:19:07.657  
and get more buyers in 2023.

00:19:07.657 --> 00:19:10.867  
This next bullet

00:19:10.867 --> 00:19:14.277  
is one of the opportunities where

00:19:14.277 --> 00:19:17.287  
the mega grant the Go Texan marketing enhancement grant you

00:19:17.287 --> 00:19:20.817  
u do have to be a Tier 2 partner, which is a \$500

00:19:20.817 --> 00:19:24.067  
a year partner in order to apply for that

00:19:24.067 --> 00:19:27.087  
opportunity, but the opportunity is a 20

00:19:27.087 --> 00:19:30.647  
0,000 grant non matching so

00:19:30.647 --> 00:19:34.207  
that is \$20,000 for you

00:19:34.207 --> 00:19:37.827  
to apply for to market and enhance

00:19:37.827 --> 00:19:39.117  
your product. So we think it's a really good return on investment.

00:19:39.117 --> 00:19:42.257  
And to upgrade that membership or

00:19:42.257 --> 00:19:45.277  
come in as a Tier 2 partner for the opportunity to

00:19:45.277 --> 00:19:48.547  
receive those funds. We did have a lot

00:19:48.547 --> 00:19:52.317  
of people apply this year and we did fund almost all of them that

00:19:52.317 --> 00:19:55.487  
submitted a complete application. So it is a

00:19:55.487 --> 00:19:58.717  
very good likelihood that if you do apply and you meet all the

00:19:58.717 --> 00:20:02.057  
criteria that you will receive funding

00:20:02.057 --> 00:20:05.277

And again, it really is a great opportunity to give

00:20:05.277 --> 00:20:08.697

your business a lot of cash to help enhance

00:20:08.697 --> 00:20:09.577

Currently what you're doing and.

00:20:09.577 --> 00:20:12.877

That may be putting the mark on your product printing new

00:20:12.877 --> 00:20:16.187

w labels, doing things like that, getting new signage

00:20:16.187 --> 00:20:19.437

or a billboard or helping your website anything

00:20:19.437 --> 00:20:22.797

g like that qualifies, and we're excited to offer

00:20:22.797 --> 00:20:26.047

that opportunity. We will be offering that opportunity again in

00:20:26.047 --> 00:20:26.387

2022.

00:20:27.047 --> 00:20:30.377

We also have event grants for those

00:20:30.377 --> 00:20:33.437

companies or businesses that host events those

00:20:33.437 --> 00:20:36.707

e are \$5000 reimbursable grants and

00:20:36.707 --> 00:20:39.867

then if you are a farmer's market we do have a farmers market

00:20:39.867 --> 00:20:43.007

assistance grant which is a \$2000 grant to help

00:20:43.007 --> 00:20:43.807

promote farmers markets.

00:20:44.407 --> 00:20:47.807

We have access to advisors at

00:20:47.807 --> 00:20:51.297

the UTSA small Business Development Center

00:20:51.297 --> 00:20:54.877

They have been. They started out originally helping

00:20:54.877 --> 00:20:57.917  
companies figure out how to make it through kovid, so that was

00:20:57.917 --> 00:21:01.057  
an opportunity that came about in 2020 and

00:21:01.057 --> 00:21:04.177  
we've kept building on it. It's a free opportunity, they

00:21:04.177 --> 00:21:07.297  
will meet with you. They will go through business plans. They will help  
you

00:21:07.297 --> 00:21:10.527  
find funding. There are a wealth of knowledge and they're

00:21:10.527 --> 00:21:13.557  
really excited to help partner with

00:21:13.557 --> 00:21:14.477  
go Texan companies.

00:21:14.477 --> 00:21:17.597  
And then, of course you also have access

00:21:17.597 --> 00:21:21.067  
to our eleven TDI regional outreach specialists

00:21:21.067 --> 00:21:24.607  
Those that's our field team. Our boots on the ground

00:21:24.607 --> 00:21:27.727  
They not only know a lot about the marketing

00:21:27.727 --> 00:21:31.367  
department and all of our opportunities, but they also

00:21:31.367 --> 00:21:35.137  
know about grants and CDBG and all

00:21:35.137 --> 00:21:38.357  
the other little divisions within the trade and business

00:21:38.357 --> 00:21:41.687  
Development Department at TDI, which is where go Texan

00:21:41.687 --> 00:21:42.687  
is. So they are.

00:21:43.437 --> 00:21:44.447  
For a while.

00:21:45.147 --> 00:21:48.487

Not the entire agency, and

00:21:48.487 --> 00:21:51.507

we really think that go Texan partners benefit

00:21:51.507 --> 00:21:54.647

from knowing their field Rep and staying in constant contact with

00:21:54.647 --> 00:21:57.667

them just to make sure that they have

00:21:57.667 --> 00:22:00.787

all the information is current and

00:22:00.787 --> 00:22:01.867

they know what opportunities.

00:22:02.677 --> 00:22:03.707

Are out there.

00:22:05.697 --> 00:22:09.107

All of our partners receive a

00:22:09.107 --> 00:22:12.297

monthly Go Texan newsletter like I had just mentioned it

00:22:12.297 --> 00:22:16.147

t has all the information up coming up for the next month that our partners should

00:22:16.147 --> 00:22:20.877

know about. So we hope to not have anyone missed deadlines or miss

00:22:20.877 --> 00:22:23.907

opportunities. We have quarterly partner meetings. We actually had our 4th

00:22:23.907 --> 00:22:27.327

quarterly partner meeting this morning. It's a virtual

00:22:27.327 --> 00:22:30.837

platform like this one. Again, it's another layer that we're adding

00:22:30.837 --> 00:22:34.227

on. We know a lot of small businesses get a lot of emails and

00:22:34.227 --> 00:22:36.347

things get lost. So we started these quarterly partner meetings.

00:22:36.347 --> 00:22:40.067

And it's helped get

00:22:40.067 --> 00:22:43.177

people to learn more about opportunities that they may

00:22:43.177 --> 00:22:46.317  
be missing. And we've also started a go Texan partner

00:22:46.317 --> 00:22:50.037  
Facebook Group exclusive just to Go Texan partners

00:22:50.037 --> 00:22:53.157  
And in there we post a lot of stuff that's

00:22:53.157 --> 00:22:56.747  
talked about in the newsletter and in the virtual partner meetings

00:22:56.747 --> 00:22:59.847  
just as another layer. If you're really good about reading your emails  
and

00:22:59.847 --> 00:23:02.997  
doing everything, it might be repetitive, but we

00:23:02.997 --> 00:23:06.327  
try a lot of different avenues to try and make sure all 2

00:23:06.327 --> 00:23:06.437  
000 of our partners.

00:23:06.567 --> 00:23:09.827  
Are getting the information about all of

00:23:09.827 --> 00:23:10.347  
our upcoming opportunities.

00:23:12.867 --> 00:23:16.147  
And then access to some of the

00:23:16.147 --> 00:23:18.597  
largest events in Texas.

00:23:18.707 --> 00:23:21.847  
I would say raise your hand again, but at the

00:23:21.847 --> 00:23:24.947  
Go Texan pavilion. I'm sure almost everyone on this

00:23:24.947 --> 00:23:28.377  
call has been to the State Fair of Texas in

00:23:28.377 --> 00:23:32.157  
n Dallas we were back in bigger than ever in 2020

00:23:32.157 --> 00:23:35.387  
We redid the entire space. This is a picture of

00:23:35.387 --> 00:23:36.887

our new

00:23:36.887 --> 00:23:40.557  
New layout in the store. We almost

00:23:40.557 --> 00:23:44.277  
doubled the square footage in that store

00:23:44.277 --> 00:23:47.497  
and sales were record breaking even though the crowd was a

00:23:47.497 --> 00:23:50.777  
little bit smaller due to the pandemic

00:23:50.777 --> 00:23:54.657  
still and people maybe being a little hesitant to still be out in crowds

00:23:54.657 --> 00:23:57.887  
We did still have a record breaking year from back in

00:23:57.887 --> 00:24:00.967  
2019, which is phenomenal. We had the most partners

00:24:00.967 --> 00:24:04.267  
in the store that we've ever had and it was just a great

00:24:04.267 --> 00:24:07.677  
time. So as I mentioned we have this 25,000

00:24:07.677 --> 00:24:07.747  
square foot.

00:24:07.747 --> 00:24:10.837  
Go Texan pavilion where you

00:24:10.837 --> 00:24:14.387  
come. It's turn key you can send your stuff to our

00:24:14.387 --> 00:24:17.847  
store contractor. They will display it like a

00:24:17.847 --> 00:24:21.117  
ral store and things will get purchased. You will receive the check

00:24:21.117 --> 00:24:24.507  
for those items and then get your items back at the end of

00:24:24.507 --> 00:24:26.627  
Fair. If you choose to.

00:24:26.877 --> 00:24:30.407  
Want them back or you can donate them as well

00:24:30.407 --> 00:24:33.467



but that is one of our biggest outreach

00:24:33.467 --> 00:24:36.637  
event of the year we also have

00:24:36.637 --> 00:24:39.717  
e sampling opportunities there. We have a retail porch if you

00:24:39.717 --> 00:24:42.817  
can be there all 24 days affair they also had

00:24:42.817 --> 00:24:46.087  
d record breaking sales. The retail porch is a little different than

00:24:46.087 --> 00:24:49.307  
the store. You do have to be there the whole

00:24:49.307 --> 00:24:52.677  
time manning your porch but you don't have

00:24:52.677 --> 00:24:55.747  
a Commission that you have to pay to the store

00:24:55.747 --> 00:24:58.527  
Contractor who's re stocking and selling your products and everything.

00:24:58.527 --> 00:25:01.737  
In the general storm

00:25:01.737 --> 00:25:05.017  
there's exhibitor space for AG

00:25:05.017 --> 00:25:09.227  
education programs like Beef Council or beekeepers.

00:25:09.227 --> 00:25:12.927  
Texas A&M Agrilife Southwest dairy farmers

00:25:12.927 --> 00:25:16.387  
and then we have our certified retirement community booth as

00:25:16.387 --> 00:25:20.807  
well. We also have some great new sponsorship opportunities

00:25:20.807 --> 00:25:24.557  
so I would love for anyone to check out all

00:25:24.557 --> 00:25:27.777  
the new opportunities to be a part of the pavilion. If you can't be there

00:25:27.777 --> 00:25:31.677  
at least get your brand name out to

00:25:31.677 --> 00:25:34.957

the 2 million people that enter the

00:25:34.957 --> 00:25:35.807

fair on an annual basis.

00:25:38.977 --> 00:25:42.847

We also have a presence and the next one starting

00:25:42.847 --> 00:25:46.217

up in January at the rodeos across the

00:25:46.217 --> 00:25:49.587

state. I think we're up to seven of the biggest rodeos in Texas

00:25:49.587 --> 00:25:53.317

starting with Fort Worth. We still have some opportunities to

00:25:53.317 --> 00:25:56.647

participate at the Fort Worth stock show and Rodeo, so

00:25:56.647 --> 00:25:59.657

if you are a new part going to become a new partner, or if

00:25:59.657 --> 00:26:03.137

you are a partner that hasn't seen that information

00:26:03.137 --> 00:26:06.467

yet, you'll see my contact information at the end. Please feel free

00:26:06.467 --> 00:26:09.927

to give me a call and we'll get you set up again

00:26:09.927 --> 00:26:10.077

There's whole show availability.

00:26:10.077 --> 00:26:13.377

Or just a few day sampling availability

00:26:13.377 --> 00:26:16.417

as well, you have the opportunity also to just

00:26:16.417 --> 00:26:19.847

send product and have it displayed in a

00:26:19.847 --> 00:26:23.797

case at the events that we all go to. If it's sampling is

00:26:23.797 --> 00:26:27.187

something that you just can't be. Therefore we know a lot of our

00:26:27.187 --> 00:26:30.657

partners have a full time day job and

00:26:30.657 --> 00:26:34.707

then they have this other full time job as their go Texan business

00:26:34.707 --> 00:26:37.877  
as well. So we try to be able to help all different

00:26:37.877 --> 00:26:40.307  
kinds of our partners and then.

00:26:40.307 --> 00:26:43.437  
You get customized signage when you're at

00:26:43.437 --> 00:26:46.667  
any of our events to match the theme that's going

00:26:46.667 --> 00:26:51.237  
on in the building, and then you can use that wherever you'd. It's yours  
to keep

00:26:51.237 --> 00:26:54.017  
moving forward if you attend any other events.

00:26:57.447 --> 00:27:01.037  
So and again, all of this except for

00:27:01.037 --> 00:27:04.747  
r that Mega Grant is included in

00:27:04.747 --> 00:27:08.017  
your tier one go Texan

00:27:08.017 --> 00:27:11.507  
partnership. If there are higher to your partnerships

00:27:11.507 --> 00:27:14.807  
available, and you can always upgrade during the year if you want to  
start

00:27:14.807 --> 00:27:17.887  
out at the tier one level and then you see

00:27:17.887 --> 00:27:20.937  
opportunity that requires a

00:27:20.937 --> 00:27:22.857  
higher level, you can always upgrade.

00:27:23.367 --> 00:27:27.307  
But some of the benefits of having the higher tier partnership

00:27:27.307 --> 00:27:30.657  
for access to our events you do

00:27:30.657 --> 00:27:33.887  
o have first come for about 48 hours to

00:27:33.887 --> 00:27:37.047  
sign up for those opportunities. Some things are.

00:27:38.027 --> 00:27:41.217  
They sell out quicker, some opportunities

00:27:41.217 --> 00:27:44.937  
sell out quicker than others, so that is a

00:27:44.937 --> 00:27:48.057  
good that first access really does help there.

00:27:48.057 --> 00:27:51.567  
You have individual consultations with our go Texan

00:27:51.567 --> 00:27:54.757  
team. We can talk with you. See what areas you're

00:27:54.757 --> 00:27:58.387  
looking for assistance in, and then put you in contact

00:27:58.387 --> 00:28:01.737  
with either our new TSAS

00:28:01.737 --> 00:28:04.947  
BDC center or one of the coordinators on our team

00:28:04.947 --> 00:28:08.617  
or trying to connect you to others to help consult you on

00:28:08.617 --> 00:28:12.557  
how best to move forward or how to use your go Texan partnership, the

00:28:12.557 --> 00:28:15.937  
best you get prominent listing in our newsletters and any

00:28:15.937 --> 00:28:19.337  
of our digital publications you can have your company logo on our

00:28:19.337 --> 00:28:19.587  
r partner search page.

00:28:19.587 --> 00:28:22.937  
Or on our home page and then

00:28:22.937 --> 00:28:23.147  
for our.

00:28:24.267 --> 00:28:27.617  
Champion sponsors, we also do offer some

00:28:27.617 --> 00:28:30.867  
customized marketing opportunities that we

00:28:30.867 --> 00:28:34.027  
can always discuss if a partner was going to come

00:28:34.027 --> 00:28:35.997  
in at that \$5000 a year level.

00:28:39.197 --> 00:28:42.287  
That's it for me. Here's my

00:28:42.287 --> 00:28:45.467  
contact information my our email. Our generic

00:28:45.467 --> 00:28:48.897  
email that I I'm one of the people that checks and our phone

00:28:48.897 --> 00:28:52.107  
number that can get you to us and then go Texan dot

00:28:52.107 --> 00:28:55.407  
is where you can find all the information about

00:28:55.407 --> 00:28:58.787  
the program. You can see the partnership levels. You can also apply

00:28:58.787 --> 00:29:02.127  
directly online through we are all

00:29:02.127 --> 00:29:05.327  
l paperless now so you can apply and pay for your partnership

00:29:05.327 --> 00:29:08.457  
online and it usually takes about two or three days for

00:29:08.457 --> 00:29:09.717  
you to see that application.

00:29:09.717 --> 00:29:14.057  
Go through in to be approved and sent your welcome kit so.

00:29:14.617 --> 00:29:17.747  
I guess thank you all so much for having me

00:29:17.747 --> 00:29:20.937  
and again, here's my direct information as well, but you'll see this

00:29:20.937 --> 00:29:24.077  
later in the PowerPoint that you're sent, so does

00:29:24.077 --> 00:29:25.677  
anyone have any questions for me?

00:29:26.907 --> 00:29:30.247  
Yeah at this time. So I just opened

00:29:30.247 --> 00:29:33.517  
the Q&A so if you do have questions, definitely feel free

00:29:33.517 --> 00:29:37.377  
to submit your questions as well as keeping an eye open for

00:29:37.377 --> 00:29:40.867  
other questions that are submitted by fellow attendees

00:29:40.867 --> 00:29:41.627  
like the questions that.

00:29:42.127 --> 00:29:45.417  
Even if you didn't ask it yourself that you would like

00:29:45.417 --> 00:29:48.437  
to see \*\*\* and answer, that is how we

00:29:48.437 --> 00:29:51.767  
will prioritize the questions to Lindsey or land in this

00:29:51.767 --> 00:29:54.797  
case. So go ahead and start submitting some

00:29:54.797 --> 00:29:57.917  
questions. I have some questions that just to get us started

00:29:57.917 --> 00:30:00.247  
Lindsey, you were mentioning the tier levels again.

00:30:00.797 --> 00:30:03.997  
I believe you had it on one of your

00:30:03.997 --> 00:30:07.107  
slides somewhere. Can someone see? I believe that there

00:30:07.107 --> 00:30:10.967  
are four different tier levels and the different tier levels

00:30:10.967 --> 00:30:14.137  
the annual costs and kind of the descriptions benefits

00:30:14.137 --> 00:30:17.387  
associated with each level. Sure, so everything

00:30:17.387 --> 00:30:21.077  
is available online at [gotexan.org](http://gotexan.org) and you'll see

00:30:21.077 --> 00:30:24.327  
a join button and right there is where you'll be

00:30:24.327 --> 00:30:27.607  
able to get to the link to apply online, but

00:30:27.607 --> 00:30:30.807  
it also has the options of the four tiers.

00:30:30.807 --> 00:30:34.157  
And what they cost and what you get

00:30:34.157 --> 00:30:35.507  
with each of those tier benefits.

00:30:36.147 --> 00:30:39.317  
Yeah, perfect perfect

00:30:39.317 --> 00:30:42.337  
ect. I know that before I became aware of the

00:30:42.337 --> 00:30:45.897  
Go Texan program, I could see that

00:30:45.897 --> 00:30:49.077  
label on different consumer package goods on different products

00:30:49.077 --> 00:30:50.977  
and whatnot, and I always associate it.

00:30:51.867 --> 00:30:55.127  
Each product with one another because I was able to.

00:30:55.787 --> 00:30:59.117  
Group them by that similar logo

00:30:59.117 --> 00:31:02.267  
So this is a huge thing to have if you are

00:31:02.267 --> 00:31:05.397  
in a physical product market and

00:31:05.397 --> 00:31:08.697  
so having this I can't stress it enough, it's a

00:31:08.697 --> 00:31:11.827  
huge program and we definitely want it to increase the awareness of

00:31:11.827 --> 00:31:14.197  
this program. As we mentioned in our.

00:31:14.907 --> 00:31:18.417  
Interactive questions 75

00:31:18.417 --> 00:31:21.617  
are not partners and then following up with

00:31:21.617 --> 00:31:24.887  
that it looks like about a third.

00:31:24.887 --> 00:31:28.087

Do not currently have your product yet

00:31:28.087 --> 00:31:31.097

so if you are thinking about having this physical

00:31:31.097 --> 00:31:34.397

product and you do want to get your business off the ground

00:31:34.397 --> 00:31:38.287

running, having this logo can associate you with the other 2000

00:31:38.287 --> 00:31:41.517

plus products that already have it and that this

00:31:41.517 --> 00:31:45.167

logo means quality. Let's just get to it, it's made

00:31:45.167 --> 00:31:48.507

in Texas, it's quality, just like made in America means outside of

00:31:48.507 --> 00:31:51.757

America made in Texas means that within Texas and within

00:31:51.757 --> 00:31:55.047

this country in the world. So it's a huge investment

00:31:55.047 --> 00:31:55.617

into your own company.

00:31:55.617 --> 00:31:58.657

With that I'm just asked where I

00:31:58.657 --> 00:32:01.667

see some questions were coming in. Another thing I want to

00:32:01.667 --> 00:32:04.757

mention is for those of you who maybe just now starting

00:32:04.757 --> 00:32:07.767

off with your business last Thursday we

00:32:07.767 --> 00:32:11.147

e held a webinar about business planning and you can recap

00:32:11.147 --> 00:32:15.057

that webinar on our YouTube page or on our find it on our

00:32:15.057 --> 00:32:18.517

website and watch this webinar about business

00:32:18.517 --> 00:32:21.827

planning. If you are just thinking about starting their business thinking



00:32:21.827 --> 00:32:25.247  
g about starting a physical product that could also help you in just  
planning out and

00:32:25.247 --> 00:32:25.787  
mapping out your business as well.

00:32:26.157 --> 00:32:27.997  
So let's get to some of the questions.

00:32:28.787 --> 00:32:30.307  
Alright.

00:32:31.777 --> 00:32:35.187  
So this question was submitted

00:32:35.187 --> 00:32:38.407  
Lindsey, you mentioned there are two gift guides per

00:32:38.407 --> 00:32:41.487  
year. One is for the holiday. When will the other

00:32:41.487 --> 00:32:42.237  
gift guide be open?

00:32:42.987 --> 00:32:46.157  
Great question. The next gift guide

00:32:46.157 --> 00:32:49.237  
the opportunity will go out in beginning of January because it

00:32:49.237 --> 00:32:52.357  
is a Texas Independence Day gift guide

00:32:52.357 --> 00:32:55.367  
showcasing all the Texas products here

00:32:55.367 --> 00:32:58.667  
or maybe shaped like the Texas or just

00:32:58.667 --> 00:33:01.937  
it can just be made in Texas. Obviously it can be go Texan that's

00:33:01.937 --> 00:33:05.027  
s Texas enough for us but also shaped or feature

00:33:05.027 --> 00:33:08.127  
the bluebonnet or things about Texas, but it will be

00:33:08.127 --> 00:33:09.317  
a Texas Independence Day gift guide.

00:33:10.467 --> 00:33:13.727

Thank you for that. Wow, that's amazing

00:33:13.727 --> 00:33:14.737

The next question actually.

00:33:15.597 --> 00:33:18.767

Just touch on this so the question is, will the size be

00:33:18.767 --> 00:33:21.867

emailed out similar to how our

00:33:21.867 --> 00:33:24.907

past webinars are on our site

00:33:24.907 --> 00:33:28.077

we also upload a transcript in the

00:33:28.077 --> 00:33:31.347

slides of each webinar, roughly within 48

00:33:31.347 --> 00:33:34.587

hours of the conclusion of each webinar so

00:33:34.587 --> 00:33:38.137

o you'll be able to find in one of two ways, one directly through our

00:33:38.137 --> 00:33:41.847

site, two days or so roughly Thursday. You'll be able to

00:33:41.847 --> 00:33:45.647

upload the slides as well as a transcript of this event

00:33:45.647 --> 00:33:45.717

and access.

00:33:45.717 --> 00:33:49.077

The recording of this event or pass it along to

00:33:49.077 --> 00:33:53.217

someone else who may be in your industry and this information may be useful

00:33:53.217 --> 00:33:56.287

to the other thing is a survey will

00:33:56.287 --> 00:33:59.657

l be sent out. You may have received at 1:00 o'clock PM

00:33:59.657 --> 00:34:02.937

or you'll receive at 2:00 o'clock. PM Today, and in that survey

00:34:02.937 --> 00:34:06.187

will be a link to our site and you'll receive

00:34:06.187 --> 00:34:09.617  
a reminder tomorrow and that will also have a link to

00:34:09.617 --> 00:34:12.867  
where you can access other resources such as the

00:34:12.867 --> 00:34:15.727  
e recording, the slides and the transcript.

00:34:15.727 --> 00:34:18.927  
One thing I have to ask of Lindsey is if she

00:34:18.927 --> 00:34:21.937  
would be willing to provide us with her sides as

00:34:21.937 --> 00:34:25.117  
Texas Department of Agriculture so we can include those into our

00:34:25.117 --> 00:34:26.477  
office of the governor sides as well.

00:34:27.077 --> 00:34:30.267  
Yes, of course. Thank you so much. So yes

00:34:30.267 --> 00:34:32.517  
you will be to be able to access these slides.

00:34:33.127 --> 00:34:34.407  
Alright, next question.

00:34:36.047 --> 00:34:40.557  
Does go Texan help organizations

00:34:40.557 --> 00:34:40.957  
host events?

00:34:41.867 --> 00:34:42.357  
Lindsey

00:34:43.447 --> 00:34:46.647  
We do help organizations host events

00:34:46.647 --> 00:34:49.697  
through those Advent grants. We also love

00:34:49.697 --> 00:34:52.937  
being a part of events so you helping have

00:34:52.937 --> 00:34:57.277  
a booth at Booth presence or sponsorship presence

00:34:57.277 --> 00:35:01.407  
e at events and be able to get the word out about the

00:35:01.407 --> 00:35:02.957  
program, whether or not.

00:35:03.707 --> 00:35:07.037  
You receive sponsorship funding or an event grant or not

00:35:07.037 --> 00:35:10.457  
We can always look into sponsoring an event or having a book paying

00:35:10.457 --> 00:35:13.487  
for a booth and being there that way and I

00:35:13.487 --> 00:35:16.887  
I did see if you don't mind the questions about having a services

00:35:16.887 --> 00:35:20.627  
division two. We there are main

00:35:20.627 --> 00:35:24.117  
most 75% or 80% of our go Texan

00:35:24.117 --> 00:35:27.467  
program is products, but we do

00:35:27.467 --> 00:35:31.027  
have a go Texan associate partnership

00:35:31.027 --> 00:35:33.717  
that is geared towards services.

00:35:33.717 --> 00:35:37.277  
The benefits are not all the same, just

00:35:37.277 --> 00:35:40.407  
because most of our benefits are geared towards products and helping

00:35:40.407 --> 00:35:43.567  
market a product. But you do have the opportunity

00:35:43.567 --> 00:35:46.847  
to attend all of our expo's or events

00:35:46.847 --> 00:35:49.957  
in market yourself and network with

00:35:49.957 --> 00:35:53.107  
other go Texan businesses that

00:35:53.107 --> 00:35:56.157  
may be able to use your services and on those quarterly

00:35:56.157 --> 00:35:59.657  
partner meetings like we had this morning we

00:35:59.657 --> 00:36:03.197  
e did have a service partner come on at the end and

00:36:03.197 --> 00:36:03.747  
give a presentation. Sort of like I'm doing here.

00:36:03.747 --> 00:36:07.107  
Time to help our promote his business

00:36:07.107 --> 00:36:10.417  
with Go Texan partners. So we do have a

00:36:10.417 --> 00:36:14.497  
services associate partnership as well. Same

00:36:14.497 --> 00:36:17.407  
benefit levels or to your membership levels.

00:36:18.087 --> 00:36:21.377  
That's amazing, so I learned something here

00:36:21.377 --> 00:36:24.567  
today 'cause I was only aware about the

00:36:24.567 --> 00:36:27.717  
physical, the placement of the logo all in physical products so

00:36:27.717 --> 00:36:30.917  
o that's great information as well. Lindsey, I

00:36:30.917 --> 00:36:32.887  
saw another question that was submitted about access to.

00:36:33.587 --> 00:36:36.917  
The information as well as the YouTube

00:36:36.917 --> 00:36:40.277  
page so YouTube YouTube channel if you go

00:36:40.277 --> 00:36:43.657  
o to youtube.com you just search Texas

00:36:43.657 --> 00:36:47.297  
economic development. Once you do that, the first item that

00:36:47.297 --> 00:36:50.337  
should appear will have the governor still the state of Texas seal

00:36:50.337 --> 00:36:53.537  
and that is the economic development and tourism

00:36:53.537 --> 00:36:56.657  
Office. Our office where you can find all of our

00:36:56.657 --> 00:36:59.957  
webinars and even recordings from our in person events

00:36:59.957 --> 00:37:03.157  
Speaking of that, we are fully planning to

00:37:03.157 --> 00:37:03.617  
resume.

00:37:03.617 --> 00:37:06.967  
Our in person events coming in 20

00:37:06.967 --> 00:37:10.317  
22 so stay tuned. We will likely be

00:37:10.317 --> 00:37:13.347  
releasing that schedule of events later on in

00:37:13.347 --> 00:37:15.427  
this presentation. A future slide you'll see.

00:37:15.957 --> 00:37:19.417  
At the link where you can get our calendar of

00:37:19.417 --> 00:37:22.647  
events, but we do plan on resuming our in person events

00:37:22.647 --> 00:37:26.237  
next year and those dates and locations will be released

00:37:26.237 --> 00:37:26.447  
in January.

00:37:27.247 --> 00:37:28.667  
Alright, further questions.

00:37:30.787 --> 00:37:31.957  
Thank you for.

00:37:32.457 --> 00:37:35.727  
I'm anonymous who submitted that this is great

00:37:35.727 --> 00:37:36.187  
information, I agree.

00:37:38.677 --> 00:37:39.837  
So.

00:37:40.497 --> 00:37:43.677  
Question another anonymous question, what are

00:37:43.677 --> 00:37:47.077  
the requirements to become a

00:37:47.077 --> 00:37:48.277  
certified retirement community?

00:37:49.097 --> 00:37:52.347  
Lindsey, would you happen to know

00:37:52.347 --> 00:37:56.077  
those requirements to become a certified retirement

00:37:56.077 --> 00:37:59.707  
community? I can give a pretty good overview. It's a very

00:37:59.707 --> 00:38:02.857  
detailed application. It is it's ago checks and

00:38:02.857 --> 00:38:06.207  
certified retirement community, but you can't. The application packet is

00:38:06.207 --> 00:38:09.367  
an retire in texas.org. It's not just

00:38:09.367 --> 00:38:12.887  
going through go texan.org and there you have

00:38:12.887 --> 00:38:15.937  
to meet certain requirements about their community with

00:38:15.937 --> 00:38:19.107  
access to hospitals and entertainment.

00:38:19.107 --> 00:38:22.437  
And shopping a lot of different we have

00:38:22.437 --> 00:38:26.007  
e to note that you can meet all of these requirements

00:38:26.007 --> 00:38:29.417  
and it is a \$5000 five

00:38:29.417 --> 00:38:32.517  
year commitment. So instead of renewing annually

00:38:32.517 --> 00:38:35.607  
it is five years. But it also is 5

00:38:35.607 --> 00:38:38.627  
5000 to receive that designation

00:38:38.627 --> 00:38:42.057  
as a certified retirement community. But you can read more

00:38:42.057 --> 00:38:43.487  
about it on retire in texas.org.

00:38:44.477 --> 00:38:48.037

Retireintexas.org, thank you

00:38:48.037 --> 00:38:51.097

Wow, I did not expect you to have that information

00:38:51.097 --> 00:38:54.297

So you are a wealth of knowledge. Thank you. Here's

00:38:54.297 --> 00:38:57.397

another eligibility question. I'm gonna throw your weight as well

00:38:57.397 --> 00:39:00.737

Lindsey, so we operate under the cottage food

00:39:00.737 --> 00:39:03.777

law. Do we qualify for the Go Texan? So we

00:39:03.777 --> 00:39:07.027

make our products from our home is there

00:39:07.027 --> 00:39:10.437

e a stipulation of where our home is in Texas? I'm

00:39:10.437 --> 00:39:13.907

assuming. Is there a stipulation of if we have a shop or

00:39:13.907 --> 00:39:14.947

a manufacturing plant, or?

00:39:14.947 --> 00:39:15.977

Whatever it may be.

00:39:16.517 --> 00:39:18.297

Do you happen to know that information?

00:39:19.717 --> 00:39:22.207

We do have.

00:39:22.927 --> 00:39:26.217

Some companies that do operate under the cottage food

00:39:26.217 --> 00:39:28.147

law in the program.

00:39:28.147 --> 00:39:29.037

Fair enough.

00:39:31.437 --> 00:39:34.957

Furthermore, can you describe more about

00:39:34.957 --> 00:39:38.517

the grocery store buyer opportunities, what



00:39:38.517 --> 00:39:40.297  
is involved and what is the process for that?

00:39:40.947 --> 00:39:44.847  
Sure, so typically and what's

00:39:44.847 --> 00:39:48.357  
been done recently with Kroger, and currently with ALDI

00:39:48.357 --> 00:39:53.127  
they will send us specifications of type of products

00:39:53.127 --> 00:39:56.187  
or certifications that a company needs to have to be on

00:39:56.187 --> 00:39:58.687  
their shelves in their stores.

00:39:58.687 --> 00:40:02.327  
And then they'll ask for skews or

00:40:02.327 --> 00:40:06.497  
they send us a list of what their qualifications are to be

00:40:06.497 --> 00:40:09.757  
in their shops across Texas. So we

00:40:09.757 --> 00:40:12.917  
gather we send out that information to our partners, anyone

00:40:12.917 --> 00:40:16.237  
interested in wanting to be interviewed

00:40:16.237 --> 00:40:19.777  
or meet with those buyers fill out the quick

00:40:19.777 --> 00:40:23.337  
application? We send the list of applicants to the buyers

00:40:23.337 --> 00:40:26.617  
at that company. They sort through and say who they

00:40:26.617 --> 00:40:28.977  
would like to meet with based on their responses. And then.

00:40:28.977 --> 00:40:32.007  
We have a

00:40:32.007 --> 00:40:35.077  
buyer a day or two day event of buyer meetings

00:40:35.077 --> 00:40:38.477  
where you'll come in. Present your product either one

00:40:38.477 --> 00:40:42.427  
on one or sort of in a trade show event depending

00:40:42.427 --> 00:40:45.667  
on what the company prefers to do

00:40:45.667 --> 00:40:48.707  
Kroger was sort of a trade show style and ALDI

00:40:48.707 --> 00:40:51.767  
is going to be more of a one on one event, so it just depends

00:40:51.767 --> 00:40:55.617  
on the retailer's preference, but it's

00:40:55.617 --> 00:40:59.027  
pretty, there's no fees or anything to even apply.

00:40:59.027 --> 00:41:02.257  
To meet with them so it's

00:41:02.257 --> 00:41:06.477  
pretty easy, and hopefully the Kroger

00:41:06.477 --> 00:41:09.577  
they had. We had 40 people or 40

00:41:09.577 --> 00:41:12.627  
companies apply and we had over half of them selected to come

00:41:12.627 --> 00:41:15.837  
meet with them. So a lot of companies, especially in the last

00:41:15.837 --> 00:41:19.137  
two years there, shifting focus is on buying

00:41:19.137 --> 00:41:22.417  
local and providing local products in the

00:41:22.417 --> 00:41:25.587  
grocery stores because everyone is now so much more

00:41:25.587 --> 00:41:29.157  
focused on where our food comes from and where everything comes from now  
so.

00:41:29.157 --> 00:41:32.507  
They're really seeing what some of the other grocers in

00:41:32.507 --> 00:41:35.727  
Texas are doing very well, and they're

00:41:35.727 --> 00:41:39.057  
trying to copy them and get on board and get more

00:41:39.057 --> 00:41:40.747  
local products in their outlets.

00:41:41.557 --> 00:41:44.407  
Absolutely, I can't agree more and.

00:41:45.057 --> 00:41:48.137  
That truly is where the value of having this logo

00:41:48.137 --> 00:41:51.437  
on your product is as I mentioned

00:41:51.437 --> 00:41:54.547  
d before, it's relating your business to other known

00:41:54.547 --> 00:41:57.847  
maybe even potentially larger businesses that have equality.

00:41:58.927 --> 00:42:01.977  
Just built into their brand and you

00:42:01.977 --> 00:42:05.567  
can just have that same association by being a partner

00:42:05.567 --> 00:42:08.687  
with this program I've

00:42:08.687 --> 00:42:11.287  
realized before I did not give the website for our.

00:42:11.987 --> 00:42:15.167  
Our site, which is just simply Gov

00:42:15.167 --> 00:42:18.187  
texas.gov/business

00:42:18.187 --> 00:42:21.697  
I'll repeat that again Gov that's

00:42:21.697 --> 00:42:25.727  
Gov Dot. Texas spelled out Texas dot

00:42:25.727 --> 00:42:28.887  
forward slash business and

00:42:28.887 --> 00:42:32.557  
that's where you can go to find not only the calendar I mentioned

00:42:32.557 --> 00:42:35.827  
earlier with the event schedule, but

00:42:35.827 --> 00:42:38.597  
also all of our links to our recordings.

00:42:38.617 --> 00:42:41.887  
Slides and our

00:42:41.887 --> 00:42:45.677  
transcripts so gov.texas.gov, as well as a

00:42:45.677 --> 00:42:48.687  
seven step, I believe on our site we have 7

00:42:48.687 --> 00:42:51.987  
seven step process to start a business. For those of you who are

00:42:51.987 --> 00:42:55.627  
in those early stages. So all of that information

00:42:55.627 --> 00:42:58.767  
Our online licensing and permits got as well is that Gov Dot

00:42:58.767 --> 00:43:00.637  
xas.gov/business website.

00:43:01.817 --> 00:43:04.957  
Alright, well we

00:43:04.957 --> 00:43:07.987  
are going through these questions fairly quickly and

00:43:07.987 --> 00:43:11.687  
I would like to go through more and to utilize Lindsay's time

00:43:11.687 --> 00:43:14.887  
as best as we can. So if anyone does, please continue

00:43:14.887 --> 00:43:17.977  
to submit your questions so that we can get these

00:43:17.977 --> 00:43:18.867  
answers while we have her here.

00:43:19.927 --> 00:43:21.517  
Let's see.

00:43:24.837 --> 00:43:27.887  
Lindsey, since I know that the go Texan

00:43:27.887 --> 00:43:30.907  
program isn't the only program that

00:43:30.907 --> 00:43:34.277  
you oversee, US director of marketing and outreach, is there any

00:43:34.277 --> 00:43:38.137  
other great things that maybe some of our audience would need

00:43:38.137 --> 00:43:40.877  
to know or like to know about programs that the Texas Department of  
Agriculture has?

00:43:41.377 --> 00:43:44.387  
Sure, so it's under

00:43:44.387 --> 00:43:47.537  
the marketing umbrella we have. Of course the

00:43:47.537 --> 00:43:50.787  
Go Texan program, which is our main marketing outreach campaign, but

00:43:50.787 --> 00:43:53.987  
we also have funds that come through

00:43:53.987 --> 00:43:57.047  
the agency through other departments to help promote

00:43:57.047 --> 00:43:59.007  
Texas Gulf shrimp.

00:43:59.007 --> 00:44:02.367  
Funds that come through TABC to help promote

00:44:02.367 --> 00:44:05.777  
all Texas wineries. Whether you're go Texan or not, we

00:44:05.777 --> 00:44:09.097  
do have that program. We also receive specialty crop

00:44:09.097 --> 00:44:12.657  
block grant funds to help promote specialty crops in

00:44:12.657 --> 00:44:15.827  
this state and then our

00:44:15.827 --> 00:44:19.087  
r international marketing team is wonderful. We just kind of

00:44:19.087 --> 00:44:22.327  
got started planning events and we

00:44:22.327 --> 00:44:25.637  
got to Germany and for a new guy and that biggest trade show and

00:44:25.637 --> 00:44:29.137  
then we got to two DOE foods in Italy

00:44:29.137 --> 00:44:30.217  
for that trade show and then boom.

00:44:30.227 --> 00:44:33.397

This new variant again started

00:44:33.397 --> 00:44:36.937  
and so we've had to kind of halt some of

00:44:36.937 --> 00:44:40.227  
our next international travels, but we

00:44:40.227 --> 00:44:44.157  
do our partners that work with us get the opportunity to participate

00:44:44.157 --> 00:44:47.427  
in those events with us if they want to. If they're ready to start

00:44:47.427 --> 00:44:52.247  
exporting, or we can connect them with SESTA they southern United States  
Trade Association, which

00:44:52.247 --> 00:44:55.407  
we partner with them a lot, and

00:44:55.407 --> 00:44:58.617  
if you are ready to start exporting, they're a great organization

00:44:58.617 --> 00:45:00.237  
to get involved with and.

00:45:00.237 --> 00:45:02.987  
Start going with us on some trade missions.

00:45:04.347 --> 00:45:07.687  
That's wonderful, wow, I didn't again something else I

00:45:07.687 --> 00:45:11.817  
didn't know about. I need to spend more time with TDI

00:45:11.817 --> 00:45:13.077  
Obviously a great question just came in.

00:45:13.667 --> 00:45:16.817  
The question is at go Texan only for

00:45:16.817 --> 00:45:20.077  
Food and Agriculture or with beauty and skin

00:45:20.077 --> 00:45:23.637  
care. Be something that could be included in

00:45:23.637 --> 00:45:25.697  
the Go Texan program, because I often.

00:45:26.587 --> 00:45:29.947  
I gotta admit, I often think of go texting with food

00:45:29.947 --> 00:45:34.907  
maybe 'cause I love to eat but uhm yeah. What other items such as skin care

00:45:34.907 --> 00:45:38.447  
be? We have a lot of skin care and beauty products we

00:45:38.447 --> 00:45:41.697  
e are go Texan. Is anything made grown or

00:45:41.697 --> 00:45:44.947  
value added here in this state and you know you use a lot of

00:45:44.947 --> 00:45:47.997  
ad products in your skin care that you

00:45:47.997 --> 00:45:51.787  
do create you know AG touches us three at least three

00:45:51.787 --> 00:45:55.147  
times a day. Whether it's the clothes were wearing or the food

00:45:55.147 --> 00:45:57.077  
we're eating or the products were putting on and in our bodies so.

00:45:57.077 --> 00:46:00.307  
Anything made grown or value added in the state of Texas

00:46:00.307 --> 00:46:02.287  
does qualify to be in the Go Texan program.

00:46:02.807 --> 00:46:06.567  
That's amazing, that is amazing

00:46:06.567 --> 00:46:10.097  
And I know that there's further descriptions as far as

00:46:10.097 --> 00:46:13.247  
the percentage of it that comes from Texas where

00:46:13.247 --> 00:46:16.317  
e can someone find that information in those details about the

00:46:16.317 --> 00:46:20.257  
percentage of their product that actually is from Texas, for example

00:46:20.257 --> 00:46:23.517  
if I have this 1% of my items come

00:46:23.517 --> 00:46:25.137  
from Illinois or from.

00:46:25.807 --> 00:46:29.077  
Asia would I still 90

00:46:29.077 --> 00:46:31.687

of it is here in Texas? Where can I find that information about?

00:46:32.207 --> 00:46:35.737

The really eligibility

00:46:35.737 --> 00:46:38.897

requirements. Well, that would be in like hour Tak rule, so I'm

00:46:38.897 --> 00:46:42.237

not going to send all of that website. But again as

00:46:42.237 --> 00:46:45.297

s long as most of our products do you use as many

00:46:45.297 --> 00:46:48.507

Texas local products just because it's going to be easier to source them and cheaper

00:46:48.507 --> 00:46:52.627

to source them than from somewhere else but the

00:46:52.627 --> 00:46:55.857

e only wine is the only product that has

00:46:55.857 --> 00:46:58.477

to have a certain amount of Texas.

00:46:59.007 --> 00:47:02.197

Grown grapes in it and that's 75

00:47:02.197 --> 00:47:05.997

do have to be Texas grown grapes to be go

00:47:05.997 --> 00:47:09.397

Texan. All the other products don't specifically

00:47:09.397 --> 00:47:12.407

have a percentage of Texas grown products that have

00:47:12.407 --> 00:47:15.707

to be in it. OK, wonderful, thank you

00:47:15.707 --> 00:47:16.167

for that clarification.

00:47:18.437 --> 00:47:19.307

Alright.

00:47:19.827 --> 00:47:21.057

Let's see.

00:47:22.457 --> 00:47:25.567



I believe we have exceeded all of

00:47:25.567 --> 00:47:28.667  
our questions. That is amazing, no questions left so

00:47:28.667 --> 00:47:31.977  
o that means that you did a wonderful job explaining the program

00:47:31.977 --> 00:47:35.367  
and our audience. Our attendees are satisfied with the information that's

00:47:35.367 --> 00:47:38.467  
been provided. There's no reason to continue

00:47:38.467 --> 00:47:41.907  
into take up any one time again

00:47:41.907 --> 00:47:45.017  
Let's continue with the slides and we'll go through and close out this  
event.

00:47:46.077 --> 00:47:46.667  
So.

00:47:47.787 --> 00:47:51.047  
We have a small business resource

00:47:51.047 --> 00:47:54.447  
portal that was launched in March of

00:47:54.447 --> 00:47:57.567  
this year. This is a great tool where you no matter where

00:47:57.567 --> 00:48:00.657  
you're at in the state of Texas can

00:48:00.657 --> 00:48:03.807  
n answer 5 questions and get resources specific to use specific to

00:48:03.807 --> 00:48:04.127  
your area.

00:48:04.647 --> 00:48:07.927  
I'm no matter if you have questions about financing about

00:48:07.927 --> 00:48:10.997  
licensing and permits about marketing such

00:48:10.997 --> 00:48:14.327  
as this event, you can answer those questions and

00:48:14.327 --> 00:48:15.227  
get customized results.

00:48:15.987 --> 00:48:19.097

So definitely give it a try additionally

00:48:19.097 --> 00:48:22.177

y, you can reach out to our office. This is our small

00:48:22.177 --> 00:48:26.757

business team consisting of myself and Jerrod Cruise. We also have Jerrod Chronos, our

00:48:26.757 --> 00:48:30.177

intern, last day for Jared. We're gonna miss you buddy.

00:48:30.177 --> 00:48:33.267

Definitely if you have questions related to anything you see

00:48:33.267 --> 00:48:36.337

our email address there. Small business at Gov Dot Texas dot

00:48:36.337 --> 00:48:39.417

can reach out to us about anything. Again, there's

00:48:39.417 --> 00:48:42.477

some link for the small business

00:48:42.477 --> 00:48:45.927

resource portal. Again, I realize that you cannot click on

00:48:45.927 --> 00:48:49.147

these links right now. However, as we mentioned before

00:48:49.147 --> 00:48:52.157

these slots will be made available to everyone also

00:48:52.157 --> 00:48:55.037

o, you can follow us on social media at Texas Econ Dev.

00:48:56.237 --> 00:48:59.967

Additionally, we have contact information for both the Texas Department

00:48:59.967 --> 00:49:03.267

of Agriculture as well as foundation communities

00:49:03.267 --> 00:49:06.637

So again, there's phone numbers and links for both of

00:49:06.637 --> 00:49:09.667

those organizations that will be made

00:49:09.667 --> 00:49:10.207

available. I believe that.

00:49:11.227 --> 00:49:14.967

Lindsay Touch briefly on SBDC small

00:49:14.967 --> 00:49:19.697  
business development centers. They are, in my opinion, very underutilized

00:49:19.697 --> 00:49:23.237  
service, usually at no cost to that we are

00:49:23.237 --> 00:49:27.097  
are fortunate for Aztecs and so have many locations of drugs across our state

00:49:27.097 --> 00:49:30.167  
Just like our office provides any and

00:49:30.167 --> 00:49:34.327  
all kinds of services for small businesses. So does asvd so

00:49:34.327 --> 00:49:37.787  
o here you can find your closest and

00:49:37.787 --> 00:49:41.017  
definitely reach out to them. Additionally score

00:49:41.017 --> 00:49:41.937  
e is retired executives.

00:49:41.967 --> 00:49:45.327  
Who are offering their expertise to you

00:49:45.327 --> 00:49:49.087  
u can obtain a business mentor, typically at no cost so

00:49:49.087 --> 00:49:52.307  
o we also have this link so you can find a

00:49:52.307 --> 00:49:52.657  
score mentor.

00:49:53.457 --> 00:49:56.787  
Lastly, I just

00:49:56.787 --> 00:50:00.007  
want to thank both Lindsey and Lynn for being here once again

00:50:00.007 --> 00:50:03.577  
for providing your information. Go Texan program

00:50:03.577 --> 00:50:06.767  
again. If you are in pre packaged good or excuse me

00:50:06.767 --> 00:50:09.797  
just a physical product or an L as I've learned today

00:50:09.797 --> 00:50:13.087

a service reach out and learn more about this program

00:50:13.087 --> 00:50:16.927

Also with tomorrow being the last day to get full coverage for your health

00:50:16.927 --> 00:50:20.977

benefits, definitely look into foundation communities or anyone to get

00:50:20.977 --> 00:50:23.517

your business yourself covered for 2022.

00:50:23.847 --> 00:50:27.397

Thank you all for being here and we hope to see you on

00:50:27.397 --> 00:50:30.737

Thursday after we have our final webinar of the year

00:50:30.737 --> 00:50:33.627

over skills for small business. Have a great day. We'll see you soon.

00:50:36.367 --> 00:50:52.867