



summit details

when: October 1st, 2009

time: 12:00 PM to 8:00 PM

where: The Palmer Events Center
(900 Barton Springs Rd)

Track Schedule*

1. Exploring Entrepreneurship

It is a series of workshops that will assist to evaluate if entrepreneurship is the right path. It will include informational sessions on what it means to be an entrepreneur, especially during current economic times.

Time	Session Title	Guest Speaker
12:30 – 1:30 pm	The Entrepreneur's Life: Do you have what it takes?	Bob Dehm Personal Banker Citibank
2:00 – 3:00 pm	Recession Entrepreneur	Patti Hill CEO PENMAN PR
3:30 – 4:30 pm	Entrepreneurship in Transition	Donny Hurwitz Faculty in Business Studies Austin Community College
5:00 – 6:00 pm	Who do I need to know? Networking	Ralph Kindred Director, External Corporate Relations National Black MBA Association; Austin Chapter

2. First Steps

This track will specialize on getting your business started. It will include informational sessions on legal structures, taxes, and market research that will ultimately help achieve sustainability.

Time	Session Title	Guest Speaker
12:30 – 1:30 pm	Fundamental Steps for Starting your Business: registration, licenses, permits and more!	Geoffrey Brow Counsel, World Wide Operations Dell, Inc.
2:00 – 3:30 pm	Are you aware of all available deductions? – Taxes for Small Businesses	Andrea Beleno Staff Attorney Texas Rio Grande Legal Aid
4:00 – 5:00 pm	How well do you know your market? – Market Research	TJ Costello Director of Economic Affairs of the Austin-San Antonio Corridor Council
5:30 – 6:30 pm	Starting a Franchise	Mike Pagani President Franchise Resources

****Subject to change***

For more information visit www.smallbusinessatwork.com; email info@bigaustin.org or call 512-928-8010



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3. Access to Capital: Funding Opportunities

A series of informational seminars from different source of funding will be available during the day to help small business either start or grow a small business.

Time	Session Title	Guest Speaker
12:30 – 2:00 pm	American Recovery & Reinvestment Act: Implications for Small Business	Annie Hudspeth Lender Relations Specialist US Small Business Administration Gene Binder Stimulus Response Officer Austin Community College Kirk White Interim Executive Dean Austin Community College
2:30 – 3:30 pm	ABC of Borrowing	Rachel Brewer Business Development Officer Greater Texas Federal Credit Union
4:00 – 5:00 pm	In good business, good credit is extra credit – Credit Management	Aaron Dominguez Assistant Vice President - Business Banking Chase Bank
5:30 – 6:30 pm	Understanding Funding Solutions - From Private Equity to Venture Capital.	Arun Prakash Vice President Virgo Capital Teray Stephens CEO Invision Group



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4. Access to Market: Business Opportunities

A special track will focus on franchise and immediate contract opportunities. First, entrepreneurs will learn about general considerations before contracting with government or corporations. In addition to opportunities in US, a special session on trade will be host.

Time	Session Title	Guest Speaker
12:30 – 1:30 pm	Minority and Women Small Business Owner Certification	Small and Minority Business Resources Department City of Austin
2:00 – 3:00 pm	Corporate America infusion – Create your own job	Kevin Bacon Adjunct Professor LBJ School of Public Affairs at University of Texas at Austin Retired Vice President, IBM Business Consulting Services
3:30 – 4:30 pm	Contract Opportunities	Debra Dimando Business Development Specialist US Small Business Administration
5:00 – 6:00 pm	Business without Borders – Trade opportunities	Mortada Mohamed Economic Development and Tourism Department Governor’s Office

5. Small Business in a Green Economy

Finally, a panel of experts will discuss the importance of conserving resources and using green products. Entrepreneurs will learn how to go green gradually and how it will impact their business and their environment.

Time	Session Title	Guest Speaker
1:00 – 2:00 pm	Incorporating your (green) values into your business and life	Brandi Clark Chief Inspiration Officer EcoNetworking
2:30 – 3:30 pm	Going Green – Conserving resources, saving money	William Sparks Conservations Austin Energy Ingrid Weigand Manager, Marketing Communications Austin Energy
4:00 – 5:00 pm	Doing Business Green	Aiden Cohen Sustainability Senior Buyer City of Austin
5:30 – 6:30 pm	Going Green Means More \$\$Green\$\$ with SBA	Amy Cooper Business Development Officer Capital Certified Development Corporation



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