

# GOVERNOR'S SMALL BUSINESS FORUM

## "CHANGE IS A CONTACT SPORT"

LANDMARK EVENT CENTER ~ GIDDINGS, TEXAS  
8AM-2PM THURSDAY, JULY 02, 2015



7:15 a.m. to 8:00 a.m.	Registration and Continental Breakfast – Exhibitors"
8:00 a.m. to 8:15 a.m.	<p><b>Opening with Pledge of Allegiance &amp; Introductions</b> Executive Director, Giddings Economic Development Corporation Larry Ruggiano, Small Business Specialist- Economic Development, Office of Governor</p>
8:15 a.m. to 9:00 a.m.	<p><b>Welcome from Elected Officials:</b> John Dowell, Mayor, City of Giddings Representative John Cyrier, Texas House District 17 Office of Congressman Michael McCaul, U.S. Representative for Texas's 10th Congressional District</p>
9:00 a.m. to 9:30 a.m.	<p><b>Presentation:</b> "Navigating New Marketing Opportunities for Texas" with Lorie Vincent, Executive Director, Team Texas, Texas Economic Development Council</p> <p>Lorie Vincent is the Immediate Past Chair of the Texas Economic Development Council. She joined TEDC's Team Texas after serving more than 15 years as the Executive Director of The High Ground of Texas, where she was instrumental in the growth and development of industry throughout the High Ground region including value added agriculture, manufacturing, distribution, dairies, renewable energy, customer service centers, food processing. Team Texas is a member funded marketing initiative of TEDC that has as its goal to develop economic and employment opportunities throughout the state.</p> <p>Vincent will discuss Texas' efforts to attract new business investment into the state, will explore trends and fluctuations impacting Texas' nationally ranked business climate, and will discuss how small businesses in rural communities can leverage opportunities to create and retain jobs through business development, public/private partnerships and strategic planning.</p>
9:30 a.m. to 9:50 a.m.	<i>Break &amp; Exhibitors (20 min)</i>
9:50 a.m. to 10:10 a.m.	<p><b>Presentation,</b> Workforce Development Programs for Small Businesses with the Workforce Solutions Rural Capital Area (WSRCA)</p> <p>Workforce Solutions Rural Capital Area business services representatives recognize that a highly educated and skilled workforce is a necessary ingredient in helping Texas' businesses meet the demands of a global economy. To help ensure their success, the WSRCA assists small and large businesses with every stage of their workforce needs, to including providing on-site recruiting, job postings, employee layoff assistance, wage and labor market information, and assistance with skills training. This presentation will familiarize participants with the programs available through WSRCA and will inform them on how to work independently and together with local economic developers to leverage resources to their fullest and best use.</p>
10:10 a.m. to 10:40 a.m.	<p><b>Presentation:</b> "New Plays for Your Playbook: The X's and O's of Social Media for Business" with Sarah Page Consulting, LLC</p> <p>With more than 20 years of experience working alongside rural communities, Sarah understands the challenges faced by small businesses, which include keeping up with the rapidly changing social media environment. Sarah will introduce participants to case studies illustrating creative ways that others have overcome limited resources like time, staff and money, to design effective campaigns that build effective relationships with new and long-term customers.</p>
10:40 a.m. to 11:00 a.m.	<i>Break &amp; Exhibitors (20 min)</i>
11 a.m. to 11:30 a.m.	<p><b>Presentation:</b> "Texas Friendly Customer Service: Making an Impact" with Seneca McAdams, Executive Director, Texas Independence Trail Region; and Texas A &amp; M Agriculture Life &amp; Science credentialed hospitality trainer</p>

	<p>Providing excellent customer service empowers employees, retains customers, and provides an edge for small businesses when faced with fewer resources and a turbulent economic environment. During this session, participants will explore the difference between 'OK' service and 'Great' service, will gain an understanding of the importance of attitude in delivering "Great" service, will learn how to identify and alleviate the causes behind "demanding" customers, and will learn strategies to turn around difficult situations.</p> <p>Seneca McAdams' affiliation with the Texas Historical Commission's 28-county Texas Independence Trail Region dates to 2002. During that time, she has served in various roles, including as a TITR coordinator, as an advisor to the board while serving as the Marketing &amp; Sales Manager for the Brenham/ Washington County Convention &amp; Visitors Bureau, and now as the TITR's Executive Director. In working with volunteer board members, communities, small businesses, tour groups and individuals, Seneca has that excellent customer service is highly valued by clients in both the business-to-business and the business-to-consumer environments.</p>
11:30 a.m. - 12:00 p.m.	<i>Lunch Service (30 min)</i>
12:00 p.m. to 12:45 p.m.	<p><b>Keynote Speaker:</b> Dave Barnett, former ESPN &amp; TX Rangers Newscaster on "How Champions Handle Change"</p> <p>Dave Barnett is a two-time Emmy Award winner and one of the most versatile play-by-play men in sports broadcasting. Dave began his career at age 23 as the youngest announcer in the NBA, and has since accumulated three decades' worth of experience through his work with the Dallas Mavericks, San Antonio Spurs, Texas Rangers, Dallas Cowboys, Green Bay Packers, Chicago Bears, and ESPN. He is only one of two men to call the World Series, the NBA All-Star Game, and all four BCS bowl games.</p> <p>Dave has spent the last 37 years with an insider's view of the ultra-competitive world of sports, an arena in which the only constant is change. Through his recounting of his encounters in the rapidly evolving worlds of sports and media, participants will gain insight into how championship teams are built (and rebuilt), what they have in common regardless of the sport or era, and characteristics which any business or organization could emulate.</p>
12:45 p.m. to 1:15 p.m.	<p><b>Presentation:</b> "Meeting Small Business Challenges in a Changing Economy" with Matthew Wehring, Director, Small Business Development Center, Blinn College</p> <p>Funded in part through a partnership with the Small Business Administration and hosted by leading universities and state economic development agencies, Small Business Development Centers (SBDC) provide assistance to small businesses and aspiring entrepreneurs by helping entrepreneurs realize the dream of business ownership and help existing businesses remain competitive in a complex, ever-changing global marketplace. Wehring will discuss the SBDC's free business consulting and low-cost training services which include: business plan development, manufacturing assistance, financial packaging and lending assistance, exporting and importing support, disaster recovery assistance, procurement and contracting aid, market research help, 8(a) program support, and healthcare guidance.</p>
1:15 p.m. to 2:00 p.m.	<p><b>Final Remarks</b> Senator Lois Kolkhorst, Texas State Senate District 18</p> <p><b>Small Business Awards</b></p> <p>"Business of the Year" and "Excellence in Customer Service" awards presented by Giddings Chamber of Commerce</p> <p>"Business of the Year" presented by the La Grange Chamber of Commerce</p>

*Sponsors include the Texas Governor's Office, the Texas Workforce Commission, Bluebonnet Electric Co-Op, the Giddings Chamber of Commerce and the La Grange Chamber of Commerce, KTEX Radio, and the Fayette County Record.*

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