

# HOW TO

# ▶ GET IN THE GAME & STAY IN THE GAME



**DEC 5 '07**  
**7:00AM-5:00PM**

**SMALL / MINORITY / WOMEN & VETERAN BUSINESS OWNERS CONFERENCE**  
**HENRY B. GONZALEZ CONVENTION CENTER**



[www.bexar.org/smwbe](http://www.bexar.org/smwbe)



[www.sanantonio.gov/edd](http://www.sanantonio.gov/edd)

# 2007 SMWBO Conference is presented by

*Bexar County and City of San Antonio*

In Partnership with the

Central & South Texas Minority Business Council

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# PROGRAM

## **BREAKFAST PROGRAM**

**Master of Ceremonies: Robert Peche, Director**  
**Economic Development Department City of San Antonio**

### **Greetings:**

**Gloria Andrade Merrell, Chairman**

City of San Antonio Small Business Advocacy Citizens Advisory Committee

**Dan Barrett, Chairman**

Bexar County Small, Minority and Women Owned Bus. Enterprise Program Advisory Committee

**Eva Leos, Vice President**

Central & South Texas Minority Business Council

### **Remarks:**

**The Honorable Tommy Adkisson, County Commissioner, Precinct 4**

**The Honorable Delicia Herrera, Councilmember, City of San Antonio, District 6**

**Colonel Kurt A. Stonerock, Chief, Contracting Division, Directorate of Logistics Installations  
and Mission Support, Randolph Air Force Base**

**Mr. Scott Dennison, Director, OSDBU, Department of Veterans Affairs**

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## **“Joint Venturing and Partnerships”**

### **Keynote Speaker: Elaine Mendoza, President, Conceptual Mindworks**

Elaine Mendoza is founder and President & CEO of Conceptual MindWorks, Inc. (CMI) established in 1990. CMI, a biotechnology and medical informatics company, conducts research and development and delivers specialized technical support services for the Department of Defense. In the private sector healthcare industry, CMI develops and markets Sevocity™, an integrated, point-of-care, clinical documentation product that serves physicians in the ambulatory setting. Born and raised in San Antonio, Elaine has been fortunate to be involved in community initiatives revolving around the expansion of educational opportunities, health care, and economic growth. In January 2006, Governor Rick Perry appointed her to Texas Higher Education Coordinating Board. She serves on the CHRISTUS Santa Rosa Health Care Board of Directors, the Board of Directors for Texas Research Park Foundation, and the Cancer Therapy Research Center Governing Board. Elaine was the 2004 and 2005 Chair of the San Antonio Hispanic Chamber of Commerce and she has also served as Chairperson of the Board (2001-2003) of the Alamo Workforce Development, now Alamo WorkSource. In 2000-2001, Elaine served on Governor Rick Perry's Special Commission on 21<sup>st</sup> Century Colleges and Universities and, nationally, when she was appointed by Senator Trent Lott and chaired the Commission on the Advancement of Women and Minorities in Science, Engineering and Technology (CAWMSET) (1999-2000). Elaine's family nourishes her enthusiasm for her business and the community. Elaine, her husband of 20 years, Larry Gay, and their two daughters, Contessa Nicole, age 12, and Francesca Gabrielle, age 9, are members of Holy Trinity Catholic Church. Elaine earned her Bachelors in Aerospace Engineering at Texas A&M University.

**Disparity Study: Announcement of Public Hearings: MGT of America**

**Closing Remarks and Program Review: David Marquez, Executive Director**  
**Economic Development Department, Bexar County**

## **WORKING LUNCH / PUBLIC FORUM:**

**Lunch:** Noon – 1:30 p.m. Ballroom B

**Mistress of Ceremonies:** Matari Jones, Public Information Officer, St. Phillip's College

**Pledge of Allegiance:** Elizabeth House, Airman 1<sup>st</sup> Class, 12th Contracting Squadron

**Greetings:** The Honorable Nelson W. Wolff, County Judge, Bexar County  
The Honorable Loudres Galvan, Mayor Pro-Tem, City of San Antonio  
The Honorable Charles Gonzalez, US Congressman, District 20  
Mr. Ronald A. Poussard, Director, OSDBU, US Air Force

Introduction of Keynote Speaker: Pam Sapia, San Antonio District Director  
U.S. Small Business Administration

**Keynote Speaker: JOVITA CARRANZA, DEPUTY ADMINISTRATOR**  
**U.S. SMALL BUSINESS ADMINISTRATION**

Jovita Carranza was sworn in Dec. 15, 2006, as Deputy Administrator of the SBA. President George W. Bush nominated her for the post and she was confirmed by unanimous consent by the U.S. Senate on Dec. 9, 2006. As Deputy Administrator, Carranza serves as second in command to Administrator Steven C. Preston. She helps to manage an agency with more than 80 field offices across the country and a portfolio of direct and guaranteed business loans, venture capital investments and disaster loans worth almost \$80 billion. Carranza currently leads key operational improvement initiatives and projects designed to improve customer response. Carranza brings to the SBA more than 30 years of successful corporate experience at UPS. Through her work with the small business community throughout her career, she has a keen understanding of this vital sector of the U.S. economy. She started at UPS in 1976 as a part-time, night-shift box handler in Los Angeles and worked her way up to vice president managing domestic operations and president of international operations for Latin America and the Caribbean. Most recently, she was vice president of air operations for the worldwide package-shipping company at its facility in Louisville, Ky., where she oversaw the cutting-edge automated package processing operation. Carranza has also been extensively involved in community and civic activities. She has served as a board member for several national nonprofit organizations such as the National Center for Family Literacy and United Way. She also has been involved in the UPS Congressional Contact program, chaired corporate committees responsible for global strategies and has had experience with public speaking and advisory councils in multiple venues. For her outstanding accomplishments throughout her career, Hispanic Business magazine named her Woman of the Year in 2004. A native of Chicago, Carranza earned her MBA from the University of Miami (FL). She also has received executive, management and financial training at the INSEAD Business School in Paris, France, the University of Michigan and the University of Chicago.

**Sponsor Remarks: Ben Garcia, Regional Manager, Texas 15, San Antonio, WaMu**

**Disparity Study: Announcement of Public Hearings: MGT of America**

**Closing Remarks and Program Review: David Smith, Executive Director**  
**Planning & Resource Management Department/Budget Officer, Bexar County**

Exhibitors are allowed to return to exhibit hall

### **Door Prizes:**

(Be sure to enter your business card in the Exhibit Hall –  
all prizes must be claimed by at the conference)

General public is allowed to enter exhibit hall

**Disparity Study Public Hearing**  
**Room 203**  
**9:30 – 11:30 AM & 3:00 -5:00 PM**

**REGIONAL DISPARITY STUDY CONSORTIUM**  
**WHY IS THE CONSORTIUM CONDUCTING A DISPARITY STUDY?**

The disparity study will provide the consortium members with the evidence, in accordance with current case law, to determine whether or not, and to what extent, the need for remedial programs for racial or gender discrimination are appropriate. The disparity study will determine if the members have up-to-date facts for existing and future efforts to increase the use of minority and women-owned businesses.

The San Antonio Regional Disparity Study Consortium consists of nine political subdivisions and jurisdictions within the San Antonio - Bexar County region of Texas. The members of this multi-jurisdictional consortium include the City of San Antonio, SAWS, CPS Energy, University Health System, the Port Authority of San Antonio, Brooks City-Base, San Antonio Housing Authority, Edwards Aquifer Authority, and Bexar County.

The members of the Study Consortium desire to undertake all necessary and reasonable steps to ensure that small, disadvantaged, minority and woman owned businesses are afforded equitable opportunities to participate in local government and other contracts within the relevant marketplace from which Study Consortium members routinely purchase significant quantities of goods and services.

**YOUR PARTICIPATION IS NEEDED IN THE**  
**SAN ANTONIO REGIONAL BUSINESS DISPARITY STUDY**

As a business owner, one way to participate is to provide testimony regarding your experiences and incidents by vendors, contractors, or members of the Consortium during this public hearing.

If you are not able to provide the Consortium your testimony, you may submit a written testimony electronically to Ms. Hope Smith, MGT of America, Inc, at [hsmith@mgtamer.com](mailto:hsmith@mgtamer.com) or by mail to Ms. Smith, Attention: San Antonio Regional Disparity Study Consortium, 2123 Centre Pointe Blvd., Tallahassee, Florida 32310 no later than December 20, 2007.

## WORKSHOPS – CONCURRENT SESSIONS

I.	HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT	ROOM 201 9:30 – 11:30 a.m
II.	HOW TO DO BUSINESS WITH LOCAL GOVERNMENTS	ROOM 008 9:30 – 10:15 a.m.
III.	HOW TO DO BUSINESS WITH STATE AGENCIES	ROOM 008 10:45 – 11:30 a.m
IV.	ACCESS TO CAPITAL ROUNDTABLES	ROOM 204 9:30 – 11:30 a.m.
V.	HOW TO START OR GROW A BUSINESS US ARMY CORPS OF ENGINEERS	ROOM 202 9:30– 11:30 a.m. & 3:00– 5:00 p.m.
VI.	HOW TO DO BUSINESS WITH THE US ARMY CORPS OF ENGINEERS	ROOM 201 3:00 – 5:00 p.m.
VII.	HOW TO DO BUSINESS WITH THE PRIVATE SECTOR	ROOM 008 3:00– 5:00 p.m.
VIII.	HOW TO RESPOND TO BIDS & RFPS	ROOM 204 3:00– 5:00 p.m.

## WORKSHOPS – CONCURRENT SESSIONS INFORMATION

### **I. HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT**

9:30 a.m. – 11:30 a.m.

ROOM 201

The federal workshop is designed to help new and existing businesses prepare for Federal Government contracting. Key information will be provided on the Federal process, the Central Contractor Registry (CCR), Federal government certifications and how to register and respond to contracting opportunities. The briefing will consist of presentations from each panel member followed by questions and answers.

**MODERATOR:** Pat Tovar, Sr. Business Development Specialist, EDD, City of San Antonio

#### **Panel Members:**

Gregory Mayberry, Operations Director, OSDDBU, Department of State
Gail Wegner, Deputy Director, Center for Veterans Enterprise, Department of Veterans Affairs
Nancy L. Liounis, Lead of the Industry Assistance Office, NASA/Johnson Space Center
Lee Avila, Special Assistant to the Office of Small & Disadvantaged Bus. Utilization, Dept. of Energy
Sheila McClain, Small Business Specialist, Defense Energy Support Ctr., Defense Logistic Agency
Wendy Hill, Small Business Advocates, Dept. of Homeland Security
Mary Urey, US Air Force, Small Business Office, Brooks City Base
Nancy Villarreal, US Army Medical Command, Ft. Sam Houston
Deanna Ochoa, US Army Contracting Agency, Ft. Sam Houston

### **II. HOW TO DO BUSINESS WITH LOCAL GOVERNMENTS**

9:30 a.m. – 10:15 a.m.

ROOM 008

**“Linking Your Business To Opportunity”** presented by local purchasing departments decision makers. Learn the various governmental entities purchasing policies and procedures, how to find a bid notice, why it is important to respond to a bid notice, and how to register to do business. They will explain the various opportunities and methods in construction, professional services and commodities with regards to awarding contracts.

**MODERATOR:** Dan Garza, Assistant Purchasing Agent, Bexar County

**Panel Members:**

Janie Cantu, Director of Purchasing, City of San Antonio
Pam Morrison, Director of Purchasing, San Antonio Independent School District
Mary Brogan, Purchasing, Alamo Community College District
Mary Quinones, Director of Purchasing, City of New Braunfels
Debbie Straus, Purchasing, University Health System

**III. HOW TO DO BUSINESS WITH STATE AGENCIES**

10:45 a.m. – 11:30 a.m.

ROOM 008

This workshop is designed for manufacturers, suppliers and other vendors that wish to furnish materials, equipment, supplies and services to state agencies and institutions of higher education. Participants will be provided with education on Historically Underutilized Business (HUB) certification and the state’s procurement process.

**MODERATOR:** Rachel Snell, Statewide HUB Marketing Coordinator  
 Statewide Historically Underutilized Business (HUB) Program  
 Texas Procurement and Support Services  
 Texas Comptroller of Public Accounts

**Panel Members:**

Lacy Hampton, Assistant HUB Coordinator, University of Texas at San Antonio
Sherice Williams-Patty, HUB Administrator, Texas Health and Human Services Commission
Efrem Casearez, DBE/HUB Program Manager, Texas Department of Transportation
Lynda Dyess, Senior Director of HUB Programs, University of Texas System
Bernadette Davis, HUB Coordinator, Texas Department of Information Resources
Rudy De La Cruz, Director HUB Program, University of Texas Health Science Center – San Antonio
Tom Bullock, Jr., HUB Program Coordinator, Texas A&M University Systems

**IV. ACCESS TO CAPITAL ROUNDTABLES**

9:30 a.m. – 11:30 a.m.

ROOM 204

Come and learn how to access capital! Attendees will have the opportunity to participate and interact in roundtable discussions. Let financing experts who are bankers, loan officers, business advisors and non-traditional loan providers guide you in financing your small business. To better address your needs, the session will be divided into three categories: **beginners/new starts**, in business **2-3 years** and in business **3+ years**.

At the door, participants will be screened and assigned to a table based on category he/she falls into. The participant will have an opportunity to receive guidance and advice based on his/her financial needs. The participants will also be seated with others who are in the same category, which allows for information sharing among participants.

**MODERATOR:** Manuel Gallegos, San Antonio Water System

Mario Rojas	ACCION Texas	Nelson Finch	Jefferson Bank	Ernest Perales	TX CDC
Sandy Ontiveros	ACCION Texas	Russell Bentley	JPMorgan Chase	Melissa Guerrero	Am. Business Lending
Gera Foster	Broadway Bank	Joe Gordon	Omni Bank	Patricia McElfresh	UTSA SBDC
Gino Guerrero	Capital One	Gene Crowder	Pivotal Funding Group	Tom Hanis	UTSA SBDC
Rene Dominguez	CDLF	Yvonee Fernandez	S.S.F.C.U.	Eduardo Sosa	Wachovia SBC
John Park	Comerica	Jim Weaver	STBF	Beverly Fortner	Wallis Bank
Maitland Rutledge	Compass Bank	Mike Mendoza	STBF	Elva Adams	Wells Fargo Bank
Kate Crosby	Frost Bank	Sue Schafer	Strategic Funding	Rita Patel	Wells Fargo Bank
Joe Pena	Frost Bank	Tom Moldenhauer	TJM Funding Group		

**Access to Capital Committee:** ACCION Texas and US Small Business Administration

## V. HOW TO START OR GROW A BUSINESS

9:30 a.m. – 11:30 a.m. HOW TO START A BUSINESS ROOM 202  
3:00 p.m. – 5:00 p.m. HOW TO GROW A BUSINESS ROOM 202

These sessions will provide practical advice for the entrepreneurs interested in learning the methods of starting and expanding a profitable business. Experts from various business service centers will provide professional technical management assistance. The mission is to level the economic playing field by providing technical management assistance to business owners, enabling them to fully participate in the local area economy.

### 9:30 a.m. – 11:30 a.m. HOW TO START A BUSINESS

**MODERATOR:** Orestes Hubbard, Director, UTSA Minority Business Enterprise Center

9:30 am	EVALUATING YOUR BUSINESS IDEA Cecilia Childress, Service Corps of Retired Executives (SCORE)
10:00 am	BUSINESS LEGAL STRUCTURE AND NAME Hugo Villarreal, Eco. Dev. Specialist, First Point Business Information Center, City of San Antonio
10:15 am	BUSINESS START-UP COSTS AND TAX RESPONSIBILITIES Anita Martin, Manager, Small Business Economic Development, City of San Antonio
10:45 am	BUSINESS PLAN Patricia Suarez, Business Advisor, UTSA Small Business Development Center
11:15 am	LOCAL, STATE AND FEDERAL RESOURCES Cecilia Childress, Service Corps Retired Executives (SCORE)

### 3:00 p.m. – 5:00 p.m. HOW TO GROW A BUSINESS

**MODERATOR:** Orestes Hubbard, Director, UTSA Minority Business Enterprise Center

3:00 pm	HYPERGROW A BUSINESS Mike Reyes, UTSA Small Business Development Center
4:00 pm	STRATEGIC PLANNING FOR BUSINESS SUCCESS! Melissa Aguillon, Director, South Texas Women's Business Center Roland Benson, Owner, Benson Design Associates

## VI. HOW TO DO BUSINESS WITH THE US ARMY CORPS OF ENGINEERS

3:00 - 5:00 p.m. ROOM 201

### Doing Business with the US Army Corps of Engineers The Construction Connection

**Moderator:** Fernando Guerra, SBA, Business Development Specialist

**Doing Business with the US Army Corps of Engineers - Melea Crouse, Deputy Associate Director, Small Business Office**

- Construction Opportunities
- Profile Enhancements and Market Research
- Connecting with Prime Contractors

**Procurement Technical Assistance (PTAC)** – Pat Tovar, Sr. Business Development Specialist  
City of San Antonio Economic Development Department

- Type of Assistance Provided by PTAC

**San Antonio Military Transformation Task Force & City of San Antonio Office of Military Transformation - Representative**

- What we mean to the Community

**A Contractor’s Story** - Mike Padron, President, MAPCO, Inc.

**VII. HOW TO DO BUSINESS WITH THE PRIVATE SECTOR**

3:00 p.m. – 5:00 p.m.

ROOM 008

Doing business with Corporate America is completely different from doing business with any other entity. Navigating private sector waters, getting to the right person, and presenting yourself and your company appropriately and effectively is necessary for success in this arena. Learn from corporate leaders themselves how to do it, at the “Doing Business with Corporate America” seminars.

**MODERATOR:** Eva Leos, Vice President, Central & South Texas Minority Business Council

**Panel Members:**

Eugene Walker, Austin Commercial
Al Beavers, Lower Colorado River Authority
Robert Athey, Grainger
Morris Howard, Dell
Adrienne Trimble, Toyota
Eva Mendez, Southwest Research Institute

**VIII. HOW TO RESPOND TO BIDS & RFPS**

3:00 p.m. – 5:00 p.m.

ROOM 204

**“Connecting the Dots”**

A comprehensive overview of the process in responding to government bids. Attendees will be briefed on how they can maximize their opportunities in marketing and finding the appropriate venue to bid on these solicitations.

- How to market your company to government agencies and private corporations
- How to find Requests for Proposals, Broad Agency Announcements, and other sales opportunities
- Tips on effective presentations to contracting officers and purchasing agents
- Tips on preparing a response to a proposal

**MODERATOR:** Morrison Woods, UTSA SBDC, Director

**Panel Members**

Richard Sifuentes, Business Advisor, UTSA Small Business Development Center
Patricia Suarez, Senior Business Advisor, UTSA Technology Center
Fred Villasenor, Former Director of Purchasing, Contracting and Bus. Development , CPS Energy
Eva Mendez, Small Business Program Administrator, Southwest Research Institute



## VETERANS BUSINESS CENTER (Bridge Hall)

The Veterans Business Center is designed to help new and existing veteran-owned businesses to position their firms to gain access to the Federal market place.

The program agenda includes an overview and update on the Service Disabled Veteran Procurement Program; U.S. Air Force and U.S. Army initiatives for increasing contracting opportunities for veteran-owned firms; and subcontracting and marketing to the Department of Defense.

### Workshop Topics:

Area A 9:30 – 10:15:am	<b>Service-Disabled Veteran-Owned Small Business (SVOSB) Program</b> This session provides information about the Veterans Procurement Program. It will cover the Public Laws and the Executive Order associated with veterans and service disabled veteran-owned small businesses.	Ms. Teresa Herston, Small Business Advocate, Office of Air Force Small Business Programs, Washington DC
Area A 10:30 – 11:15 am	<b>Small Business Administration Patriot Express Loan Program</b> This session provides information on the recent Patriot Express Loan Program. Patriot Express is a streamlined loan product for American Patriots who wish to start businesses.	Ms. Cindy Solano, Lead Lender Relations, Small Business Administration, San Antonio District Office
Area B 9:30 – 10:15 am	<b>Marketing and Presentation Skills</b> A business can have excellent products and services but without effective marketing will ultimately fail. Here you'll find valuable information on marketing and presentation skills.	Ms. Lynette Ward, Deputy, Air Force Small Business Center of Excellence Brooks-City Base
Area B 10:30 – 11:15 am	<b>Teaming for Success in Federal Contracting</b> Many veteran-owned businesses are learning that success in the Federal market place requires teamwork. This session will provide an overview on how to team and establish joint ventures to increase contracting opportunities within the Federal Government.	Mr. Dan Shackelford, Associate Director, U.S. Army Medical Command, Small Business Programs Office, Ft Sam Houston, San Antonio, TX

# **EXHIBIT HALL AREAS:**

## **Alamo WorkSource Business Resource Center (Booth #720)**

Alamo WorkSource's Business Services Group, brings business and job seekers together. We offer an array of services to help business save money, improve productivity and provide a competitive edge. We offer no-cost recruitment and screening services, information on tax incentive programs, labor market information, training and more. Our services can be customized to meet your specific needs.

Think of us as your human resources department. No matter what your industry, size or employee needs, our Business Services Group can help you hire qualified, motivated employees ready to work for you. Put us to work for you, so you can focus on what's important – running your business.

Our business services include:

- Recruitment, screening and referral of qualified, motivated job applicants
- Participation in job fairs
- Assessment of basic skills and work aptitudes of potential employees
- Complete interviewing facilities with fax, phone and computer access
- Listing and maintaining job orders through Work In Texas ([www.workintexas.com](http://www.workintexas.com))
- Job matching services
- Current labor market trends and other labor market information including average wages, industry and occupation growth, turnover rates, and more
- Employment and labor law information
- Unemployment Insurance claims information
- Information and assistance in accessing tax incentive programs
- Assistance in arranging training for incumbent workers
- Referral to education and training providers
- Customized and on-the-job training
- Information on State of Texas employer training programs like the Skills Development Fund and Self-Sufficiency Fund
- Professional outplacement services for companies that are restructuring, downsizing or closing operations
- Assistance on filing tax credits

Everything we do revolves around one basic premise – to provide you with a qualified, motivated pool of potential employees ready to work for you.

## **B2GNow – Diversity & Contract Management System (Booth #501)**

The City of San Antonio, Bexar County, University Health System, Brooks Development Authority, and Travis County are now using an integrated Diversity and Contract Management System for tracking contracts, vendor certifications, concessions, and prevailing wage. Designed to maximize participation by SMWBE firms in the San Antonio and Austin regions, the system closely monitors payments between prime contractors and subcontractors, and save government staff time when verifying SCTRCA and HUB certification status. The system is provided at no cost to vendors.

If you are currently SCTRCA or HUB certified or currently hold a contract or subcontract with City of San Antonio, Bexar County, University Health System, Brooks Development Authority, and/or Travis County, you are already set up in the system. Vendors that are certified with the City of Houston or NCTRCA, or hold a contract or subcontractor with the City of Houston, are also included. Be sure to stop by to get your username, password, and a quick training session.

## **DELL Technology Procurement Center (Booth #500)**

### **Finding Bids and Contract Information Online**

**Learn how to access contracting and financial web-sites with the right equipment!**

Go directly to the SBA Website and learn how to find 8(a), SDB, HUBZone, Cage Number information, CCR Registration, SBAExchange (a new program for small business concerns) for purchases below \$100K, fedbizops and NAICS Codes.

Federal	www.sba.gov or www.fedbizops.gov
State of Texas	www.cpa.state.tx.us
Bexar County	www.bexar.org
City of San Antonio	www.sanantonio.gov
TOYOTA	www.toyotasupplier.com

**And many others!**

*Receive your Business Resource Guide for visiting the Dell Center. Members of the National Association of Women Business Owners will assist you with navigating the procurement highway! Sponsored by Bear Audio Visual.*

## **State Certification(HUB) (Booth #710)**

These sessions will include how to market the HUB Program, get certified as a Historically Underutilized Business (HUBs), facilitating the use of HUBs in state procurement, and providing information on the state's procurement process to minority and woman-owned businesses.

**Presenter:** Staff, Statewide HUB Program

Session I	9:15 - 10:00 a.m.	Certification Inquiries, Application Completion, Standards & Procedures
Session II	10:15 - 11:00 a.m.	Central Master's Bidder's List and Marketing to State Agencies
Session III	11:15 - 11:45 p.m.	Certification Inquiries, Application Completion, Standards & Procedures
Session IV	1:45 - 2:30 p.m.	Central Master's Bidder's List and Marketing to State Agencies
Session V	2:45 - 3:30 p.m.	Certification Inquiries, Application Completion, Standards & Procedures
Session VI	3:45 - 4:30 p.m.	Central Master's Bidder's List and Marketing to State Agencies

## **FEDERAL AGENCY CERTIFICATION (Booth #656)**

Find out how your company can obtain certification in the 8(a), Small Disadvantage Business (SDB) and HUBZone Programs for the purpose of doing business with the Federal Government.

**Presenter:** U. S. Small Business Administration (SBA) – San Antonio District Office

Session I	9:15 – 10:00 am	Certification for 8(a), SDB and HUBZone Programs
Session II	10:30 - 11:15 a.m.	Certification for 8(a), SDB and HUBZone Programs
Session III	1:45 - 2: 30 p.m.	Certification for 8(a), SDB and HUBZone Programs

## **EMPOWERMENT ZONE (# 657 )**

Did you know that through December 2009 you can significantly lower the Federal Taxes you pay every year with each hiring decision you make? It doesn't matter how big or small; your business can save thousands of dollars every year with employment credits quickly, easily, and throughout the year.

**Presenter:** Angela Gonzales, Sr., Economic Development Specialist, City of San Antonio

Session I	9:30 – 10:00 am	Maximizing the Empowerment Zone Wage Credits for your Business
Session II	11:00-11:30a.m	Maximizing the Empowerment Zone Wage Credits for your Business

## **CHA-CHING ! (\$Money Lane - Booth # 657 )**

You should attend if you are a start-up or existing small business who needs working capital, inventory, machinery & equipment, furniture & fixtures, facility or leasehold improvements. The Small Business Administration (SBA) Guaranty Loan Program is available for eligible small businesses through participating lenders, bankers and credit unions.

**Presenter:** U.S. Small Business Administration, Mary Alice Blanco, Business Development Specialist

Session I	1:30 – 2:15 pm	Cha-ching! Capital for Start-up & Existing Small Businesses
Session II	2:45 – 3:30 pm	Cha-ching! Capital for Start-up & Existing Small Businesses

## **Local Certification (Booth #700)**

Find out how your company can obtain designation as a Small, Veteran, Minority, Disadvantaged, Disabled Individual or Woman Owned business. Member agencies include the Alamo Community College District, City of San Antonio, Bexar County, University Health System, San Antonio Water System, San Antonio Housing Authority, San Antonio River Authority, Brooks Development Authority, VIA Transit, and the Edwards Aquifer Authority.

**Presenter:** Sheena Morgan, Executive Director, South Central Texas Regional Certification Agency (SCTRCA)

Session I	9:15 - 10:00 a.m.	Learn how to get certified
Session II	10:15 - 11:00 a.m	Getting your certification to work for you
Session III	11:15 - 11:45 p.m	Learn how to get certified
Session IV	1:45 - 2:30 p.m	Getting your certification to work for you
Session V	2:45 - 3:30 p.m	Learn how to get certified / Getting your certification to work for you
Session VI	3:45 - 4:30 p.m.	How to become a supporting member of the SCTRCA

## Attention: Existing Small Business Owners and Start-ups

U.S. Small Business Administration (SBA)  
San Antonio District Office  
Visit: [www.sba.gov/tx/sanantonio/](http://www.sba.gov/tx/sanantonio/)



### ~ 2008 Schedule of SBA Workshops ~

#### Buy or Build It

Why lease when you can buy an existing structure or build it from the ground up using SBA's federally backed, fixed rate, and long-term financing program called the CDC/504 Loan Program.

- Financing under this particular program can be used to purchase real estate (land and new construction or the purchase of an existing facility) or to modernize your existing facility. Loan proceeds can also be used for machinery and equipment related to the business. The loan size can range as low as \$200,000 with a maximum loan amount of \$1.5 million; with a maximum of \$4.0 million for small manufacturers. SBA, along with Certified Development Companies (CDCs) located San Antonio, Austin and throughout Texas and SBA participating lenders provide for the financing needs of eligible small businesses through the CDC/504 Loan Program.

Dates: January 15 --- March 18 --- May 20 --- July 15

#### Small Business Financing--Access to Capital

Does your small business need money for working capital, inventory, equipment, leasehold improvements, renovations or expansion? Are you thinking of purchasing property for your very own business facility? If you answered **YES** to any of these questions then you should attend this workshop!

- Instructors will define the importance of credit, planning, and preparation – three key elements in securing a small business loan. In addition, learn of SBA's loan guaranty programs and how SBA can be an option for your financing needs through SBA participating lenders and credit unions.

Dates: January 9 --- February 13 --- March 12 --- April 9 --- May 14 --- June 11  
July 9 --- August 13 --- September 10 --- October 8 --- November 12

#### Location for both workshops:

U.S. Small Business Administration (SBA)  
17319 San Pedro, Bldg. 2, Ste. 200  
San Antonio, TX 78232  
Call (210) 403-5900 for directions

#### Time for each workshop:

11:30 a.m. – 12:30 p.m.  
No cost to attend --- Bring your lunch!  
RSVP: Mary Alice Blanco / SBA (210) 403-5929  
or Email: [mary.blanco@sba.gov](mailto:mary.blanco@sba.gov)

All SBA program and services are extended to the public on a non-discriminatory basis.  
Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance by contacting Disabled Employee Program Manager Lucille Salinas at (210) 403-5921.

*This is what we're here for.  
Let's make the best of it.*



## TRADE SHOW TIPS

1	Set clear goals for this conference. What do you want to get out of it? Example: 10 qualified follow-ups; set a second meeting....?.
2	Preview the Exhibitor list and the floor plan before you begin. Map out where you want to start and who to see first
3	Be prepared to talk about what you bring to the table: cost effectiveness, creativeness, responsiveness and ... what???
4	Make notes of the day's actions as you go along and to remind you of important things you may need to do later
5	Be sure to find out the minimum requirements necessary to do business with an Exhibitor, including certification requirements, if any.
6	Don't be stingy with your business cards. These Exhibitors, Too, have bosses who want to see that they've been working and not just enjoying the Riverwalk
7	Do not overload the Exhibitor with brochures or catalogs. Stick to specific information and keep it all one page. Remember, most flow in for this show. They have limitations on what they can carry.
8	Follow-up! Follow-up! Follow-up!
9	Persevere

**First 6 target booths to visit:**

1	
2	
3	
4	
5	
6	

**Follow-ups:**

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**Things/ideas I want to mention in my follow-up letter or e-mail**

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**Pre-conference event (Tuesday, December 4<sup>th</sup>) 5:30 – 7:30 p.m.**

**\* Meet the Buyers Reception**

AT&T Center, One AT&T Center Parkway  
Sponsored by the Spurs Sports & Entertainment



**Reception Hosted By:**

Alamo City Black  
Chamber of Commerce  
Greater San Antonio  
Chamber of Commerce

North San Antonio  
Chamber of Commerce  
San Antonio Hispanic  
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San Antonio Women's  
Chamber of Commerce  
West San Antonio  
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***The conference is actively supported by the following:***

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San Antonio Chapter  
Andrade Business Consultants  
Avis  
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Bexar County District Clerk  
Margaret Montemayor  
Bexar County Tax Assessor  
Sylvia Romo  
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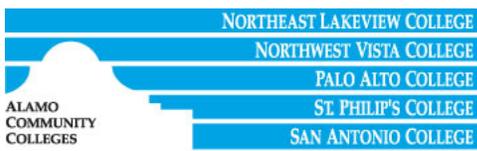
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City of San Antonio Small Business Advocacy Committee (SBAC)  
Bexar County Small, Minority and Women Owned Business Enterprise  
(SMWBE) Program Advisory Committee

## SPECIAL THANKS TO OUR ELECTED OFFICIALS

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COUNCILWOMAN Sheila McNeil – Dist. 2  
COUNCILMAN Roland Gutierrez – Dist. 3  
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COMMISSIONER Lyle Larson, Pct. 3  
COMMISSIONER Tommy Adkisson, Pct. 4

For more information on business assistance and contracting opportunities  
or comments regarding the conference contact:

Grace Luna, Small Business Outreach Office  
City of San Antonio at (210) 207-3900

Renee Watson, Small, Minority and Women Owned Business Enterprise  
SMWBE Program, Bexar County at (210) 335-2478

Access information online at: [www.sanantonio.gov/edd](http://www.sanantonio.gov/edd) or [www.bexar.org/smwbe](http://www.bexar.org/smwbe)



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