SMALL, MINORITY, WOMEN & VETERANS BUSINESS OWNERS CONFERENCE

HOW TO GET IN & STAY IN THE GAME

DECEMBER 9, 2009 • 7 A.M. - 4 P.M.
San Antonio, Texas

Conference Program
2009 SMWVBO Conference is presented by

Bexar County and University Health System

STARTING LINEUP SPONSORS:
SMWVBO Conference Agenda

NETWORKING BREAKFAST
Opening Session 7:30 a.m. - 9:00 a.m.
(All seating open)

PROCUREMENT OPPORTUNITIES
Exhibit Floor open 9:00 a.m. – 4:00 p.m.
(See map for agency locations)

Door Prizes: Be sure to enter your business card at Booth 146

The “Money Talk Show”
featuring Decision Makers 10:00 a.m. – 3:00 p.m.
(Exhibit Floor Stage)

LUNCH SERVICE Noon – 1:30 p.m.
Exhibit Floor remains open
Box lunch service provided in the concourse area
(One meal per ticket) (All seating open) (No formal program)

WORKSHOPS (Frontier Club)
HOW TO START OR GROW A BUSINESS ................................. 10:00 a.m. - 11:30 a.m.
USING SOCIAL MEDIA EFFECTIVELY ............................ 1:30 p.m. - 3:00 p.m.

EXHIBIT FLOOR
Veterans Business Center
How to Do Business with Federal and Local Governments
How to Do Business with State Agencies
How to Do Business with Private Corporations
WorkSource Solutions Alamo Business Resource Center

Department of Defense
Department of Transportation
NASA/Johnson Space Center
General Services Administration
Army & Air Force Exchange Service
American Recovery & Reinvestment Act
US SBA Loan and Certification Programs for start-up & existing Small Businesses
ACCESSING $$$ FOR YOUR BUSINESS
State of Texas Historically Underutilized Business (HUB) Program
South Central Texas Regional Certification Agency (SCTRCA)
The Veterans Business Center is designed to help new and existing veteran-owned businesses to position their firms to gain access to the Federal and other marketplaces. The agencies and organizations will provide 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. In addition, be sure to pick up information on what is available exclusively for Veterans and your families.

BEXAR COUNTY VETERANS SERVICE OFFICE  
CITY OF SAN ANTONIO VETERANS AFFAIRS COMMISSION  
DEPARTMENT OF TEXAS VETERANS OF FOREIGN WARS  
MILITARY ORDER OF THE PURPLE HEART  
TEXAS VETERANS COMMISSION  
TEXAS VETERANS LAND BOARD  
THE UNIVERSITY OF TEXAS PAN AMERICAN VETERANS BUSINESS OUTREACH CENTER  
DEPT. OF VETERANS AFFAIRS/ OFFICE OF SMALL & DISADVANTAGED BUSINESS UTILIZATION

The Bexar County SMWVBO Conference provides great information. We encourage you to invite everyone in the Veteran community. It is the County’s desire to serve Veterans in many capacities.

One of the great benefits of being a veteran is the connection we have with one another. Do you know what’s available to you as a Small, Minority, Woman or Veteran business owner?

Are you taking advantage of everything that is offered to you? Do you want to learn how to create or keep a successful business? We want to help you!!!

We invite you to visit with the organizations in the Veterans Business Center. This area is designed to educate you on what is available exclusively for Veterans and your families. We have information about the SBA Patriot Express Loan, Marketing and Presentation Skills, Teaming for Success in Federal Contracting and the Service Disabled Veteran–Owned Small Business Program.

For more information, please contact:

BOBBY G. WATTS – DIRECTOR SMALL BUSINESS PROGRAMS  
HQ Air Education & Training Command (AETC) / A7K Randolph AFB, TX, 78150  
(210) 652-4840  
Bobby.Watts@Randolph.Af.Mil
OPENING SESSION
7:30 - 9:00 a.m.

MASTER OF CEREMONIES: Mr. David Marquez, Executive Director
Bexar County Economic Development Department

PLEDGE OF ALLEGIANCE

REMARKS:

The Honorable Nelson W. Wolff, Bexar County Judge
The Honorable Charles A. Gonzalez, US Congressman, District 20
Mr. George B. Hernández, Jr., President/CEO, University Health System

INTRODUCTION OF SPEAKER:

Colonel Thomas D. Robinson, Chief, Contracting Division, US AF HQ Air
Education & Training Command, Randolph AFB, TX

KEYNOTE SPEAKER:

Mr. Shay Assad, Director, Defense Procurement Acquisition Policy
and Strategic Sourcing (DPAP) (DoD), Washington, DC

Mr. Shay Assad assumed the role of director on April 3, 2006. As the Director of the Defense Procurement, Acquisition Policy and Strategic Sourcing (DPAP), he is responsible for all acquisition and procurement policy matters in the Department of Defense (DoD). He serves as the principal advisor to the Under Secretary of Defense for Acquisition, Technology and Logistics (AT&L) and the Defense Acquisition Board on acquisition & procurement strategies for all major weapon systems programs, major automated information systems programs, and services acquisitions. He is responsible for procurement/sourcing functional business process requirements in the Department’s Business Enterprise Architecture (BEA). Mr. Assad is DoD’s advisor for competition, source selection, multiyear contracting, warranties, leasing and all international contracting matters. He is the functional leader for the Contracting workforce within the Department of Defense, and he is also responsible for overseeing all Strategic Sourcing activities within the Department of Defense.

PRESENTATION TO THE SPEAKER:

Mr. Bobby G. Watts, Director, Small Business Programs,
HQ Air Education & Training Command (AETC) / A7K, Randolph AFB, TX

CLOSING REMARKS: Mr. David Zachry, President/CEO
Zachry Corporation
Workshops  
(Frontier Club) (North end of Coliseum)

HOW TO MANAGE AND GROW A BUSINESS 10:00 a.m. – 11:30 a.m.

These sessions will provide practical advice for the entrepreneurs interested in learning the methods of managing 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.

HOW TO MANAGE A BUSINESS PANEL:

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

<table>
<thead>
<tr>
<th>DEVELOPING YOUR BUSINESS PLAN</th>
<th>DO YOU NEED A LOAN?</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOAN PROPOSAL STRUCTURE</td>
<td>LENDER EVALUATION</td>
</tr>
</tbody>
</table>

PRESENTED BY

Jaime Martinez, UTSA Small Business Development Center
Richard Sifuentes, UTSA Small Business Development Center

HOW TO GROW A BUSINESS PANEL:

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

<table>
<thead>
<tr>
<th>STRATEGIC PLANNING FOR SUCCESS!</th>
<th>LOCAL, STATE AND FEDERAL RESOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luke Ortega, UTSA MBEC</td>
<td>Hugo Villarreal, First Point Information Center, COSA</td>
</tr>
</tbody>
</table>

USING SOCIAL MEDIA MARKETING EFFECTIVELY 1:30 p.m. – 3:30 p.m.

This session will provide practical advice for any entrepreneur interested in starting or managing social media effectively in your business. Experts from various organizations will be on hand to share their experience, share strategies, talk about the do’s and don’ts of social media and answer questions. The mission is to equip small business owners with knowledge that, if used correctly, can add another marketing tool to their company.

MODERATOR Morrison Woods, Director, UTSA Small Business Development Center

<table>
<thead>
<tr>
<th>HOW SOCIAL MEDIA CAN WORK FOR SMALL BUSINESS &amp; THE PITFALLS</th>
<th>HOW TO DO IT RIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alicia Arenas, CEO, Sanera People Development Company</td>
<td>Colleen Pence, President, Social Media Mentoring</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL MEDIA AS A MARKETING TOOL</th>
<th>SUCCESS STORIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roland Benson, Forward Thinker, Benson Designs Associates</td>
<td>Donna Tuttle, Project Coordinator, San Antonio Business Journal</td>
</tr>
</tbody>
</table>

Take Away Information that Will Help You Get Started or Keep You on The Right Track!
The “Money Talk” Show
*(Located on the Exhibit Floor Stage)*

Come hear interviews from decision makers representing various federal, state, and local organizations and agencies at “The Money Talk Show”! An all access pass to get the insight you need to increase your sales and to learn how to gain new business for small, minority, women and veteran owned businesses. Also, you will hear from exhibitors, guests and other small, minority, women and veteran owned businesses throughout the day!!

**GUEST INTERVIEWS – AGENCY**

<table>
<thead>
<tr>
<th>Agency</th>
<th>Interviewer and Position</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>BEXAR COUNTY</td>
<td>The Honorable Tommy Adkisson, Commissioner, Precinct 4</td>
<td>10:00 a.m.</td>
</tr>
<tr>
<td>UNIVERSITY HEALTH SYSTEM</td>
<td>Mark Webb, Vice President of Facilities Development and Project Management</td>
<td>10:30 a.m.</td>
</tr>
<tr>
<td>US DEPARTMENT OF TRANSPORTATION</td>
<td>Diana Flores, Project Director</td>
<td>11:00 a.m.</td>
</tr>
<tr>
<td>U.S. ARMY MEDICAL COMMAND – FT. SAM HOUSTON, TX</td>
<td>Dan E. Shackelford, Associate Director for Small Business</td>
<td>11:30 a.m.</td>
</tr>
<tr>
<td>BARTLETT COCKE CONSTRUCTION COMPANY</td>
<td>Kirk Kistner, Vice President</td>
<td>12:00 p.m.</td>
</tr>
<tr>
<td>TEXAS A&amp;M UNIVERSITY SYSTEM</td>
<td>Russell Wallace, Director of Project Delivery, Facilities Planning &amp; Construction Department</td>
<td>12:30 p.m.</td>
</tr>
<tr>
<td>ZACHRY CORPORATION</td>
<td>Rene Garcia, Director of Building Division</td>
<td>1:00 p.m.</td>
</tr>
<tr>
<td>SAN ANTONIO CAPITAL IMPROVEMENT MANAGEMENT SYSTEM (CIMS)</td>
<td>Denise Shaffer, Contract Administrator</td>
<td>1:30 p.m.</td>
</tr>
<tr>
<td>US DEPARTMENT OF VETERANS AFFAIRS</td>
<td>David Canada, Senior Small Business Specialist</td>
<td>2:00 p.m.</td>
</tr>
<tr>
<td>US AIR FORCE – 47th CONTRACTING SQUADRON, LAUGHLIN AFB, TX</td>
<td>Jesus Martinez, Small Business Specialist</td>
<td>2:30 p.m.</td>
</tr>
<tr>
<td>H-E-B</td>
<td>James Harris, Director, Supplier Diversity</td>
<td>3:00 p.m.</td>
</tr>
<tr>
<td>UTSA OFFICE OF FACILITIES</td>
<td>Polo Cervantes, Assistant Vice President, Facilities</td>
<td>3:30 p.m.</td>
</tr>
</tbody>
</table>

**HOST:** Lacy Hampton, SMWBE Program Director, Alamo Colleges

**ROAMING REPORTER:** Dollie Bodin, The Trade Group, and LLC.

**STAGE PROVIDED BY:** Dollie Bodin, The Trade Group, and LLC.

**LIGHTING & RECORDING BY:** Juan Juarez, Bear Audio Visual

*Video will be posted at [www.bexar.org/smwbe](http://www.bexar.org/smwbe) after February 2010*
AMERICAN RECOVERY AND REINVESTMENT ACT OF 2009 (RECOVERY ACT)

Since the passage of the American Recovery and Reinvestment Act (ARRA), the U.S. Small Business Administration has implemented nearly $730 million worth of programs to help unlock the small business lending market and get much needed capital flowing again to America’s small businesses. The SBA enhanced two loan programs – 7(a) and 504 to include the temporary elimination of fees for both borrowers and lenders. The SBA also temporarily raised the guarantee on most of its 7(a) loans to as much as 90 percent. The America’s Recovery Capital (ARC) Loan Program provides loans of up to $35,000 to viable, but struggling small businesses to help them make debt payments. The Recovery Act also expanded SBA’s Microloan and Surety Bond Guarantee programs as well as created a pilot program, the Dealer Floor Plan program to assist eligible auto/RV/Boat dealerships. America’s small businesses are the key to our nations’ economic recovery. The SBA is using every tool in our toolbox – and creating new ones when necessary – to help small businesses lead us out of these tough economic times.

SESSION SCHEDULE

| RECOVERY ACT LENDING PROGRAMS | 10:00 – 11:00 a.m. |
| RECOVERY ACT LENDING PROGRAMS | 1:30 – 2:30 p.m. |

FEDERAL CERTIFICATION FOR SMALL BUSINESSES (Booth 901)

Find out how your company can obtain small business “certification” through the U.S. Small Business Administration’s 8(a) Business Development Program and HubZone Program for the purpose of selling your products and services to the various Federal procurement buying agencies.

SESSION SCHEDULE

| CERTIFICATION FOR 8(A) AND HUBZONE | 10:00 – 11:00 a.m. |
| CERTIFICATION FOR 8(A) AND HUBZONE | 1:30 – 2:30 p.m. |

CHA-CHING!!! CAPITAL FOR YOUR SMALL BUSINESS (Booth 903)

Attend this briefing if you are a start-up or existing small business that needs working capital, inventory, machinery, equipment, furniture, fixtures, leasehold improvements and/or want to buy or build your own building. Learn about available SBA loan guaranty programs.

SESSION SCHEDULE

| CHA-CHING! CAPITAL FOR YOUR SMALL BUSINESS | 11:00 – 11:45 a.m. |
| CHA-CHING! CAPITAL FOR YOUR SMALL BUSINESS | 3:00 – 3:45 p.m. |
**Exhibit Floor Briefing Areas:**

**SOUTH CENTRAL TEXAS REGIONAL CERTIFICATION AGENCY (SCTRCA) LOCAL CERTIFICATION** *(Booth 913)*

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, BexarMet Water 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 Metropolitan Transit, and the Edwards Aquifer Authority.

**SESSION SCHEDULE**

**PRESENTER: Ross Mitchell, Executive Director, South Central Texas Regional Certification Agency**

<table>
<thead>
<tr>
<th>I. LEARN HOW TO GET CERTIFIED</th>
<th>9:30 – 10:00 a.m.</th>
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</thead>
<tbody>
<tr>
<td>II. GETTING YOUR CERTIFICATION TO WORK FOR YOU</td>
<td>10:15 – 11:00 a.m.</td>
</tr>
<tr>
<td>III. LEARN HOW TO GET CERTIFIED</td>
<td>11:15 – 11:45 a.m.</td>
</tr>
<tr>
<td>IV. GETTING YOUR CERTIFICATION TO WORK FOR YOU</td>
<td>1:45 – 2:30 p.m.</td>
</tr>
<tr>
<td>V. HOW TO BECOME A SUPPORTING MEMBER OF THE SCTRCA</td>
<td>2:45 – 3:30 p.m.</td>
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</table>

**STATE OF TEXAS CERTIFICATION (HUB PROGRAM) (Booth 909)**

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.

**SESSION SCHEDULE**

**PRESENTER: Staff, Statewide HUB Program**

<table>
<thead>
<tr>
<th>I. CERTIFICATION INQUIRIES, APPLICATION COMPLETION, STANDARDS &amp; PROCEDURES</th>
<th>9:30 – 10:00 a.m.</th>
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</thead>
<tbody>
<tr>
<td>II. CENTRAL MASTER’S BIDDER’S LIST &amp; MARKETING TO STATE AGENCIES</td>
<td>10:15 - 11:00 a.m.</td>
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<tr>
<td>III. CERTIFICATION INQUIRIES, APPLICATION COMPLETION, STANDARDS &amp; PROCEDURES</td>
<td>11:15 - 11:45 p.m.</td>
</tr>
<tr>
<td>IV. CENTRAL MASTER’S BIDDER’S LIST &amp; MARKETING TO STATE AGENCIES</td>
<td>1:45 – 2:30 p.m.</td>
</tr>
<tr>
<td>V. CENTRAL MASTER’S BIDDER’S LIST &amp; MARKETING TO STATE AGENCIES</td>
<td>2:45 – 3:30 p.m.</td>
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</table>
**Exhibit Floor Briefing Areas:**

**ACCESSING $$$$$ FOR YOUR BUSINESS (Booth 907)**

Come learn about the most frequent issues that face many borrowers in today’s economy.

**THIS WORKSHOP WILL HELP YOU LEARN:**

HOW TRADITIONAL & NON-TRADITIONAL LENDERS EVALUATE YOUR LOAN REQUEST
HOW MUCH CAPITAL SHOULD BE BUILT INTO YOUR BUSINESS PLAN
STRATEGIES ON HOW TO COMPLETE PERSONAL FINANCIAL STATEMENTS
WHAT FREE RESOURCES ARE THERE TO HELP

**SESSION SCHEDULE**

<table>
<thead>
<tr>
<th>ACCESSING $$$ FOR YOUR SMALL BUSINESS</th>
<th>9:30 a.m.</th>
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<tbody>
<tr>
<td>ACCESSING $$$ FOR YOUR SMALL BUSINESS</td>
<td>10:30 a.m.</td>
</tr>
<tr>
<td>ACCESSING $$$ FOR YOUR SMALL BUSINESS</td>
<td>11:30 a.m.</td>
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</table>

**Attend one of three 45-minute sessions or Schedule a 15-minute private session**

*Hosted by the South Texas Business Fund and the UTSA Small Business Development Center*

**B2GNOW – DIVERSITY & CONTRACT MANAGEMENT SYSTEM (Booth 241)**

The City of San Antonio, Bexar County, University Health System, Brooks Development Authority, Travis County, and South Central Texas Regional Certification Authority are using an integrated Certification 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 saves 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, NCTRCA, or Houston METRO, or hold a contract or subcontract with the City of Houston, Houston Metro, or DFW Airport, are also included.

*Be sure to stop by to get your username, password, and a quick training session.*

**BEXAR COUNTY COMMUNITY VENUES – SPORTS PROJECTS (Booths 124 - 130)**

In May 2008, Bexar County citizens approved extending the visitor tax, a financing tool combining a 1.75% hotel/motel occupancy tax and a 5% short-term car rental tax to fund and develop new community venue projects.

These projects are being developed by various organizations that will operate the venues upon their completion. The organizations will develop, construct, and/or refurbish their facilities. As each project enters into the different stages of development, the project teams have expressed needs to fill opportunities such as, but not limited to the areas of: Fencing/Sod/Landscaping/Lighting/Electrical/Bleachers/Environmental Testing/Turf/Irrigation. Be sure to visit!
Exhibit Floor Briefing Areas:

WORKFORCE SOLUTIONS ALAMO BUSINESS RESOURCE CENTER (Booth 813)

Workforce Solutions Alamo, through its Business Services Group, brings business and job seekers together. We offer an array of services to help businesses 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 a resource to 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 |
| ASSESSMENT OF BASIC SKILLS AND WORK APPTITUDES OF POTENTIAL EMPLOYEES |
| COMPLETE INTERVIEWING FACILITIES WITH FAX, PHONE AND COMPUTER ACCESS |
| LISTING & MAINTAINING JOB ORDERS THROUGH WORK IN TEXAS AND AMERICA’S JOB BANK |
| 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 |

Everything we do revolves around one basic premise – to provide you with a qualified, motivated pool of potential employees ready to work for you. If you are interested in more information, or would like one of our business representatives to contact you, please call us at (210) 224-HELP (4357), toll free at (888) 818-9881, or complete our business registration form on line at www.workforcesolutionsalamo.org

TECHNOLOGY PROCUREMENT CENTER (Booth 242)

FINDING BIDS AND CONTRACT INFORMATION ONLINE
LEARN HOW TO ACCESS CONTRACTING & FINANCIAL 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, fedbizopps and NAICS Codes.

| Bexar County: [www.bexar.org](http://www.bexar.org) | University Health System: [www.universityhealthsystem.com](http://www.universityhealthsystem.com) |

Sponsored by Bexar County Information Services Department, and VIA Technology, LLC
Opportunity is knocking.
University Health System supports local businesses.

Visit our booth at the Small, Minority, Women & Veterans Business Owners Conference
Wednesday, December 9, 2009 • 7 a.m. – 4 p.m. • Freeman Coliseum

Learn more about local business opportunities with Target 2012, University Health System’s $899.4 million Capital Improvement Program

Other potential bid opportunities

- Construction
  - Roofing
  - Carpentry
  - Plumbing
  - Electrical
  - Renovation
  - Commercial buildings
  - Carpet installation
  - Air conditioning

- Professional Services
  - Architecture
  - Engineering
  - Financial
  - Legal
  - Marketing
  - Benefits
  - Insurance
  - Information technology

- Goods and Services
  - Office supplies
  - Computers
  - Telephones
  - Janitorial
  - Maintenance
  - Landscaping
  - Medical supplies
  - Vehicles
  - Signage
  - Printing

For the latest bid opportunities, visit www.UniversityHealthSystem.com/bids
Bexar County is committed to increasing the involvement of SMWBEs in the local economy. It is the intent of the County to afford small, minority and/or women-owned businesses a fair opportunity to compete for all Bexar County contracts.

**Do you need assistance?**

If so, visit the SMWBE Program office in the Heritage Plaza Building by Human Resources

**Growing your business?**

We can help you obtain:

- Bid applications for local, state, federal and private sector organizations
- Sources for bid posting
- Sources for small, minority, veteran, disabled and women owned business listings
- Construction and Professional Associations
- Trade and Industry Groups
- Networking Calendar

**Establishing your business?**

We can help you locate:

- Training programs and classes
- Technical service providers to help you get started
- Lenders and Surety Associations

**Contact the Bexar County SMWBE Program Office**

Renee Watson  
SMWBE Program Manager  
rwatson@bexar.org or 335-2478

Sylvia Diaz - sdiaz@bexar.org or 335-0671  
Rodricus Harvey – rharvey@bexar.org or 335-0672  
Tony Canez – tony.canez@bexar.org or 335-3382

Heritage Plaza  
400 S. Main  San Antonio, TX 78204

Free assistance and information  
Phone: (210) 335-2478  Facsimile: (210) 335-0673
# SMWVBO Conference Tips

<table>
<thead>
<tr>
<th></th>
<th>SET CLEAR GOALS FOR THIS CONFERENCE. WHAT DO YOU WANT TO GET OUT OF IT?</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>Example: 10 Qualified Follow-Ups; Set A Second Meeting….?</td>
</tr>
<tr>
<td>II.</td>
<td>PREVIEW THE EXHIBITOR LIST AND THE FLOOR PLAN BEFORE YOU BEGIN. MAP OUT WHERE YOU WANT TO START AND WHO TO SEE FIRST.</td>
</tr>
<tr>
<td>III.</td>
<td>BE PREPARED TO TALK ABOUT WHAT YOU BRING TO THE TABLE: COST EFFECTIVENESS, CREATIVENESS, AND RESPONSIVENESS AND …. WHAT???</td>
</tr>
<tr>
<td>IV.</td>
<td>MAKE NOTES OF THE DAY’S ACTIONS AS YOU GO ALONG AND TO REMIND YOU OF IMPORTANT THINGS YOU MAY NEED TO DO LATER.</td>
</tr>
<tr>
<td>V.</td>
<td>BE SURE TO FIND OUT THE MINIMUM REQUIREMENTS NECESSARY TO DO BUSINESS WITH AN EXHIBITOR, INCLUDING CERTIFICATION REQUIREMENTS, IF ANY.</td>
</tr>
<tr>
<td>VI.</td>
<td>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.</td>
</tr>
<tr>
<td>VII.</td>
<td>DO NOT OVERLOAD THE EXHIBITOR WITH BROCHURES OR CATALOGS. STICK TO SPECIFIC INFORMATION AND KEEP IT ALL ON ONE PAGE. REMEMBER, MOST FLEW IN FOR THIS SHOW. THEY HAVE LIMITATIONS ON WHAT THEY CAN CARRY.</td>
</tr>
<tr>
<td>VIII.</td>
<td>FOLLOW-UP! FOLLOW-UP! FOLLOW-UP!</td>
</tr>
<tr>
<td>IX.</td>
<td>PERSEVERE!</td>
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</tbody>
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**FIRST 3 TARGET BOOTHS TO VISIT:**

1. ____________________________________________

2. ____________________________________________

3. ____________________________________________

**FOLLOW-UPS:**

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

**THINGS/IDEAS I WANT TO MENTION IN MY FOLLOW-UP LETTER/E-MAIL:**

______________________________________________________________________

______________________________________________________________________
2009 SMWVBO Conference is sponsored by

**SIXTH MAN SPONSORS**

- OfficeMax
- San Antonio Water System
- Clear Channel Outdoor

**BENCH PLAYER SPONSORS**

- Edwards Aquifer Authority
- HUB
- Bear Audio Visual Inc.
- Zachry

**RESERVE PLAYER SPONSORS**

- AT&T
- GSA
- Cendant
- AVIS
- Budget
- Quality Services International, L.L.C.
- Industrial Communications

THE CONFERENCE IS ACTIVELY SUPPORTED BY THE FOLLOWING:

Special Thanks

BEXAR COUNTY COMMISSIONERS COURT

Bexar County Judge Nelson W. Wolff
Commissioner Sergio “Chico” Rodriguez, Pct. 1
Commissioner Paul Elizondo, Pct. 2
Commissioner Kevin Wolff, Pct. 3
Commissioner Tommy Adkisson, Pct. 4
David Marquez, Executive Director, Economic Development Department

UNIVERSITY HEALTH SYSTEM BOARD OF MANAGERS

James Adams
Alexander Briseño
Rebecca Quintanilla Cedillo
Robert Engberg
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