

# SMALL, MINORITY, WOMEN & VETERANS BUSINESS OWNERS CONFERENCE



## HOW TO GET IN & STAY IN THE GAME

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



University  
Health System

Conference  
Program

***2009 SMWVBO Conference is presented by***

***Bexar County and University Health System***



**STARTING LINEUP SPONSORS:**



# ***SMWVBO Conference Agenda***

<b>NETWORKING BREAKFAST</b> <b>Opening Session</b>	<i>7:30 a.m. - 9:00 a.m.</i>
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*(All seating open)*

<b>PROCUREMENT OPPORTUNITIES</b> <b><i>Exhibit Floor open</i></b>	9:00 a.m. – 4:00 p.m.
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*(See map for agency locations)*

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

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

<b>LUNCH SERVICE</b>	Noon – 1:30 p.m.
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***Exhibit Floor remains open***

*Box lunch service provided in the concourse area  
(One meal per ticket) (All seating open) (No formal program)*

<b>WORKSHOPS (<i>Frontier Club</i>)</b>
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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.

<b>EXHIBIT FLOOR</b>
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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)

# VETERANS BUSINESS CENTER

*(Booths 100 - 112)*

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](mailto: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

**DEVELOPING YOUR BUSINESS PLAN  
LOAN PROPOSAL STRUCTURE**

**DO YOU NEED A LOAN?  
LENDER EVALUATION**

<b>PRESENTED BY</b>
<b>Jaime Martinez, UTSA Small Business Development Center</b>
<b>Richard Sifuentes, UTSA Small Business Development Center</b>

### HOW TO GROW A BUSINESS PANEL:

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

<b>STRATEGIC PLANNING FOR SUCCESS!</b>	<b>Luke Ortega, UTSA MBEC</b>
<b>LOCAL, STATE AND FEDERAL RESOURCES</b>	<b>Hugo Villarreal, First Point Information Center, COSA</b>

## 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

<b>HOW SOCIAL MEDIA CAN WORK FOR SMALL BUSINESS &amp; THE PITFALLS</b>
<b>Alicia Arenas, CEO, Sanera People Development Company</b>
<b>HOW TO DO IT RIGHT</b>
<b>Colleen Pence, President, Social Media Mentoring</b>
<b>SOCIAL MEDIA AS A MARKETING TOOL</b>
<b>Roland Benson, Forward Thinker, Benson Designs Associates</b>
<b>SUCCESS STORIES</b>
<b>Donna Tuttle, Project Coordinator, San Antonio Business Journal</b>

*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**

<b>BEXAR COUNTY</b> <b>The Honorable Tommy Adkisson, Commissioner, Precinct 4</b>	10:00 a.m.
<b>UNIVERSITY HEALTH SYSTEM</b> <b>Mark Webb, Vice President of Facilities Development and Project Management</b>	10:30 a.m.
<b>US DEPARTMENT OF TRANSPORTATION</b> <b>Diana Flores, Project Director</b>	11:00 a.m.
<b>U.S. ARMY MEDICAL COMMAND – FT. SAM HOUSTON, TX</b> <b>Dan E. Shackelford, Associate Director for Small Business</b>	11:30 a.m.
<b>BARTLETT COCKE CONSTRUCTION COMPANY</b> <b>Kirk Kistner, Vice President</b>	12:00 p.m.
<b>TEXAS A&amp;M UNIVERSITY SYSTEM</b> <b>Russell Wallace, Director of Project Delivery, Facilities Planning &amp; Construction Department</b>	12:30 p.m.
<b>ZACHRY CORPORATION</b> <b>Rene Garcia, Director of Building Division</b>	1:00 p.m.
<b>SAN ANTONIO CAPITAL IMPROVEMENT MANAGEMENT SYSTEM (CIMS)</b> <b>Denise Shaffer, Contract Administrator</b>	1:30 p.m.
<b>US DEPARTMENT OF VETERANS AFFAIRS</b> <b>David Canada, Senior Small Business Specialist</b>	2:00 p.m.
<b>US AIR FORCE – 47<sup>th</sup> CONTRACTING SQUADRON, LAUGHLIN AFB, TX</b> <b>Jesus Martinez, Small Business Specialist</b>	2:30 p.m.
<b>H-E-B</b> <b>James Harris, Director, Supplier Diversity</b>	3.00 p.m.
<b>UTSA OFFICE OF FACILITIES</b> <b>Polo Cervantes, Assistant Vice President, Facilities</b>	3:30 p.m.

**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*

# **Exhibit Floor Briefing Areas:**

## ***U. S. Small Business Administration (SBA)***

### **AMERICAN RECOVERY AND REINVESTMENT ACT OF 2009 (RECOVERY ACT) **(Booth 904)****

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 nation's 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***

<b>RECOVERY ACT LENDING PROGRAMS</b>	10:00 – 11:00 a.m.
<b>RECOVERY ACT LENDING PROGRAMS</b>	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***

<b>CERTIFICATION FOR 8(A) AND HUBZONE</b>	10:00 – 11:00 a.m.
<b>CERTIFICATION FOR 8(A) AND HUBZONE</b>	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***

<b>CHA-CHING! CAPITAL FOR YOUR SMALL BUSINESS</b>	11:00 – 11:45 a.m.
<b>CHA-CHING! CAPITAL FOR YOUR SMALL BUSINESS</b>	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

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

## **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

<b>I.</b>	<b>CERTIFICATION INQUIRIES, APPLICATION COMPLETION, STANDARDS &amp; PROCEDURES</b>	9:30 – 10:00 a.m.
<b>II.</b>	<b>CENTRAL MASTER'S BIDDER'S LIST &amp; MARKETING TO STATE AGENCIES</b>	10:15 - 11:00 a.m.
<b>III.</b>	<b>CERTIFICATION INQUIRIES, APPLICATION COMPLETION, STANDARDS &amp; PROCEDURES</b>	11:15 - 11:45 p.m.
<b>IV.</b>	<b>CENTRAL MASTER'S BIDDER'S LIST &amp; MARKETING TO STATE AGENCIES</b>	1:45 – 2:30 p.m.
<b>V.</b>	<b>CENTRAL MASTER'S BIDDER'S LIST &amp; MARKETING TO STATE AGENCIES</b>	2:45 – 3:30 p.m.

# *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**

ACCESSING \$\$\$ FOR YOUR SMALL BUSINESS	9:30 a.m.
ACCESSING \$\$\$ FOR YOUR SMALL BUSINESS	10:30 a.m.
ACCESSING \$\$\$ FOR YOUR SMALL BUSINESS	11:30 a.m.

*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 APTITUDES 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](http://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.

Federal: <a href="http://www.sba.gov">www.sba.gov</a> or <a href="http://www.fbo.gov">www.fbo.gov</a>	State of Texas: <a href="http://www.window.state.tx.us/procurement/prog/hub/">www.window.state.tx.us/procurement/prog/hub/</a>
Bexar County: <a href="http://www.bexar.org">www.bexar.org</a>	University Health System: <a href="http://www.universityhealthsystem.com">www.universityhealthsystem.com</a>

*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](http://www.UniversityHealthSystem.com/bids)



Bexar County Hospital District



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](mailto:rwatson@bexar.org) or 335-2478

**Heritage Plaza**  
 400 S. Main San Antonio, TX 78204



**Bexar County Commissioners Court**

**Nelson W. Wolff, County Judge**  
**Sergio "Chico" Rodriguez – Commissioner, Pct. 1**  
**Paul Elizondo – Commissioner, Pct. 2**  
**Kevin A. Wolff – Commissioner, Pct. 3**  
**Tommy Adkisson – Commissioner, Pct. 4**

**Sylvia Diaz - [sdiaz@bexar.org](mailto:sdiaz@bexar.org) or 335-0671**  
**Rodricus Harvey – [rharvey@bexar.org](mailto:rharvey@bexar.org) or 335-0672**  
**Tony Canez – [tony.canez@bexar.org](mailto:tony.canez@bexar.org) or 335-3382**

**Free assistance and information**  
 Phone: (210) 335-2478 Facsimile: (210) 335-0673

# ***SMWVBO Conference Tips***

I.	SET CLEAR GOALS FOR THIS CONFERENCE. WHAT DO YOU WANT TO GET OUT OF IT? Example: 10 Qualified Follow-Ups; Set A Second Meeting....?
II.	PREVIEW THE EXHIBITOR LIST AND THE FLOOR PLAN BEFORE YOU BEGIN. MAP OUT WHERE YOU WANT TO START AND WHO TO SEE FIRST.
III.	BE PREPARED TO TALK ABOUT WHAT YOU BRING TO THE TABLE: COST EFFECTIVENESS, CREATIVENESS, AND RESPONSIVENESS AND .... WHAT???
IV.	MAKE NOTES OF THE DAY'S ACTIONS AS YOU GO ALONG AND TO REMIND YOU OF IMPORTANT THINGS YOU MAY NEED TO DO LATER.
V.	BE SURE TO FIND OUT THE MINIMUM REQUIREMENTS NECESSARY TO DO BUSINESS WITH AN EXHIBITOR, INCLUDING CERTIFICATION REQUIREMENTS, IF ANY.
VI.	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.
VII.	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.
VIII.	FOLLOW-UP! FOLLOW-UP! FOLLOW-UP!
IX.	PERSEVERE!

## **FIRST 3 TARGET BOOTHS TO VISIT:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **FOLLOW-UPS:**

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

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# 2009 SMWVBO Conference is sponsored by

## SIXTH MAN SPONSORS



## BENCH PLAYER SPONSORS



## RESERVE PLAYER SPONSORS



**CENDANT**  
Car Rental Group



INDUSTRIAL COMMUNICATIONS

Institute for Economic Development  
The University of Texas at San Antonio



## THE CONFERENCE IS ACTIVELY SUPPORTED BY THE FOLLOWING:

A La Nueva Business & Professional Women, ACCION Texas, Ad Graphics, Alamo City Black Chamber of Commerce, Alpha Quadrant, Barrett Insurance, Bexar County Clerk Gerry Rickhoff, Bexar County Commissioners Court, Bexar County Constable Precinct Four Mike Blount, Bexar County District Clerk Margaret Montemayor, Bexar County Tax Assessor Sylvia Romo, Boeing, Brooks Development Authority, Coyle Engineering, Congressman Charles A. Gonzalez, Crystal Communications, Dixieland Advertising, Ft. Sam Houston, Greater San Antonio Chamber of Commerce, Hispanic Contractors Association de San Antonio, Lackland AFB TX, San Antonio Military Transformation Task Force, Mission City Business & Professional Women, National Association of Women Business Owners, North San Antonio Chamber of Commerce, Randolph AFB TX, Randolph Metrocom Chamber of Commerce, San Antonio Hispanic Chamber of Commerce, San Antonio Housing Authority, San Antonio Independent School District, San Antonio River Authority, San Antonio Women's Chamber of Commerce, SCORE, Senator Leticia Van de Putte, SER Jobs, Sista's in Business, South San Antonio Chamber of Commerce, South Texas Business Fund, University of Texas at San Antonio, US Army Corps of Engineers, UT System, West San Antonio Chamber of Commerce, Women's Business Enterprise Alliance and Workforce Solutions Alamo

# **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  
Robert L. Jimenez, M.D.  
Ira Smith, Jr.  
Linda Rivas  
George B. Hernández, Jr., President/CEO

## **SAN ANTONIO WATER SYSTEM**

“Meet the Buyers Reception”  
Sponsored & hosted at the San Antonio Water System  
Robert R. Puente, J.D. - President/CEO

**FOR MORE INFORMATION ON BUSINESS ASSISTANCE AND CONTRACTING OPPORTUNITIES OR COMMENTS REGARDING THE CONFERENCE CONTACT:**

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