SBECN 2015

4th Annual
SMALL BUSINESS AND ENTREPRENEURSHIP CONFERENCE (SBECN15)

April 1, 2015 Sam Rayburn Student Center
Texas A&M University-Commerce
9:00-9:30 Welcome – Dr. Bob Collins, College of Business

Kickoff Ben Pogue, CEO of Pogue Construction
Ben Pogue leads a very successful commercial construction company headquartered in McKinney. Pogue Construction is the company that constructed the $60M Allen ISD football stadium that has had controversy surrounding it for the last year. Ben will be addressing how his company has and is addressing the situation surrounding the stadium construction.

9:30-10:20 Session 1 Small Business Marketing

Panel 1 Market Analysis for Small Business and Startups
Dr. Courtney Kernek, Aaron Kernek,
Amy Alexander, Brad Gottschalk
This discussion will center on the importance (and challenges) of addressing small business markets.

Panel 2 Web/Social Media – Techniques & Analytics
Lissa Duty, John Nosal, and Justin Liles
The use of social media in small business marketing is rapidly evolving. This panel of industry experts will address current techniques and trends.

Workshop 1 Goodbye Business Plans
Dan Bochsler, UTD, Institute for Innovation and Entrepreneurship
UTD has established itself as a leader in Innovation and Entrepreneurship. Dan will share with us some of the latest trends in business planning for new starts and small businesses.

10:20-10:35 Break/Networking

10:35-11:25 Session 2 Small Business Operations
Panel 3 Collaboration for Small Business and Startups
Dawn Morgan, Craig (Moose) Morgan, John Lee
Collaboration for small businesses is sometimes critical to survival. This panel of experience entrepreneurs will share their experiences and the importance of collaboration with others.

Panel 4 Non-Bank Financing for Startups
Dr. Jeremy St. John, Karen St. John
Crowd Sourcing is becoming more and more prevalent in start-up operations. This panel will share with us their experiences and discuss techniques for accomplishing this kind of funding.

Workshop 2 Utilizing You Tube in Small Businesses
Ann Blackman, Collin College
The use of video technology is becoming more popular for small businesses and new start companies. Ann Blackman comes to us from Collin College and a private consulting practice to share with us the current state of the art.

11:25-11:40 Break/Networking

11:40-12:30 Session 3 Entrepreneurship
Panel 5  **Bootstrapping for Startups**  
Tony Ewing, Bob Collins  
All small businesses and startups are faced with sustaining growth while faced with cash shortfalls. This panel of successful entrepreneurs will share their experiences and techniques for bootstrapping.

Panel 6  **SBA Programs, How they Work**  
Wayne Huddleston, Billy Medina, Brad Robison  
This panel of experienced SBA and small business lending professionals will discuss the practical aspect of programs that are available to the small business person and entrepreneur through the SBA.

**Student Presentation**  
Gabby McCormick and Carlos Rivers  
*Gabby and Carlos, two of our graduate students, will discuss with us the status and plans of their startup businesses.*

12:30-1:30  **Lunch and Academy of Entrepreneurs Induction**  
Dr. Bob Collins, College of Business, TAMU-Commerce

*The Academy of Entrepreneurs is a group of recognized entrepreneurs in the region who have been consistently successful over a sustained period, who have served their communities, and who have excelled in their businesses. They are friends of the University and may or may not be Alumni. Membership is awarded and members will be available for advisory service to the College of Business and support to student development.*