Welcome – Dr. John Humphreys, Dean, College of Business

Kickoff – Rob Grand-Lienard, CEO of Special Products & Manufacturing, Inc.

Robert J. Grand-Lienard III provides leadership and vision to senior management and associates of Special Products & Manufacturing (SPM); a contract manufacturing solutions provider headquartered in Rockwall, Texas; SPM supplies a comprehensive range of services including precision metal fabrication, electro-mechanical assembly, machining, welding, and powder coating. Rob will address how he drives change and motivates associates to continually take initiative to make the business better for their customers.

Entrepreneurship Boot Camp

Dr. Leslie Toombs

In parallel with the Panel Discussions and Workshops of SBECON16, Dr. Leslie Toombs will be conducting a boot camp for aspiring entrepreneurs. This will end shortly after lunch and is designed to provide an entrepreneur the tools for successfully generating start-up ideas and developing a business plan to support the initiation of the business. This program is aimed at students and community members who want to have a structured and informed methodology for developing business ideas and plans. The Boot Camp program is listed separately in the SBECON material.

Session 1 - Markets

Workshop 1  Market Techniques for Small Business

Brad Chilcote, Certified SCORE Mentor & Executive in Residence, College of Business

Brad will address market research innovation for small business, focusing on how to leverage real time “big data” for building a small business marketing plan.

Panel 1  Web/Social Media – Techniques & Analytics
(Moderator, Dr. Bob Collins)

Lissa Duty, (others tbd)

This discussion will center on digital marketing for small business. Businesses need to be managing their local and online presence using much more than just social media. This panel of industry experts will address current techniques and trends.

Panel 2  Small Business and Growth
(Moderator: Dr. Scott Sewell)

Curtis Rippee, Greg Walker (other panelist tbd)

Small business growth can be either a blessing or a curse. This panel will provide lessons learned for successful growth and market penetration, based on the experiences of business leaders.
10:20-10:35  Break/Networking

10:35-11:25  Session 2 - Operations

Workshop 2  Financial Planning for Small Business
Jared Pickens, CFP, AFC, CRC

*Jared will provide techniques for small businesses to succeed in financial planning, budgeting, financial reporting, and tax reporting.*

Panel 3  Leadership and Managing Small Teams
(Moderator: Dr. Kendra Ingram)
Mike Anders, Trey Finley, Bill Kasko

*This panel will provide insights for applying leadership and management skills toward building a culture of engaged, productive employees.*

Panel 4  Small Business and the Virtual Market
(Moderator: Brad Chilcote)
Katie Brewer, CFP, (others tbd)

*How do small businesses apply virtual technology for achieving unlimited growth? This panel of experts will discuss business operations, marketing, and ecommerce in a virtual world and methods for connecting with millennials.*

11:25-11:40  Break/Networking

11:40-12:30  Session 3 - Entrepreneurship

Workshop 3  Small Business Financing
Brad Gottshalk, Michelle Torres

*This panel of experienced SBA and small business lending professionals will discuss the practical aspects of programs that are available to the small business person and entrepreneur through the SBA.*

Workshop 4  How to Start a Non-Profit Venture
Dr. Linda Gray

*Non-profit organizations are becoming more popular. This workshop will address key areas to consider when beginning a non-profit operation.*

Workshop 5  Manage your Money, Not Just Your Business
Katie Brewer, CFP

*Small business owners have a lot to manage in running and growing a business. But in the busy day-to-day of running a business, managing personal finances is important too. Having the personal flexibility to adjust to the ups and downs of business cash flow is important. Learn about the six areas of financial planning as they pertain to small business owners: Cash Flow Management, Tax Planning, Risk Management, Investment Management, Retirement Planning, and Estate Planning.*
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.