

Monday, April 30, 2018 8 AM to 3 PM

2018 Small Business Summit Agenda

TIME				
8:00 to 8:30	Check-in Registration			
8:30 to 9:30	Continental Breakfast with Dr. Keith R. Phillips Dallas Federal Reserve Bank			
9:30 to 10:45	Workshop: Tailoring Your Online Marketing Strategy	Workshop: Legal Structures for Starting or Expanding a Business	Panel Discussion: Funding Sources	Workshop: Options for Veteran Entrepreneurs
10:45 to 11:00	Break			
11:00 - 12:00	Workshop: How to Create an Agile Workforce	Workshop: Simple Steps for Exiting Your Business	Workshop: SBA Mentor Protégé Program	Workshop: Franchise Ownership
12:15 to 1:45	Lunch with Gordon Hartman: Builder, Developer, Founder of Morgan's Wonderland			
1:45 to 3:00	Workshop: Using Social Media to Market Your Business	Panel Discussion: Entrepreneurs and Their Experience	Workshop: Financial Management	Workshop: Risk Management

Tailoring Your Online Marketing Strategy

Sponsored by RevLocal a premier Google Partner. Learn how to create an online strategy that gets you in front of your target market. [Back to Agenda](#)

Legal Structures for Starting or Expanding a Business

Sponsored and presented by The Rebecca Smith Law Firm. Learn the legal in's and out's of what business owners must know when starting or expanding their business. [Back to Agenda](#)

Funding Sources

Join Texas Capital Bank, Frost, Jefferson and Broadway Banks, along with LiftFund and PeopleFund in an open panel discussion on funding options to start or grow a business. [Back to Agenda](#)

Options for Veteran Entrepreneurs

Sponsored by the Women's Business Center and the Texas Veterans Commission Entrepreneur Program. Come learn about options for Veteran's to conduct business in Texas. Guest Speaker Gwendolyn Wilder will also share why Veteran's have a greater chance of success when owning a business. [Back to Agenda](#)

How to Create an Agile Workforce

Sponsored and presented by SMART Business, LLC. Learn how to compete for and develop a well-qualified and agile workforce to support your small business. [Back to Agenda](#)

Simple Steps for Exiting Your Business

Sponsored and presented by Mass Mutual. Whether selling or closing learn what every business owner should know when exiting their business. [Back to Agenda](#)

SBA Mentor Protégé Program

Sponsored and presented by the Small Business Administration. Learn how your business could be a mentor or protégé and compete for government contracts. [Back to Agenda](#)

Franchise Ownership

Sponsored and presented by FranNet. Is franchise ownership right for you? Learn the business opportunities of franchise ownership and what you should know when considering this business venture. [Back to Agenda](#)

Using Social Media to Market Your Business

Sponsored by Constant Contact and present by Michelle Seay Baker, owner of e-Nuz.com. Learn how to combine creativity with technology to leverage social media specific to your target market. [Back to Agenda](#)

Entrepreneurs and Their Experience

Join successful entrepreneurs in an open panel discussion of their trails and successes and how your business can benefit from their experience. [Back to Agenda](#)

Financial Management

Sponsored and presented by David Plemons, CPA. Learn how to read your Profit and Loss and cashflow statements and leverage that data for growth and stability. [Back to Agenda](#)

Risk Management

Sponsored and presented by SCORE and Ison & Son Insurance. Learn the various types of risk in starting, growing or exiting a business and the types of coverage needed to protect your business and personal assets. [Back to Agenda](#)