



## LINKING BUSINESSES TO CAPITAL, OPPORTUNITIES & RESOURCES

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Tuesday, September 22, 2026

9:00am to 2:00pm

UNLV Black Fire Innovation  
8400 W. Sunset Road, Suite 400  
Las Vegas, NV 89113

Hosted and Presented by



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# WORKSHOPS

3rd Floor Training Room

**9:30am to 10:15am**

**From Connection to Client: Using LinkedIn to Drive REAL Business**

***Presenter: Kevin Hernandez, Peak Performance Partners***

- Position yourself as the industry expert
- Using LinkedIn as a referral machine
- Creating and boosting your profile into opportunities
- Using AI to create content faster
- Avoid the biggest LinkedIn mistakes



**10:30am to 11:15am**

**Negotiating and Understanding Contracts – Protect Your Business Before You Sign**

***Presenter: Aviva Gordon, Gordon Law***

- Where do contracts go wrong?
- Why Contract Terms are Important?
- Do you understand what you're signing?
- How do you dispute a contract and resolve an issue?



**11:30am to 12:15pm**

**Price It Right: How to Increase Profit Without Losing Customers**

***Presenter: Rachel Gomez and Gustavo Santoyo Tamayo, Nevada Small Business Development Center***

- Understand Your Profitability
- Build the Right Pricing Strategy
- Create Stronger Offers
- Price with Confidence
- Develop an Action Plan



**Capacity for each workshop is limited to 35 attendees.**

Visit the Business Resource Marketplace and Procurement Sharing Opportunities on the 4<sup>th</sup> Floor