




**2013** REGISTRATION  
**BOOKLET**



**BUSINESS**  
**DEVELOPMENT WEEK**  
2013

HOSTED BY SOUTHEAST TEXAS ECONOMIC DEVELOPMENT FOUNDATION

**IN PARTNERSHIP WITH THE  
GOVERNOR'S SMALL BUSINESS FORUM**



## ABOUT BUSINESS

### DEVELOPMENT WEEK

*Business Development Week is designed to provide valuable workshops and seminars for entrepreneurship, growth and expansion opportunities for existing businesses. This three day event will encompass areas such as exporting, health care, professional development, human resources, risk management, social media and many more. A menu of choices will be provided to allow business owners and their employees ample opportunity to attend more than one of these valuable sessions.*

### HOW TO REGISTER

*Log on to [www.setedf.org](http://www.setedf.org) and click on the banner to register. View all the possible seminars to attend, add to cart, and submit! It's that easy! You will receive a confirmation e-mail once you have registered for your seminars.*

### VENDOR BOOTHS

Vendor booths will be located at the Holiday Inn where you will be able to meet with many local businesses in our area.

# HOW IT WORKS

### WHEN:

April 9- 11, 2013

Tuesday - Thursday

### WHERE:

**Holiday Inn - Beaumont:**

3950 I-10 South at Walden Rd.,  
Beaumont, Texas 77705

### COSTS:

**\$25 - Per Day**

Includes registration for seminars and lunch.

### LUNCH ONLY REGISTRATION:

**\$15 - April 9th Lunch - Larry Stokes**

**\$25 - April 10th Lunch - Awards Lunch**

**\$15 - April 11th Lunch - Panel Discussion**

### SPECIAL DISCOUNT:

**\$45 - All 3 Lunches**

### REGISTER TODAY AT:

[www.SETEDF.org](http://www.SETEDF.org)

## ERIK QUALMAN

TUE, APRIL 9TH - 7:30 p.m.

LAMAR UNIVERSITY - MONTAGNE CENTER

### FREE TO THE PUBLIC

Called a Digital Dale Carnegie, Erik Qualman is the author of *Socialnomics: How social media transforms the way we live and do business*. *Socialnomics* made Amazon's #1 Best Selling List for the US, Japan, UK, Canada, Portugal, Italy, China, Korea and Germany. His latest book *Digital Leader* helped earned him the selection as the 2nd "Most Likeable Author in the World" behind Harry Potter author J.K. Rowling.





**REFRESHMENT & KICK-OFF  
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**LUNCH  
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**LAMAR INSTITUTE OF TECHNOLOGY**

# SCHEDULE OF EVENTS

**TUESDAY, April 9**

## GENERAL SESSION

8:00 a.m.–9:00 a.m.

**“KEY’S TO A POSITIVE, SIGNIFICANT LIFE”**

Kip Glasscock, P.C. MEDIATOR AND ATTORNEY

*Mr. Glasscock’s training and motivational programs rank with those of Zig Zigler, Dr. Norman Vincent Peale, Jesse Owens, and are distributed worldwide. This general session will be eye-opening, interesting and sure to keep you captivated.*

**TUE> MORNING SESSIONS** 9:15 a.m.– 10:15 a.m.

## WHAT NOT TO WRITE

Todd Senters, BAPTIST HOSPITALS OF SOUTHEAST TEXAS

*Come learn tips and techniques for effective business writing. The focus will be on drafting concise letters and e-mails that achieve desired results. The secondary focus will be on developing relationships through business writing; how to communicate calls for action.*

## ADVERTISING IN TODAY’S WORLD

Paul Chargois, SOUTHEASTTEXAS.COM

*Want to know the secret to leaping ahead of other businesses? In this session, you will discover top advertising tips and how to put those tips to use in 2013!*

## PROBLEM CUSTOMERS, MAKE IT A WIN - WIN!

Jay Sheppard, BETTER BUSINESS BUREAU OF SOUTHEAST TEXAS

*Entertaining and educational introspective on handling problem customers. As consumers in the marketplace, we have all experienced difficult customer situations. Whether you are a business owner, employee, or even “at times” a difficult customer yourself, this session will provide insight, strategies, and confidence in handling conflict resolution.*

## GOOD BYE BUSINESS PLAN - HELLO ACTION!

Dave Mulcahy, SMALL BUSINESS DEVELOPMENT CENTER

*Learn how to build your business with the new action oriented process that stays true to the way most entrepreneurs think and work.*

## TUE> MORNING SESSIONS 10:30 a.m. – 11:30 a.m.

### TODAY'S LEADER! ARE YOU PREPARED?

Bessie Chisum, LEADERSHIP SOUTHEAST TEXAS

Dennis Isaacs, PAST CHAIR & BOARD OF GOVERNORS OF LEADERSHIP SOUTHEAST TEXAS  
*Mrs. Chisum, executive director of Leadership Southeast Texas and Dennis Isaacs, past chair & board of governors of Leadership Southeast Texas have dedicated years of service to developing leaders throughout Southeast Texas. Their dynamic, fast paced presentation style will be sure to leave you ready to step up and take on the role of leader.*

### SOCIAL MEDIA MARKETING MADE SIMPLE

Toni Harris, CONSTANT CONTACT

*Are you interested in learning how you can turn social media sites like Facebook, LinkedIn, and Twitter into powerful business tools? In this introductory session, we cover strategies and best practices to get the most out of your social media activities.*

### KEEPING YOUR BUSINESS IN CHECK

Brad Burnett, JUSTICE OF THE PEACE PCT. 7

*Judge Burnett and his chief clerk will provide information on how the Justice of the Peace can help your business. They will cover topics such as small claims, evictions, civil cases, and bad (hot) checks.*

### IF YOU BUILD IT, THEY WILL COME

Margaret Ronquille, CUMULUS MEDIA, INC.

*Branding your business in a technology saturated market. How your business can cut through today's cluttered advertising options and achieve more of your fair share of the market.*

### LUNCH

11:30am

Keynote Speaker:

Larry Stokes, VP OF HR FOR THE HOUSTON ASTROS



Sponsored by:

JK Chevrolet

*From law enforcement to building a world class organization, Larry Stokes will guide you and your team to the World Series!*

## TUE> AFTERNOON SESSIONS 1:30 p.m. – 2:30 p.m.

### TURNING CUSTOMERS INTO RAVING FANS

Chris Partin, BAPTIST HOSPITALS OF SOUTHEAST TEXAS

*This session discusses the constant battle everyone experiences when attempting to motivate employees. It gives a few simple examples of methods that can be utilized to help transform management and employees into "go getters" so you and your customers become raving fans!*

## THE 411 OF MEDIA RELATIONSHIPS

Chrissie Roberts, CUMULUS MEDIA, INC.

*Like any relationship, your reputation is paramount. This session will show you how to build a relationship with the media that will help promote your own business. Media outlets can assist or destroy your reputation as a business. Discover how to utilize the media to your benefit.*

### DECODING A RÉSUMÉ

Rebecca Turcotte, HT STAFFING

*This session will teach employers techniques to screen resumes for skills, knowledge, and abilities related to job openings. Employers will be able to gain information on the candidate to see if they do or do not have the skills and knowledge to perform the job.*

### FAILURE IS NOT AN OPTION!

Dave Mulcahy, SMALL BUSINESS DEVELOPMENT CENTER

*This is a concept that most entrepreneurs live every waking day. Their job is to lead the business through treacherous political, social, environmental, and economic waters. Running this interference is what makes a business succeed. In this session you will learn the cause of failure and what will kill a business swifter than Cooter Brown.*

## TUE> AFTERNOON SESSIONS 2:45 p.m. – 3:45 p.m.

### SPEAK TO ENGAGE

Rachael Slott-Dubois, M.A., LAMAR UNIVERSITY

*Engaging, smart, timely presentations are necessary in the fast moving, information age we live in. Speakers and Communicators must be prepared with well researched, accurate and "to the point" presentations. This session will focus on The 3 P's of Engaging Presentations: Your Purpose; Your Preparation; Your Presentation.*

### VISIT THE CLOUD

Charles Teel, POCKET WATCH

*We've all been hearing about the "Cloud", but what is it? This session will teach you how to use the Cloud technologies to make your company more efficient while delivering a better experience to your customers and clients.*

### DOING BUSINESS RIGHT

John Paschall, BETTER BUSINESS BUREAU OF SOUTHEAST TEXAS

*This session you will learn how to use the Better Business Bureau model of doing business right by following ethical business practices on a daily basis to build a base of brand-loyal, repeat customers.*

### THE ESSENCE OF GREATNESS

Russ Waddill, NEOS MARKETING

*Mr. Waddill is a proven leader of the industry. He will share his knowledge and experience with attendees who are willing to take the extra steps to achieve greatness.*

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**HIRD, CHU & LAWJI, PLLC**  
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**LAMAR INSTITUTE OF TECHNOLOGY**

# SCHEDULE OF EVENTS

**WEDNESDAY, April 10**

## GENERAL SESSION

8:00 a.m.–9:00 a.m.

### TEXAS WORKFORCE SOLUTIONS



*Join us at this general session to learn about a wide array of business programs and services that are being offered by the Texas Workforce Commission such as Skills Development Training Grants and Texas Back to Work Incentives.*

### WED > MORNING SESSIONS 9:15 a.m.– 10:15 a.m.

#### TODAY'S LEADER! ARE YOU PREPARED?

Bessie Chisum, LEADERSHIP SOUTHEAST TEXAS

Dennis Isaacs, PAST CHAIR & BOARD OF GOVERNORS OF LEADERSHIP SOUTHEAST TEXAS

*Mrs. Chisum, executive director of Leadership Southeast Texas and Dennis Isaacs, past chair & board of governors of Leadership Southeast Texas have dedicated years of service to developing leaders throughout Southeast Texas. Their dynamic, fast paced presentation style will be sure to leave you ready to step up and take on the role of leader.*

#### THE POWER OF E-MAIL MARKETING

Toni Harris, CONSTANT CONTACT

*This session will teach you how to master e-mail marketing communication with a comprehensive look at best practices and winning strategies that lead to increased engagement, revenue and profits.*

#### HEALTHCARE IN TODAY'S WORLD!

Preston Pomykal, HOLMES MURPHY

*The election is behind us and the fiscal cliff has been averted for now – but healthcare reform remains top-of-mind as the Affordable Care Act's implementation accelerates. Within your organization, this law's affects will be far-reaching and profound. Beyond benefits and compliance, your organization faces new requirements in Payroll, HRIS, Accounting, Finance, to name a few.*

#### CRACKING THE INDUSTRY CODE

John Bernard, ASSOCIATED BUILDERS AND CONTRACTORS OF SOUTHEAST TEXAS

*Attend this session to discover how to do business with large industries. Insightful tips and hints to take your business to the next level.*

## WED> MORNING SESSIONS 10:30 a.m. – 11:30 a.m.

### LOSING YOUR FEAR OF PUBLIC SPEAKING

Chris Partin, BAPTIST HOSPITALS OF SOUTHEAST TEXAS

*Do you get nervous speaking in front of large crowds or even in front of co-workers or employees? This session will give you tips on how you can become a better public speaker, and overcome the jitters many often encounter.*

### MARKETING! MARKETING! MARKETING!

Kent Houp, CORNERSTONE ADVERTISING & DESIGN

*Marketing your business effectively can be a challenge today. In this session you will learn how to identify your target audience and market to them effectively. Although there are many options to promote your business, some may prove more profitable. Find out what will work best for you and your business to ensure success.*

### DRUG FREE EMPLOYEES

Mary Ann Johnston, SOUTHEAST TEXAS COUNCIL ON ALCOHOL & DRUG ABUSE

*This session will include the different categories of drugs, the signs and symptoms of their use. Session will show a progression of addiction life circumstance symptoms and the resulting consequences. Also find out about drug testing in the workplace.*

### WHO IS MY CUSTOMER?

Dave Mulcahy, SMALL BUSINESS DEVELOPMENT CENTER

*We will look at identifying who will most likely spend money on our products or services. We will focus on what business sector our customers are coming from (private or public). In this session, you will take a logical look at the geographic market, the industry, the distribution channels and the size of the customer base as well as spending power.*

## 2013 SMALL BUSINESS AWARDS LUNCH

11:30am

Presented by:  
Governor's Small Business Forum  
Regional Awards



Sponsored by:  
Gulf Credit Union

*April 10, 2013, is the Small Business Awards Lunch at the Holiday Inn Beaumont Plaza. This lunch will recognize the recipients of the local Chambers of Commerce's Small Business Person of the Year Awards, Entrepreneur of the Year, Small Business Exporter of the Year and Family Owned Business of the Year. This is a great opportunity to network with other professionals and congratulate our area businesses on their success. Join us in recognizing these worthy recipients.*

## WED> AFTERNOON SESSIONS 1:30 p.m. – 2:30 p.m.

### 4 DISCIPLINES OF EFFECTIVE LEADERS - PART I

Jeff Dyson, LAMAR UNIVERSITY

*This two part session will focus on systems, business owners and managers should implement which are essential to success.*

### CIRCLE OF COMMUNICATIONS

Chrissie Roberts, CUMULUS MEDIA, INC.

*Your warmest leads are your current client base, and their network. The keys to client retention and new customers starts with your office. Implement these small changes/tweaks to see a significant difference in your customer base.*

### YOUR SOURCE FOR SMALL BUSINESS

Matthew Jackson, SMALL BUSINESS DEVELOPMENT CENTER - SAN ANTONIO

*An overview of the research services provided by the SBDC National Information Clearinghouse. The SBDCNet serves America's small business community through the network of Small Business Development Centers.*

### SHOW ME THE MONEY

Shelton McClure, ORANGE SAVINGS BANK

Mark Danford, WATERSTONE LSP

*Business Loans - How to obtain financing for your project. Understanding the different types of available loans.*

## WED> AFTERNOON SESSIONS 2:45 p.m. – 3:45 p.m.

### 4 DISCIPLINES OF EFFECTIVE LEADERS - PART II

Jeff Dyson, LAMAR UNIVERSITY

*This two part session will focus on systems, business owners and managers should implement which are essential to success.*

### ADVERTISING: THE RIGHT FORMULA

Darren Lehrmann, FOX 4

*An overview of how a business can advertise more efficiently and effectively.*

### HEALTHY EMPLOYEES

Mark Barta, CARE HERE

Steve Gaun, BOON-CHAPMAN

*This session will give you efficient options with health care costs such as employee wellness programs and on-site clinics.*

### SOCIAL MEDIA 101

Ana Pereda, SMALL BUSINESS DEVELOPMENT CENTER

*In this seminar you will gain a better understanding of LinkedIn, Facebook, Twitter, YouTube, Pinterest and Yelp. Don't miss this opportunity to learn how you can use popular social media to increase your sales, marketing and overall presence in your industry.*

**REGISTER TODAY AT: [www.SETEDF.org](http://www.SETEDF.org)**

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# SCHEDULE OF EVENTS

**THURSDAY, April 11**

**GENERAL SESSION**  
8:00 a.m. – 9:00 a.m.



**REDI - REGIONAL ECONOMIC DEVELOPMENT INITIATIVE**

*Economic Development Professionals from Hardin, Jefferson and Orange Counties will update attendees on the state of our local economy, project developments, and what local businesses can look forward to in the near future.*

**THUR>MORNING SESSIONS 9:15 a.m. – 10:15 a.m.**

**PEOPLE POWER, INVESTING IN YOU**

Jarren Garrett, BAPTIST HOSPITALS OF SOUTHEAST TEXAS

*Successful business leaders know the most important asset of an organization is its human capital. Simply put, it is about "people power." Business achievements occur, and are sustained, when a leader builds upon the foundation of personal and staff development.*

**DANGER OF FALSE ADVERTISING**

John Paschall, BETTER BUSINESS BUREAU OF SOUTHEAST TEXAS

*In this session, you will learn about the importance of subjective advertising and the cons of objective advertising. The BBB's Truth in Advertising Standards will be presented. Attendees will see examples of poor advertising as well as documentation of BBB complaints that could have been avoided if advertising had been clearer and more concise. There will be time for open discussion and questions.*

**SAFETY IN THE WORKPLACE**

Rod Carroll, JEFFERSON COUNTY SHERIFF'S OFFICE

*Come learn about the history of workplace violence, current trends and procedures to follow during a workplace violence incident. You will discover tools which will help to maintain a safe work environment.*

**BUSINESS INVESTING**

George Mortimer, EDWARD JONES INVESTMENTS

*Put banking, retirement and insurance tools to work for you. Build and protect your business by attending this session.*

## THUR>MORNING SESSIONS 10:30 a.m. – 11:30 a.m.

### FORECASTING YOUR SUCCESS

Mike Hawkins, HAWKINS REAL ESTATE DEVELOPMENT

*As a leader, you set the thermostat for the climate in your business. We will talk about how you can add value to others and therefore increase your own value at the same time.*

### GET IN THE KNOW...

Angel San Juan

*Learn to be comfortable in front of the camera. This session will teach you several techniques to live by when the media calls.*

### HIT THE MARK

Vester Thompson, U.S. POSTAL SERVICE

*This session will provide an overview of valuable services provided by the postal service. Do you understand the ease of target marketing and how USPS can help your business?*

### EMPLOYER BENEFITS FOR EMPLOYEES

George Mortimer, EDWARD JONES INVESTMENTS

*This session will provide a broad overview of employee educational programs and how to tailor the program for your business.*

### LUNCH - BUSINESSES THAT "MADE IT"

11:30am

Panel Discussion:  
Local Business Owners

Sponsored by:  
MCT Credit Union



*Southeast Texas is proud to say that many successful businesses, both large and small, start right here. This session will consist of a panel of business leaders who have grown their businesses throughout Southeast Texas. Hear their stories of success and failure and what it takes to "make it."*

## THUR>AFTERNOON SESSIONS 1:30 p.m. – 2:30 p.m.

### 6 SECRETS TO SUCCESS

Joan Jefferson, DRAGONFLY STRATEGY

*Joan Jefferson, Seminar Leader and Certified Life Coach, will teach you how to utilize the six gifts you already own. Her leadership style is marked by an intuitive creativity that speaks to the core of individuals.*

### TAKING YOUR BUSINESS MOBILE (BYOD)

Shane McFarland, T-MOBILE

*Bring your own device to this session and discover how easy it is to stay connected with your business. (Apple, Android, Blackberry 10 and Windows 8)*

## 5 CHOICES TO EXTRAORDINARY PRODUCTIVITY

Dr. Brad Mayer, LAMAR UNIVERSITY

*This workshop will introduce 5 Choices to Extraordinary Productivity as a solution to inspire participants to apply a process that will dramatically increase their ability to achieve life's most important outcomes. The 5 Choices to Extraordinary Productivity process encourages measurable increases in productivity of individuals, teams and organizations. Participants will begin to make more selective, high-impact choices about where to invest their valuable time, attention and energy.*

### GOING GLOBAL

Ana Pereda, SMALL BUSINESS DEVELOPMENT CENTER

*Are you selling your product and service only in the U.S.? Then you are missing 95% of the world market. If you have a product or service that you have considered offering abroad, this workshop will help you to identify what to consider as well as action steps to take.*

## THUR> AFTERNOON SESSIONS 2:45 p.m. – 3:45 p.m.

### WHAT NOT TO WRITE

Todd Senters, BAPTIST HOSPITALS OF SOUTHEAST TEXAS

*Come learn tips and techniques for effective business writing. The focus will be on drafting concise letters and emails that achieve desired results. The secondary focus will be on developing relationships through business writing; how to communicate calls for action.*

### GUARDING TECHNOLOGY ON THE ROAD (BYOD)

Shane McFarland, T-MOBILE

*Bring your own device to this session to learn how to secure sensitive corporate information. (Apple, Android, Blackberry 10 and Windows 8)*

### SEEK! SEARCH! HIRE!

Tyler Dupree, SOUTHEAST TEXAS HR

*This session will discuss the effects that social media will have on your business both internally and externally, now and in the future.*

### CONNECTING TO CAPITAL

Charles D'Angostino, LOUISIANA STATE UNIVERSITY (IEDC)

*Designed for entrepreneurs and small business support organizations, this one hour session will preview Friday's half-day workshop and highlight strategies for connecting entrepreneurs to capital. Attendees will learn how to improve entrepreneurs' ability to access private and public sources of capital.*

**REGISTER TODAY AT:**

**www.SETEDF.org**

# ECONOMIC DEVELOPMENT REGIONAL PARTNERS



TEXAS WORKFORCE COMMISSION  
SERVING TEXANS THROUGH  
28 LOCAL WORKFORCE BOARDS



There are more than 2.2 million small businesses in Texas, of these, more than 390,000 were direct employers, and they accounted for over 45% of private-sector jobs in the state. Small firms made up more than 98% of the state's employers.

Small businesses account for the majority of the employers within the State of Texas, and are a driving force behind our economy. New business creation is vital to our ability to increase the gross state product, state personal income, and total state employment.

## THANK YOU TO OUR COMMITTEE MEMBERS

Alicia Nunez	Southeast Texas Economic Development Foundation
Ana Pereda-Coronado	Small Business Development Center - Beaumont
Amber Woodard	Vidor Chamber of Commerce
Brandy Slaughter	Bridge City Chamber of Commerce
Cheryl Kizer	Southeast Texas Economic Development Foundation
Cindy Westfall	Junior Achievement of The Golden Triangle
Dave Mulcahy	Small Business Development Center - Beaumont
Dennis Isaacs	Retired from Dupont
Dessie Richards	BBVA Compass Bank
Ida Schossow	Orange Chamber of Commerce
Jessica Hill	Southeast Texas Economic Development Foundation
Jinni Akins	Nederland Chamber of Commerce
Johnnie Andrus	Cindy's Bridals
Katie Whitney	Baptist Hospitals of Southeast Texas
Laura Kressman	Dependable Credit Solutions
Linda Tait	Small Business Development Center - Port Arthur
Mark Burlison	MCT Credit Union
Martha Kapparis	Martha Kapparis Insurance Agency
Mary Poole	Baptist Hospitals of Southeast Texas
Paige Snyder	Port Arthur Chamber of Commerce
Paul Latiolais	Lamar University
Paul Szuch	Lamar Institute of Technology
Rene Latiolais	Greater Beaumont Chamber of Commerce
Shirley Zimmerman	Orange County EDC
Susie Fontenot	Cornerstone Advertising & Design
Todd Senters	Baptist Hospitals of Southeast Texas





# BUSINESS DEVELOPMENT WEEK

2013

HOSTED BY SOUTHEAST TEXAS ECONOMIC DEVELOPMENT FOUNDATION

## A SPECIAL THANK YOU TO OUR SPONSORS!

