



**Price: FREE**

**8:30AM – 1:30PM**

The Extreme Entrepreneurship Tour (EET) is the first and only nationwide entrepreneurship tour. Many small business development centers, economic development organizations, and schools have used the tour to bring together varied departments such as admissions, career planning, the business school and entrepreneurial centers on campus and in the local chamber of commerce. The combined effort helps to reach students, inspiring them to write down their goals and the steps to achieve them.



**Price: \$25.00**

**General Session 8:00AM – 9:00PM**

- Power of Personal Development, "No Bad Days" - Bruce Hamilton

# APRIL 24 -28

**REGISTER TODAY**  
***WWW.SETEDF.ORG***

**9:15AM – 10:15AM**

- What It Takes to Own a Franchise - Diana Trondsen, FranNet of Southeast Texas (2hr Session)
- Turning Customers Into Raving Fans - Chris Partin, Baptist Hospital
- Marketing Effectively - Kent Houp, Cornerstone Media
- SBA Financing, The Nuts and Bolts - Michelle Wright, Statesman Business Advisors
- Writing an Effective Business Plan - Weldon Gibson, Lamar SBDC (2hr Session)
- What Comes First, Vision or Passion - Lynn Glaze, Master Peace Consulting

**10:30AM – 11:30AM**

- Tips for Public Speaking - Chris Partin, Baptist Hospital
- What It Takes to Be a Leader - Bessie Chisum, Leadership Southeast Texas
- Success Stories From a Minority Business Owner - Robert Turner, JK Chevrolet
- Engaged, Empowered & YES, Etiquette - Vicki Bauer, Bauer Etiquette Enterprises
- Deal or No Deal, The Art of Successful Succession Planning - Robert Edgar, Edgar Kiker & Cross, CPA

**11:45AM – 12:45PM**

- LUNCH – *Small Business Awards Luncheon (Included in session registration for Day 2. Additional reservations may be made by registering through the "Luncheon" page.)*

### 1:00PM – 2:00PM

- Business Start-up Checklist - Dave Mulcahy, Lamar SBDC (2hr Session)
- Preventing Fraud, Waste and Abuse - Deborah Nelson, Community Bank of Texas
- Web & Social Media for Business - Justin McCullough, Turning Minds (2hr Session)
- How to Hold a Productive Meeting - Brad Mayer, Lamar University Business School
- Make an Impact Through Your Business Writings - Todd Centers, VIP Magazine
- Engaged, Empowered & YES, Etiquette - Vicki Bauer, Bauer Etiquette Enterprises

### 2:15PM – 3:15PM

- What is Your Financial Statement Telling You - Gene Arnold, Gene Arnold Enterprises (2hr Session)
- Know Your Market - Mike McVicker, SBDC Net, Austin (2hr Session)
- People Power, Investing in You - Jarren Garrett, Baptist Orange Hospital
- Establishing a Healthy Media Relationship - Chrissie Roberts, Cumulus Media

### 3:30PM – 4:30PM

- Mobile Applications in the Home - Charles Teel, Pocket Watch
- Everything You Never Really Wanted to Know About Employment Law but Were Forced to Learn Anyway - Heather Blackwell, Sheldon Law Firm
- How Volunteering Can Impact Your Business - Susan Detweiler, Compassionate Health Care
- Business as Usual After a Disaster - Shanna Burke, South East Texas Regional Planning Commission



**Price: \$25.00**

### General Session 8:00AM – 9:00PM

- Your Local Economic Update - Panel of Economic Development Leaders

### 9:15AM – 10:15AM

- Deal or No Deal, The Art of Successful Succession Planning - Robert Edgar, Edgar Kiker & Cross CPA
- Make an Impact Through Your Business Writings - Todd Centers, VIP Magazine
- How to Hold a Productive Meeting - Brad Mayer, Lamar University Business School
- People Power, Investing in You - Jarren Garrett, Baptist Orange Hospital
- Everything You Never Really Wanted to Know About Employment Law but Were Forced to Learn Anyway - Heather Blackwell, Sheldon Law Firm
- Business Start-up Checklist - Dave Mulcahy, Lamar SBDC (2hr Session)

### 10:30AM – 11:30AM

- Improving Cash Flow by Using Technology - Trish Herskovitz and Brett Manuel, Capital One Bank
- How to Recruit From Lamar University - Deidra Mayer, Lamar University
- How to Find and Keep The Good Ones - Robert Turner, JK Chevrolet
- 4 Disciplines of Effective Leaders - Jeff Dyson, Lamar University

## 11:30AM – 1:00PM

LUNCH – *Provided by Business Development Week and contributing sponsors.*

## 1:00PM – 2:00PM

- Know Your Market - Mike McVicker, SBDC Net, Austin (2hr Session)
- Writing an Effective Business Plan - Weldon Gibson, Lamar SBDC (2hr Session)
- How to Write an Effective Resume - Sally Barrett, DuPont
- Web & Social Media for Business - Justin McCullough, Turning Minds (2hr Session)
- Success Essentials for New Managers - Jennifer Barroeta, Baptist Hospital
- 4 Disciplines of Effective Leaders - Jeff Dyson, Lamar University
- Why Should You Outsource HR - Robin Williams, American Personnel & Temps

## 2:15PM – 3:15PM

- Payroll, Why Outsource - Tommy Patrizi, Apex Payroll
- Marketing Effectively - Kent Houpp, Cornerstone Media
- What is Your Financial Statement Telling You - Gene Arnold, Gene Arnold Enterprises (2hr Session)

## 3:30PM – 4:30PM

- The Impact of Health Reform on Your Business - Shara McClure, Blue Cross Blue Shield
- Small Business Lending After a Recession - Pierce Harrington, Brandon Fisher, Scott McIlveene, Capital One Bank
- Preventing Fraud, Waste and Abuse - Deborah Nelson, Community Bank of Texas
- Establishing a Healthy Media Relationship - Chrissie Roberts, Cumulus Media
- What It Takes to Be a Leader - Bessie Chisum, Leadership Southeast Texas



**Price: \$25.00**

## General Session 8:00AM – 9:00PM

- Businesses That Made It - A Panel Discussion With Local Business Owners

## 9:15AM – 10:15AM

- Payroll, Why Outsource - Tommy Patrizi, Apex Payroll
- People Power, Investing in You - Jarren Garrett, Baptist Orange Hospital
- Tips for Public Speaking - Chris Partin, Baptist Hospital
- Success Essentials for New Managers - Jennifer Barroeta, Baptist Hospital
- The Impact of Health Reform on Your Business - Shara McClure, Blue Cross Blue Shield
- 5 Keys to Doing Business Globally - Alberto Rodriguez-Baez, International Trade Center
- Social Media Marketing Made Simple - Amy Olovieri, Constant Contact

## 10:30AM – 11:30AM

- Best Practices for Cleaning Up Your Credit - Wells Fargo
- Turning Customers Into Raving Fans - Chris Partin, Baptist Hospital
- How to Hold a Productive Meeting - Brad Mayer, Lamar University Business School
- Mobile Applications for Business - Charles Teel, Pocket Watch
- Why Should You Outsource HR - Robin Williams, American Personnel & Temps
- How to Recruit From Lamar University - Deidra Mayer, Lamar University

### 11:30AM – 1:00PM

- LUNCH – Provided by Business Development Week and contributing sponsors.

### 1:00PM – 2:00PM

- What it Takes to Own a Franchise - Diana Trondsen, FranNet of SETX (2hr Session)
- The Black Hole of Electronic Applications - Sally Barrett, DuPont
- The Power of Email Marketing for Small Businesses and Entrepreneurs - Amy Olovieri, Constant Contact
- Advanced Techniques for Selecting International Markets - Alberto Rodriguez-Baez, International Trade Center (2hr Session)



**Price: FREE**

### 8:00AM – 4:00PM

The Big Idea is a competition open to any student registered for the spring semester at Lamar University, Lamar Institute of Technology, Lamar State College-Port Arthur or Lamar State College-Orange. Students will have the opportunity to enter any new idea, invention, or service in the contest for a chance to win cash prizes.

**First Place: \$3,000**

**Second Place: \$2,000**

**3 Third Place(s): \$1,000**



**Price: \$25.00**

**April 25, 2012**

**11:30AM - 1:00PM**

**MCM Elegante**

**2355 IH-10**

**Beaumont, Texas 77705**

April 25, 2012, is the Small Business Awards Luncheon at the MCM Elegante. This luncheon will recognize the recipients of the Dr. Robert A. Swerdlow Small Business Person of the Year Award, Entrepreneur of the Year, Small Business Exporter of the Year and Family Owned Business of the Year. We have also invited area Chambers of Commerce to present their local small business award winners as well. 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.

**If you are registered for Day 2 Seminars, you DO NOT need to register for the luncheon. Your lunch will be covered in your Day 2 registration.**

### For More Information

Southeast Texas Economic Development Foundation  
1110 Park Street  
Beaumont, Texas 77701  
P (409) 838-6585  
F (409) 833-6718  
[www.setedf.org](http://www.setedf.org)