

# AGENDA



GOVERNOR'S

20  
19 | SMALL  
BUSINESS  
FORUM

NORTH  
TEXAS



8:00 AM **Registration, Breakfast and Networking**

## GENERAL SESSION

8:30 AM **Welcome and Opening Remarks**  
Orlando Campos, City of Addison  
Janie Havel, Office of the Governor  
Keynote Address: Texas Secretary of State, Ruth Hughs

## BREAKOUT SESSIONS

9:15 AM **BREAKOUT SESSION 1: *Growing a Business***  
**Track 1 - Growing and Scaling a Business**  
**Moderator:** Erin Carney, Metrocrest Chamber of Commerce  
Elaine O'Gorman - Invoice Care  
Tim Nichols, 3M

**Track 2 - Building the Right Team**  
**Moderator:** Gabrielle Madison, Thompson and Reuter  
Kevin Brown, Avanta Risk  
Marcus Cooksey, Duke.AI  
Jeannie Barsam, Gifting Brands

10:15 AM **BREAKOUT SESSION 2: *Marketing***  
**Track 1 - Social Media Marketing**  
**Moderator:** Jason Wheeler, Carrollton-Farmers Branch ISD  
John Dankovichick, Splash Media  
Ali Mirza, iSocial  
Brittany Miller, OutSmart Solutions

**Track 2 - Building Your Brand**  
**Moderator:** Adam Rizzieri, Agency Partner Interactive  
Ros Rawitscher, 31,000 FT  
Heather Nickels, The Biz Fizz  
Janna Boone, Bottle Rocket

11:05 AM **BREAKOUT SESSION 3: *Financing***  
**Track 1 - Beyond Family, Friends and Fools (Alternative Financing)**  
**Moderator:** Eduardo, TXV  
John Royer, 3 Nations Brewing Co  
Russell Duckworth, Vertix Community Bank  
Rick Thompson, Lifewarmer

**Track 2 - Pitching to an Investor**  
**Moderator:** Matt Warmuth, Collide Village  
Paige Dawson, MPD Ventures  
Stephen Ellis, Plymouth A.I

11:50 AM **Closing Remarks**  
Orlando Campos, City of Addison