THURSDAY, AUGUST 6, 2015

2:00 PM – 6:00 PM  **Registration / Information**  
Attendees and Guests Register for the Convention

3:00 PM – 4:00 PM  **Executive Committee Meeting**  
TAMACC Executive Committee

4:00 PM – 5:00 PM  **MOC Partners’ Meeting**  
Federal, State, Local Agencies, and University HUB Coordinators

5:00 PM – 6:00 PM  **General Assembly**  
All Attendees are Welcome to Attend for an Overview of the Convention and Discussion of Upcoming Pending Issues Affecting Business

6:30 PM – 10:30 PM  **Welcome Reception and Opening Celebration**  
Welcome Remarks by City Officials; Alvaro Cabal, Ford; Proclamations; and Recognition of VIPs followed by a celebration of the 40th Anniversary

FRIDAY, AUGUST 7, 2015

7:00 AM – 8:45 AM  **Business Exhibitor Set Up**  
Vendor booths set up in time for the Ribbon Cutting

7:00 AM – 9:00 AM  **Continental Breakfast**  
Early Morning breakfast at a comfortable pace to start the day.

8:00 AM – 5:00 PM  **Registration / Information**  
Attendees and Guests Register for the Convention

9:00 AM – 9:15 AM  **Business Expo Ribbon Cutting**  
All Attendees and Exhibitors to Join the Ribbon Cutting with Comments and Performances
9:00 AM – 5:00 PM  
**Business Expo**  
Exhibitors List will be posted on the Web Site and in the Convention Program - Please be sure to visit with each of the Vendors  
Book Signing by Authors and Special Appearances

9:30 AM – 11:00 AM  
**Alliance Partners’ Board of Directors’ Meetings**  
Closed Board Meeting for the Alliance Partner

10:00 AM – 11:00 AM  
**Structuring Your Marketing Plan for State Government**  
Presenting an overview on the State of Texas’ HUB program and state procurement. Learn how your business fits in with state government by providing data mining techniques to help small businesses market effectively to state government. This workshop will assist you in obtaining historical procurement information on state government and use it to formulate your marketing plan, as well as identify tools to assist your firm in forecasting upcoming procurement opportunities. Learn who your competitors are and how much they are getting paid as well as tips to improve your vendor profile on the Centralized Master Bidders’ List (CMBL).  
*Laura Cagle-Hinojosa, HUB Coordinator, Texas Commission on Environmental Quality*  
Laura Cagle-Hinojosa started her career with the State of Texas in 1991 as a contracts analyst for the Texas Department of Mental Health and Mental Retardation’s Construction Program. It was during this time, Ms. Cagle was assigned to implement the Historically Underutilized Business Program (HUB) at the agency. Ms. Cagle has been involved in the HUB program in one capacity or another from the program’s inception and has been an advocate for small minority and woman-owned businesses. In 2004 Laura was recruited by private industry and held the position as the Multicultural Business Development Manager for ICI Industries for the Southwest United States and during her 2.5 years in this position, helped small minority and women-owned businesses obtain over $10 million in government contracts. Many of the tools and techniques developed from evaluating opportunities from a contractor/vendor’s perspective are reflected in this workshop (Structuring Your Marketing Plan for State Government). Laura returned to state government in 2007 as a procurement policy writer for the Department of Aging and Disabilities Services and in 2009 procured the position of HUB Program Director for Texas Commission on Environmental Quality (TCEQ). Under Laura’s management, TCEQ’s program received a prestigious national award in June 2014, from the Environmental Protection Agency (EPA) in Washington D.C. for the agency’s small business program.

10:00 AM – 11:00 AM  
**2015 is a great year for Capital!**  
Who says capital is hard to obtain for your business? Whether you are a startup or existing business, come and learn what is available for you! May it be debt financing or equity financing, or a combination of both, come and find out the best way for your business to start or expand. It is not the same old “talking head” breakout, this workshop will be interactive so you can find out what is best for your business.  
*Sue Malone, President, Strategies for Small Business*
Sue is the number one provider of SBA Patriot Express Program and SBA Export Express. Sue has helped fund over 41,000 SBA loans but her goal is to fund 100,000 small businesses. She travels the nation meeting, promoting and funding small business owners. She is fueled by her passion to help small business owners pursue their dreams. Sue has received numerous awards for her contribution to the success of small businesses around the nation. Sue has led the finance session at the National Veterans Conference for the past three years and launched several programs for Veterans across the country. She sits on several national boards focused on veterans and entrepreneurship. Including, the President of the nonprofit, American Economic Empowerment. And co-founded Women’s Military Exchange: Operation Next Step. Plus one of the founders of VetPower.org. For over ten years, Sue served as the CFO and Vice President of a commercial and industrial real estate firm in Northern California. In addition, Sue was the first woman-parking operator in the United States with seven parking facilities in San Francisco. Sue is a serial entrepreneur and has started over seven businesses. She holds an MBA from St. Mary’s College.

10:00 AM – 11:00 AM

Power of E-mail Marketing: Featuring Social Media Engagement
This presentation will provide a deeper look into the importance and effectiveness of why e-mail marketing with social media engagement can drive action. At the heart of marketing are the campaigns that drive action – collections of marketing activities that help a small business or organization to achieve its goals and objectives. Newsletters and Announcements have become a core component of those campaign choices. E-mail is more important than ever – to the communication efforts of businesses and nonprofits everywhere; and to the customer, donor, client or supporter of those organizations. This session will reveal some simple but effective best practices and considerations for the small business or nonprofit seeking to make their email newsletters more effective.

Elizabeth Quintanilla, Marketing Gunslinger, Constant Contact Authorized Local Expert
Elizabeth is a positive, creative, people-oriented, performance-driven Marketing Gunslinger and Constant Contact Authorized Local Expert. As a consultant and speaker, she focuses on understanding the customer perspective and consults on a variety of topics: online technologies and strategies, social business, marketing (traditional, online, social, content, Go-To-Market), product marketing, and demand generation. She has a broad-base of experience in multiple industries including: aerospace, franchise, IT, software, and real estate. As an expert communicator, she explains complex concepts in understandable terms and delivers high-quality creative solutions to ensure product and customer success.

11:00 AM – 12:00 PM

Alliance Partner’s Meeting
Alliance Organizations Leadership Meeting with TAMACC Executive Committee

11:00 AM – 12:00 PM

Which is the Best Certification for your Company?
The government spends billions of dollars each year and many times they fall short of their minority vendor goals. Meet certification specialists with
representatives from Federal, State, County, and City to know what certification is available and best for your company.

**Paul A. Gibson**, Manager, Statewide Historically Underutilized Business (HUB) Program Texas Procurement and Support Services Division, Texas Comptroller of Public Accounts

Mr. Gibson has been employed with the State of Texas over 25 years. Prior to becoming the manager of the program Mr. Gibson served as a HUB Compliance Supervisor, HUB Compliance Analyst and HUB Certification Specialist. Mr. Gibson also worked in the Procurement Division’s Centralized Master Bidders List and Open Market departments. Mr. Gibson is a native Texan, and resides in Pflugerville.

**Jerome Guerrero**, HUB Program Specialist, Travis County Purchasing Office

Jerome Guerrero is a HUB Program Specialist with the Travis County Purchasing Office HUB Program. Hired in February 2005, Mr. Guerrero added his diverse experience from the public and private sector to assist the outreach of the county’s HUB Program. Mr. Guerrero has over 11 years of local business experience and over 17 years of state and county government experience. A native Austinite and University of Texas graduate, Mr. Guerrero started his business experience with his family business, L.O. Guerrero Produce, Co., Inc. After the family business closed in 1990, he worked for the Texas General Land Office as a print buyer. This is where he was introduced to the emerging Historically Underutilized Business program. After a change of commissioners, Mr. Guerrero started his own business in the visual arts area. After freelancing for 6 years, he returned to the public sector with the HUB Program at Travis County. One of his goals today is to bridge the private and public sector worlds. He brings you his knowledge, skills, and experience from “both sides of the fence.” Today, he will instruct you on how to approach opportunities within the county and other government areas.

**Veronica Lara**, Small & Minority Business Resource Department, City of Austin

Veronica Briseño Lara is currently the Director of the Small & Minority Business Resources Department (SMBR) for the City of Austin. Prior to SMBR, she was a City Council Member aide and the Agenda Manager in the City of Austin’s City Manager’s Office. She has worked for the City for over 16 years. Veronica serves on various community boards, including secretary of the Austin YMCA, PeopleFund and is a founding member of FuturoFund, a collective effort to engage the community through philanthropy and leadership. Regarding professional engagement, Veronica also serves as President-Elect of the International Hispanic Network (IHN). Most recently she co-founded and co-chairs ‘Woman to Woman’, a city employee affiliation group. She has a Master’s degree in Public Affairs from the LBJ School at the University of Texas as well as undergraduate degrees in Journalism and Government. Veronica and her husband live in East Austin with their two sons.


Eric Spencer is a Business Opportunity Specialist with the Small Business Administration’s 55 County, San Antonio District Office. The SBA provides
federal certifications to include Small Business, 8(a), Hubzone, Woman Owned/Economically Disadvantaged Woman Owned, Veteran, and Service Disabled Veteran Owned Small Business. In addition, the SBA provides several resources to small businesses in the areas of counseling, access to capital, government contracting, disaster, and export assistance. Mr. Spencer graduated from Texas Tech University with a BBA, and has been with the Small Business Administration for six years since working with businesses throughout west and central Texas to ensure that they are able to obtain the information, resources, and references that they require in order to start-up, expand, and succeed. His current role of Business Opportunity Specialist with the San Antonio District Office has a focus on SBA certifications and government contracting. He has also worked within the marketing and lender relations divisions to include SBA’s counseling assistance and providing businesses with access to capital through the guaranteed loan programs.

11:00 AM – 12:00 PM  

Texas Population Characteristics, Trends, and Projections: Implications for Businesses  
Between 2000 and 2010, Texas added over four million people to its population. In the last four years, Texas has already added nearly two million more, adding more people than any other state in the country. Along with this growth come demographic shifts and demands on infrastructure. Dr. Valencia will describe these trends and shifts and their potential implications for Texas businesses.  

*Lila Valencia, Legislative Liaison & Researcher, Office of the State Demographer*  
Dr. Valencia is the Legislative Liaison at the Office of the State Demographer. She has over 10 years of experience in quantitative and qualitative research in both the public and private sectors. Her current work involves understanding and communicating demographic trends and processes in Texas. She has a diverse research background, including projects focused on migration, energy consumption, transportation, and gender-based violence.

11:00 AM – 12:00 PM  

What’s wrong with YOUR Leadership?  
Today, 29% of people are fully engaged in the workplace. What’s happened to the other 71%? As leaders, engagement plays a big part in the success of our businesses. Dale Carnegie Training conducted a study and found key factors that help create engagement around us. This starts with us: During this interactive workshop we will create a vision for ourselves. We will also look at principles that lead the path to lasting relationships. Whether you are an employee of a small business or a small business owner, you won’t want to miss this chance to develop in your own leadership. At this seminar you will: Create your powerful vision; Set a foundation of success; Find your authenticity as a leader; and Inspire through enthusiasm.  

*Diandra Marquez, Marketing Manager/Trainer, Dale Carnegie Course*  
Diandra is a dynamic trainer at Dale Carnegie. She has worked with numerous community associations around the Austin area in helping these groups understand the importance of human relations and communication in the workplace. She has also provided corporate solutions training for Dell
in leadership, communication and stress management. Diandra received a Bachelor’s degree in Marketing at Texas Woman’s University where she also was on the women’s basketball team. During her time there she was able to commit her time to different volunteering opportunities. She is currently attending Texas State University working toward a Master’s degree in Mass Communication. Her commitment to the Austin Children’s Services has been a passion for her. Diandra has been a member of the ACS Guild Volunteer program for 2 years. She helps with their yearly Gala, flashback fundraiser and writing thank you cards to all donors.

12:00 PM – 2:00 PM  
**Latina Empowerment Luncheon**
Sponsored By: Walmart
Keynote Speakers to Inspire and Motivate the Power Within
Special Recognition of Latina Leadership
Award Presentation to Teresa Gándara – Pencil Cup Office Products, Inc., 2015 Business Woman of the Year, El Paso, Texas

2:15 PM – 3:15 PM  
**Corporate Partners’ Meeting**
TAMACC Corporate Partners and Future Partners to Discuss Return on Investment of the Hispanic Business Community

2:15 PM – 3:30 PM  
**University Systems Big Construction Projects Means Big Opportunities for HUBs**
Three University System HUB specialists will be on hand to discuss and answer questions about some of their larger upcoming projects and the opportunities for HUBs. The specialists will also walk you through step by step on how to work with the higher education systems bidding process.

_Hopeton Hay, Director, Office of HUB Development & Federal Small Business, The University of Texas System_

Hopeton Hay has served as Director of The University of Texas System Office of Historically Underutilized Businesses (HUB) and Programs since 2012. Prior to becoming Director he managed its Technical Assistance Program for seven years, providing hands on business assistance and training for minority and women-owned construction firms. Under his leadership, the Technical Assistance Program assisted HUB firms with obtaining over $32 million in bonding and has provided education and training to over 500 HUB construction firms. Hopeton has over 25 years of experience managing programs and initiatives that promote the growth, education, and development of small, minority, and women-owned businesses in Texas.

_Yolanda Strey CTPM, CTCM, HUB Specialist, Texas State University_

Yolanda Strey is on a mission to help HUB businesses understand and navigate through the government’s procurement process. Trained as a business counselor, she has a unique 20 year background in diversity programs, procurement, contract administration, project management, strategic planning, and business development which provides her clients with unique advantages. Under her leadership, Texas State University’s HUB Program efforts to increase HUB participation in FY 14 resulted in $32.3 million spent with HUBs. These numbers assisted to catch the attention at the 84th Legislative Session where Texas State’s HUB Program was commended for their on-going efforts. She is currently the Vice-Chair to the
HUB Discussion Workgroup. In addition to her significant professional achievements, Yolanda is quite active in a number of philanthropic and community endeavors. She has served as President of the Lockhart Athletic Booster Club, Board Commissioner for the City of Lockhart, Revolving Loan Program and is currently serving as Board Commissioner for the City of Lockhart Civil Services Commission.

**Jeff Zimmermann, Director, Procurement & Business Services HUB Program, The Texas A&M University System**

Jeff Zimmermann has been in his current role as Director of Procurement & HUB Program at the Texas A&M University System Offices since July of 2014. Previous to this role he held various positions within the Purchasing Department at Texas A&M University since 1997 including most recently the Director of Purchasing. Jeff received a Bachelor of Business Administration from Texas A&M University in 1995.

2:15 PM – 3:30 PM

¡Como echarte flores! or How to promote yourself and your company through effective communications

Insights into how to differentiate you and your company from your competitors and help your customers attain their respective Corporate Social Responsibility goals. In addition to writing an award-winning book, “The ABCs and Ñ of America’s Cultural Evolution”, Jim was an executive with Anheuser-Busch, McDonald’s Corporation, and a nationally renowned Ethnic Marketing & Public Relations practitioner who will share his insights on how to promote yourself and your company to potential and current customers. Among his list of previous national/regional clients are: AT&T, Anheuser-Busch, California Hispanic Chambers of Commerce, Catholic Diocese of Austin, Lopez Foods, McDonald’s, Texas Lottery, TAMACC, U.S. Hispanic Chambers of Commerce, University of Texas-Austin (LatinoUSA & Universo), Walmart, and Wells Fargo.

**Jim Estrada, Author of The ABCs and Ñ of America’s Cultural Evolution & Principal of Estrada Communications Group, Inc.**

Jim Estrada is nationally recognized as a pioneer in ethnic marketing communications, with over 40 years of marketing and public relations experience. He founded Estrada Communications Group in San Antonio, TX in 1992 and directed the launch of the Texas Lottery in 15 cities, Now based in Austin, ECG continues to provide corporations, public and nonprofit clients with strategic counsel related to ethnic communications and outreach. As a corporate executive, he oversaw Hispanic Consumer Marketing for Anheuser-Busch, Inc. in St. Louis, MO; developed corporate relations and philanthropic programs for the Anheuser-Busch Companies in Houston, TX; supervised regional marketing and PR for McDonald’s Corporation in San Diego, CA, Phoenix & Tucson, AZ, and Las Vegas, NV. In the public sector, he directed PR and community outreach for the San Diego County Council of Governments, the San Diego County Housing Commission, and designed the marketing campaign to gain voter support for construction of the Metropolitan Transit Board’s San Diego Trolley, one of the most successful ridership and revenue generating, light-rail transit systems in the U.S. A former television news journalist in San Diego, CA and award-winning documentary film producer (1972 RFK Journalism Awards), he remains an advocate of cultural awareness in media and educational curricula and is a
national speaker on the growing influence of Hispanics, Latinos, and mestizos in the USA. He currently serves on the board of directors of the American Association of Hispanics in Higher Education (AAHHE), co-chairs the community council of the Department of Journalism’s VOCES Oral History Project at the University of Texas-Austin, and serves on the Advisory Council of the University of Texas Libraries. The Greater Austin Hispanic Chamber of Commerce named him the 2014 “Male Entrepreneur of the Year.”

2:15 PM – 3:30 PM

Employment law overview – What every business owner with employees needs to know
This workshop will give a brief overview of employment laws that affect businesses owners in Texas including: Texas At Will Employment; Fair Labor Standards Act – including overtime issues and independent contractor issues; Equal Pay Act overview; Title VII and Texas Labor Code discrimination, harassment and retaliation overview; Family Medical Leave Act basics; Americans with Disabilities Act basics; Title VII and Texas Labor Code discrimination, harassment and retaliation

Vanessa Gonzalez, Attorney, Bickerstaff Heath Delgado Acosta LLP
Vanessa Gonzalez is a partner at the law office of Bickerstaff Heath Delgado Acosta LLP in Austin, Texas and leads the law firm’s employment law litigation group. She graduated from University of Texas School of Law in 1995 and became board certified in labor and employment law by the Texas Board of Legal Specialization in 2005. She regularly defends employers through litigation and jury trials in state and federal courts and through administrative audits and investigations by government agencies. Ms. Gonzalez also counsels employers in the preparation of employee policy and procedure manuals, employment contracts, investigations and to ensure compliance with all state and federal employment laws.

3:30 PM – 4:30 PM

Member Presidents’ Meeting
Presidents’ Meeting for Best Practices and Answers to Chamber Challenges

3:45 PM – 5:00 PM

Writing a Winning Proposal
A great proposal can be decisive in winning a contract while a poor one can cause you to lose the contract, even if everything else in the process has gone flawlessly. If you are anticipating responding to a Request For Proposal (RFP) release, this workshop will show you how to best prepare for the proposal using best practice methodology.

Norma Barrera, Director, Purchasing and Contracts, Texas Education Agency
Norma Barrera has been in state government for twenty five years. Her background includes managing the state procurement audit team, overseeing an agency HUB Office and purchasing and contract teams. She has conducted numerous training modules across the state for state agency purchasers and small businesses. Norma has a long history with TAMACC and was recognized for her Outstanding Efforts in Facilitating the HUB Program to the Minority Business Community by TAMACC in 2005. Norma is currently employed at the Texas Education Agency.
How to Run a Successful Business and KNOW Your Numbers
Finding your passion and finding a way to get paid for it is the key to living life without the feeling of hard work. But once you make that decision, how to achieve great success should be in the plans in order to accomplish serving your dream of doing what you love and sharing it with others for many years to come. This workshop will focus on 12 simple but significant things that are needed in order to run a successful business along with which numbers you should be aware of and stay on top of the minute you make the decision to start your own business.

Melissa Rascon, CPA, Managing Partner, The Rascon CPA Firm PLLC
Melissa Rascon, CPA is the Managing Partner and founder of The Rascon CPA Firm, PLLC. For sixteen years she has assisted clients in various industries with their tax planning, tax compliance, tax accounting, bookkeeping, and payroll needs. Prior to starting her own firm, Melissa served as the Senior Tax Manager at Oman, Berry & Associates PLLC, a brand new tax firm Melissa was brought in to build and develop. Therefore, she spent the next two years building a network within the community and great relationships with her clients. Over her tenure, Melissa recruited clients in the retail, manufacturing, telecommunications, engineer consulting, and real estate industries with both U.S. and global operations. Now, with her own firm, Melissa continues to build relationships with the community in the Houston Metropolitan area, The Woodlands, and Conroe, Texas that is connecting her to a new client base with innovative and motivated Entrepreneurs who are hungry to take their business to the next level. Melissa holds a B.B.A. in Accounting and a Masters in Tax from the University of Texas at El Paso. She is a Certified Public Accountant in the state of Texas and is a member of the American Institute of Certified Public Accountants and Texas Society of CPAs.

How to Start a Business
City of Austin

TAMACC has Talent!
Hosted By: Greater Austin Hispanic Chamber of Commerce

Deadline for Delegate List from Members for Annual Meeting
Registered Attendees who will be the Delegates at the Annual Meeting

SATURDAY, AUGUST 8, 2015

Continental Breakfast
Early Morning breakfast at a comfortable pace to start the day.

Registration / Information
Attendees and Guests Register for the Convention and Procurement Matchmaking

Procurement Matchmaking
Sponsored By: Ford
Business to Business Speed Meetings with Public Agencies, Universities, Corporations as well as Small Businesses – An opportunity for all to have personal contacts and potential contracts because people buy from people!

8:30 AM – 11:00 AM

TAMACC Previous Chairs Breakfast
TAMACC Chairs Shares Tales and Woes of Leading TAMACC through the 40 years

9:00 AM – 10:30 AM

Get Started with Video (it’s easier than you think!)
This “hands-on” workshop will transform the way you grow and promote your business with video. Video doesn’t have to be expensive or complex; in this workshop you will learn how to get started with: video blogs; simple product demos and reviews; customer success stories or testimonials; adding videos to regular newsletters or e-mail blasts; and training videos. You’ll not only learn why your business will benefit from video, you’ll learn practical ways to get started. This workshop will demystify topics like social media, seo, YouTube and the recent changes to Facebook — and how video plays a key role in your social strategy.

Helen Mitchell, Cofounder and CEO, Busivid Corporation
Helen spent over a decade making video for some of Australia’s largest companies before she realized the process could be automated. She cofounded Busivid with a vision to democratize video production and bring video within the reach of all brands – large and small. A supporter of SMEs and startups she teaches business owners not to be scared of video, it should be as easy and sending an e-mail or a text message.

9:00 AM – 10:30 AM

Telemedicine is Unstoppable – Our Future’s Cure is Here!
Forward thinking business leaders are embracing Telemedicine programs in their motivated pursuit to lower health care costs in the face of rising costs every year. Telemedicine programs engaged in active utilization are delivering measurable health care cost savings, increased employee productivity, and satisfaction.

Michael Ritsch, Call a Doctor Plus, Telemedicine Specialist
Michael Ritsch is a Telemedicine Specialist representing Call a Doctor Plus. Michael spent years as a licensed health insurance agent giving him visibility into the gaps of health insurance and the inconsistent billing generated by our health care system. He combines 15 years of network and infrastructure technology experience in the United States, Europe and Health Care to ultimately design meaningful Telemedicine Programs for underserved and over looked populations.

10:30 AM – 12:00 PM

Business Etiquette for Today’s Leaders
Rules of etiquette govern almost all situations. Effective leaders understand their role in setting the culture and the tone for the workplace. How well today’s leaders are able to model the appropriate etiquette for the workplace can influence employee morale, job satisfaction, and overall workplace culture. This session will explore the ten most effective ways that today’s leaders can model the behavior they want to see in others. The bottom line is if we all pay attention to our behavior in the workplace, other people will follow our lead.
Dr. Barbara Baggerly-Hinojosa, CEO, Leadership Empowerment Group, LLC.

Dr. Hinojosa is a wife, mother, and lifelong educator living in the Rio Grande Valley. Her experience ranges from being a classroom teacher to campus principal to Central Office Administrator and Migrant Education Director. Dr. Hinojosa currently is the CEO of Leadership Empowerment Group, LLC. and is a full time professor of leadership studies with the School of Business at Our Lady of the Lake University. Dr. Hinojosa has published three books on leadership and is a contributing writer for the Mercedes Enterprise Magazine, The Corpus Christi Examiner, and the Valley Business Reporter. She is a member of the Latina Leadership Network where she collaborates with leaders around the country and leads teleseminars on leadership and gender issues. Dr. Hinojosa provides training seminars in many of the school districts in the Rio Grande Valley as well as the Region 12 Education Service Center. In addition to the seminars, Dr. Hinojosa conducts executive coaching with school principals, business leaders, and community advocates. Leadership Empowerment Group is an organization based in Mercedes, Texas that provides services in Education, Business, Healthcare, and Non-Profits. Through the efforts of this organization, students and adults are empowered with the leadership skills necessary to succeed in today's competitive world. Leadership Empowerment Group has been featured in numerous radio programs and has been a leader in leadership training on the web.

10:30 AM – 12:00 PM
Expecting Greatness
Imagine a life lived in alignment with your values. Think about the peace, contentment, and fulfillment this would bring. Wouldn’t that be a great life? This, is Expecting Greatness. We call it that because if you do the things shared in this session you will be able to logically expect a great life. We do not say easy life but we give you tools for that as well. In this session we will cover the ways that to examine our values and the process of turning them into habits for the purpose of finding and living our greatness. We will discuss how these concepts are not limited to self-improvement and excellence but team and organizational greatness as well. Join us for a humorous, down to earth, and insightful conversation about how you can implement this powerful concept into your life every day.

Brad Borkhuis, Founding Coach
Brad’s energy and excitement comes through each time he speaks. He has found his purpose in life and you can see in the way he acts and talks. His knowledge gained from being a market research analyst and then CEO at 24 as well as a head Football coach is shared in a down to earth, straight forward approach. He finds value in helping you find yours. While completing degrees and competing in Football at Bemidji State University he refined his personal philosophy to what it is today. Do Right, Be Right, and Pay it forward. The next step of an MBA took him to the University of North Dakota as well as the Business institute of Norway which broadened his perspective and worked for Microsoft in the Business Solutions Division. Upon his return to a family business in need of help, Brad guided the company and turned around a $700,000 loss and found profitability in two years by helping his employees use the lessons he had been taught and turned
into his expecting greatness program. In 2010 he also took over as a head football coach where he turned a program around in just two years with the same principles. It is here he found that the leadership program was successful with people of ages. Brad now travels the world sharing Expecting Greatness as well as coaching and consulting with many companies, teams, and organizations.

12:00 PM – 12:30 PM  **Lunch on the Go**
*Enjoy a quick sandwich during the break.*

12:30 PM – 4:00 PM  **TAMACC Annual Meeting**
*Elections, Voting for future Conventions and Quarterly Meetings, TAMACC in Review for the Previous Year, Regional Delegation Meetings*

5:30 PM – 7:00 PM  **Legislative Reception**
*Confirmed Speakers:*
*The Honorable Carlos Cascos, Secretary of State*
*The Honorable Christi Craddick, Texas Railroad Commissioner*
*The Honorable David Porter, Texas Railroad Commissioner*

7:00 PM – 10:00 PM  **Chairman’s Gala and Awards Banquet (Black Tie Optional)**
*Sponsored By: Coca-Cola*
*Keynote Speaker*
*Induction of Officers*
*Awards Presentations to Del Rio Hispanic Chamber of Commerce, 2015 Small Chamber of the Year; Irving Hispanic Chamber of Commerce, 2015 Medium Chamber of the Year; El Paso Hispanic Chamber of Commerce; 2015 Large Chamber of the Year; Omar Veliz – Veliz Construction, 2015 Business Man of the Year, El Paso, Texas; Kroger, 2015 Corporate Hispanic Advocate of the Year, Shenandoah, Texas; Wells Fargo, 2015 Corporate Hispanic Advocate of the Year, El Paso, Texas; The Honorable Cesar Blanco, Texas State Representative, 2015 Government Hispanic Business Advocate of the Year, El Paso, Texas*

10:00 PM – 2:00 AM  **Hospitality Suite**
*Hosted By: Del Bravo Tequila and Texas Dow Employees’ Credit Union*

**VIPS AND SPEAKERS**

The Honorable Steve Adler, Mayor of Austin
Arcilia Acosta, TAMACC Chairman, 2007-2008
Roland Barrera, TAMACC Chairman, 2013-2015
Mario Cadena, TAMACC Chairman, 1975-1976
Alvaro Cabal, Ford
The Honorable Gregorio “Greg” Casar, Austin City Councilman
The Honorable Carlos Cascos, Secretary of State
Sonia Clayton, President and CEO, Virtual Intelligence Providers, LLC
The Honorable Christi Craddick, Texas Railroad Commissioner
J.R. Gonzales, TAMACC Chairman, 1999-2001
The Honorable Donna Howard, Texas State Representative
The Honorable Celia Israel, Texas State Representative
The Honorable Ann Kitchen, Austin City Councilwoman
Joe Lopez, TAMACC Chairman, 2003-2005
Ben Mendez, TAMACC Chairman, 2011-2013
Paula Mendoza, TAMACC Chairman, 2005-2007
Joe Morin, TAMACC President, 1988-1999
The Honorable Leslie Pool, Austin City Councilwoman
The Honorable David Porter, Texas Railroad Commissioner
Abel Quintela, TAMACC Chairman, 1981-1983
Shayla Rivera, Funny Rocket Scientist
The Honorable Brigid Shea, Travis County Commissioner
Chancellor Veronica Vargas Stidvent, Western Governors University