



# Su Negocio™

## *Assisting Latino Business Owners*

### Agenda

7:00 am—8:15 am Breakfast & Networking

8:15 am—9:00 am Roundtable Panel Discussion

*Cathy Landry, Executive Director, Goldman Sachs 10,000 Small Businesses Program*

*Dr. Laura Murillo, President & CEO, Houston Hispanic Chamber of Commerce*

*W. Kenneth Yancey, Jr., Chief Executive Officer, SCORE*

9:15 am—10:00 am Breakout Session #1 (Start-up & Growth tracks)

10:15am—11:00 am Breakout Session #2 (Start-up & Growth tracks)



## Roundtable speaker bios

**Cathy Landry** has been involved in the Goldman Sachs 10,000 Small Businesses Program since its inception in 2011. Cathy has a strong background in the entrepreneurial business world. Cathy currently owns Northrop Rice, focusing on the development and implementation of maintenance training programs, courses and on-the-job training processes. As a second generation family business, her husband currently manages the Northrop Rice training facility located at Ellington Airport. Cathy previously owned and operated an employee recognition company. She obtained a Bachelor of Science degree from Texas State University, is a Certified Professional in Learning Performance (CPLP) through the Association of Talent Development (ATD) and is an FAA licensed aircraft mechanic.

**Dr. Laura Murillo** is President and CEO of the Houston Hispanic Chamber of Commerce. With the support of the Chamber Board and Staff she has set unprecedented records, including becoming the largest Hispanic Chamber in the Country. She has received many state, national and international honors including being named among the “Most Powerful & Influential Women in Texas” and the “Top Latino Leader Award” by the National Diversity Council, “Woman of the Year” by Success Magazine and the “International Leadership Award” by Texas Women’s Empowerment Foundation. She served as an Executive at Memorial Hermann-Texas Medical Center. She holds a B.A., a Masters Degree, and a Doctorate from the University of Houston. The University of Houston bestowed its highest honor, the President’s Medallion, to the Chamber and Dr. Murillo.

**W. Kenneth Yancey, Jr.** currently serves as CEO of the SCORE Association, a position he has held since 1993. Recognized as one of the nation’s leading advocates for small business, Ken represents SCORE nationally before the media, industry leaders and in Congressional testimony. He serves on the Small Business Advisory Council of the U.S. Chamber of Commerce and, alongside President Obama, First Lady Michele Obama and Dr. Jill Biden. Ken speaks across the country on the topics of entrepreneurship, nonprofit management, small business trends and volunteer mentoring, appearing on ABC, NBC, CBS, MSNBC, CNN, CNBC, Fox News and PBS. He has been honored with numerous awards including 2011 Small Business Influencer Champion, the USA Freedom Corp Award of Excellence, the American Society of Association Executives Summit Award and the Lifetime Achievement Award from the Future of Entrepreneurship Education Summit. A Texas native, Ken received a bachelor’s degree in business administration and finance from Texas A&M University.

## Breakout session descriptions

### Start-up Track

**Session #1: *Creating Your Financial Projections:*** Having a financial plan will not only help guide business development decisions and monitor results, but it will also help you match your business concept with personal income goals. In this session, you’ll learn the importance of financial planning, how to build your financial model, and how to understand financial statements, including an income statement, cash flow statement, and balance sheet.

**Session #2: *Identifying Funding Sources & Next Steps:*** In this session, you will learn about accounting and bookkeeping systems, sources of capital, the six C’s of credit, and banking relations. You will also understand the rigor behind financial statement analysis to determine the most effective ways to access capital to grow your business.

### Growth Track

**Session #1: *Protecting Your Business From the Unexpected:*** Think about how an unplanned for event could impact the success of your business and the income it generates for your family and employees. Learn how having plans in place, such as a buy-sell agreement and key person insurance, can help protect your family and your business from life’s many uncertainties.

**Session #2: *The Importance of Knowing What Your Business Is Worth:*** When you know what your business is worth, you have a more realistic perspective from which to plan for the future direction of the business, as well as the future income needs of you and your family. This session will highlight how knowing the value of your business can help you develop strategies for effective business succession, retirement and estate planning.