

2018  
**WOMEN IN BUSINESS  
CONFERENCE & EXPO**

**← SHE MEANS BUSINESS**

HELPING WOMEN BECOME  
**SUCCESSFUL  
ENTREPRENEURS**

**JOIN US  
10/11/18**

SELECT SPANISH SESSIONS AVAILABLE!

**REGISTER  
TODAY AT:  
WFSOLUTIONS.ORG/  
WOMENINBUSINESS**

REGISTRATION: 8 AM – 9 AM  
CONFERENCE: 9 AM – 4 PM  
EXPO: 1 PM – 5 PM  
NETWORKING/EXPO: 4 PM – 5:30

**MISSION EVENT CENTER  
200 N. SHARY RD  
MISSION, TX 78572**

FOR ADDITIONAL INFORMATION  
CONTACT FLOR LEAL,  
COMMUNITY ENGAGEMENT MANAGER  
AT 956.928.5000.



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## 2018 Conference Schedule at a Glance

Thursday, October 11, 2018

Date and Time	Event	Location
<b>8:00 A.M.</b>	<b>Conference Registration (Continental Breakfast)</b>	<b>Foyer</b>
<b>9:00 A.M. – 9:15 A.M.</b>	<b>Welcome</b> <ul style="list-style-type: none"> <li>• Workforce Solutions</li> <li>• Mission Economic Development Corporation</li> <li>• University of Texas Rio Grande Valley</li> </ul>	<b>Ruby Red</b>
<b>9:15 A.M. – 10:00 A.M.</b>	<b>General Session</b> <ul style="list-style-type: none"> <li>• Keynote Speaker - TBD</li> </ul>	<b>Ruby Red</b>
<b>10:10 A.M. to 11:00 A.M.— Breakout Session One</b>		
<i>Session 1-1</i>	Smart Start	Mandarin/ Pomelo
<i>Session 1-2</i>	Using Social Media to Market your Business and Build your Brand	Tangerine
<i>Session 1-3</i>	Employee Interview and Selection	Lemon
<i>Session 1-4</i>	Superar las diferencias culturales	Key Lime
<b>11:10 P.M. – 12:00 P.M. — Breakout Session Two</b>		
<i>Session 2-1</i>	Choosing your Business Structure	Mandarin/ Pomelo
<i>Session 2-2</i>	Get your Business to the Next Level	Tangerine
<i>Session 2-3</i>	Workplace Literacy	Lemon
<i>Session 2-4</i>	¿Qué Hay Detrás de los Números? Los Estados Financieros	Key Lime
<b>12:10 P.M. – 1:00 P.M.</b>	<b>Lunch / Special Keynote Address</b>	<b>Ruby Red</b>
<b>1:00 P.M. – 5:00 P.M.</b> (and after each breakout session)	<b>Visit with Exhibitors</b>	<b>Valencia</b>
<b>1:10 P.M. to 2:00 P.M. — Breakout Session Three</b>		
<i>Session 3-1</i>	Tax Basics for Startups	Mandarin/ Pomelo
<i>Session 3-2</i>	Running a Business in the 21 <sup>st</sup> Century	Tangerine
<i>Session 3-3</i>	Employer Services	Lemon
<i>Session 3-4</i>	Eleva tu visión	Key Lime
<b>2:10 P.M. – 3:00 P.M.— Breakout Session Four</b>		
<i>Session 4-1</i>	Financing for Startups	Mandarin/ Pomelo
<i>Session 4-2</i>	Learn. Develop. Grow.	Tangerine
<i>Session 4-3</i>	Work Life Balance	Lemon
<i>Session 4-4</i>	Liderazgo	Key Lime
<b>3:10 P.M. – 4:00 P.M.</b>	Closing Session / Panel Discussion Invited: Edna Posada (Spa La Posada) and Pilar Gonzalez (Dip it)	<b>Ruby Red</b>
<b>4:00 P.M. – 5:30 P.M.— Networking Mixer - Expo</b>		