

# Agenda

*How do I get there? Building skills for success*

Thursday, April 17, 2014

- 8:00 am – 9:00 am     **CHECK IN AND NETWORKING**
- 9:00 am – 9:35 am     **WELCOME AND KEYNOTE**  
Tom Udall, *United States Senator for New Mexico*  
Julia Brown, Esq., *Doña Ana County Manager*  
Keynote: Yolanda Garcia Olivarez, *SBA Regional Administrator*
- 9:35 am – 10:35 am   **WOMEN'S PERSPECTIVE: OVERCOMING CHALLENGES AND STORIES OF SUCCESS**  
Moderator: Senator Tom Udall  
Marilyn Mayse, *Mountain States Escrow & Crazy Maizy's Fabulous Popcorn Factory*  
Melissa Salazar, *La Nueva Casita Café*  
Major General Gwen Bingham, *Commanding General, White Sands Missile Range*  
Q&A
- 10:35 am – 10:45 am   **BREAK**
- 10:45 am – 11:45 am   **NEGOTIATING SKILLS—HOW DO I GET THE SALARY OR PROMOTION I DESERVE?**  
Kate Farrar, *American Association of University Women*
- 11:45 am – 12:30 pm   **LUNCH**
- 12:00 pm – 12:15 pm   **IRENE OLIVER-LEWIS PRESENTS “THE LAYAWAY” from her play Ceciliaisms: Dichos de mi madre**
- 12:15 pm – 12:30 pm   **BREAK**
- 12:30 pm – 3:15 pm    **CONCURRENT TRACKS**
- 3:15 pm – 4:15 pm     **MOCK INTERVIEWS / FOLLOW UP TABLE**

## **BUSINESS TRACK**

- 12:30 pm – 1:15 pm **WORKSHOP 1: VISION AND PLANNING—WHAT DO I WANT TO ACHIEVE?**  
Moderator: Magaly Sanchez, *International Business Accelerator*  
Carolyn Kuhn, *New Mexico Handmade*—Is it a business or a hobby? What questions do I need to ask myself in order to be successful?  
Jennifer Craig, *WESST*—What is a business plan? Why a business plan is important, how you go about writing one, and where you can go for help.  
Christine Logan, *New Mexico Economic Development Department*—Where can I go for help? How to save time and money.  
Q&A
- 1:15 pm – 2:00 pm **WORKSHOP 2: MARKETING STRATEGY OVERVIEW—HOW CAN I MARKET MY BUSINESS?**  
Dawn Hommer, *Community Action Agency of Southern New Mexico*
- 2:00 pm – 2:10 pm **BREAK**
- 2:10 pm – 3:15 pm **WORKSHOP 3: FINANCING PANEL—WHAT RESOURCES DO I NEED AND WHERE CAN I GET THEM?**  
Moderator: Jo Ann Garay, *Las Cruces Small Business Development Center (SBDC)*  
Kandy Jones, *Tierra del Sol Housing Corporation*  
Alfonso Ramos, *Accion New Mexico*  
Norma Valdez, *The Loan Fund*  
Kathy Barrett, *USDA Rural Development*  
Jennifer Craig, *WESST*  
Q&A

## **CAREER TRACK**

- 12:30 pm – 1:15 pm **WORKSHOP 1: FINDING YOUR PATH—WHERE DO I WANT TO GO?**  
Pam Lillibridge, *TRESCO*
- 1:15 pm – 2:00 pm **WORKSHOP 2: THE POWER OF NETWORKING AND COMMUNICATION—What individual strengths and assets do I have, and how can I harness them?**  
Moderator: Eldelisa Nava, *Las Cruces Hispanic Chamber of Commerce*  
Carrie Hamblen, *Las Cruces Green Chamber of Commerce*  
Irene Oliver-Lewis, *Court Youth Center*  
Jackie Mitchell Edwards, *Charles Schwab, Las Cruces Independent Branch*
- 2:00 pm – 2:10 pm **BREAK**
- 2:10 pm – 3:15 pm **WORKSHOP 3: MARKETING YOURSELF—How can I use my cover letter, resume, online resources, and Work Keys to enhance my job search or career?**  
Rosa De La Torre-Burmeister, *Doña Ana Community College Career Services*  
Sarah Moffett, *Community Action Agency of Southern NM*