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# LA IDEA ACTIVITY 2

— SUPPORTING HIGH IMPACT ENTREPRENEURS —

PROGRAM AGENDA

FEBRUARY 2<sup>ND</sup> - FEBRUARY 13<sup>TH</sup>

2015

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# INTRODUCTION



## Bienvenidos- Director of Innovation Center

All of us associated with Texas A&M University – CorpusChristi, The Innovation Center, and the businesses and individuals that have collaborated to bring this program to you wish you a very warm South Texas welcome! We believe that you will enjoy a very full and informative program that will cover a broad range of topics related to doing business in the United States and simply good practices in business and especially in manufacturing. It is our expectation that you will take home a better understanding of how to do business in the United States and some ideas about how to make your business more successful at home.

There is so much activity going on in this region and in Texas, and opportunity is abundant for anyone that would consider doing business here. Some of our time will be spent acquainting you with the Coastal Bend Region which has long been known for cattle, oil, and cotton but which is now experiencing significant foreign investment from many areas of the globe. The entire State of Texas is seeing record amounts of foreign investment and much of it is along the Gulf Coast (known in the United States as the “Third Coast”).

Your responsibility is to participate to the fullest in this program and related events and take away as much as you possibly can absorb from this experience. It is also important that you have some fun and enjoy your time with us. Your comments and suggestions at any time and on any topic are welcomed and your evaluation of the program will be of great interest and importance to us. So – come with an open mind, a positive attitude, and a desire to learn and join us in our efforts to make this a meaningful and valuable event for each of you.

Bienvenidos

Bill Cone  
Director – Innovation Center

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# PARTNERS



**rrmc**  
RAPID RESPONSE  
MANUFACTURING CENTER



**PTAC**

**International Trade Center**  
Delivering Results Globally.



**CORPUS CHRISTI  
HISPANIC CHAMBER OF COMMERCE**  
A NEW WAVE OF OPPORTUNITY

Ochoa & Associates, P.C.

U.S. Small Business Administration



**Varela  
Consulting**  
*Elevating Entrepreneurship Support*

**Rodriguez & Moretzsohn, PLLC**  
*Immigration, Litigation*



**The Language Bridge**  
*Teaching. Translation. Training.*



**Corpus Christi**  
REGIONAL ECONOMIC  
DEVELOPMENT CORPORATION

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# LA IDEA & INNOVATION CENTER

## About La Idea: Supporting High Impact Entrepreneurs

The Coastal Bend Business Innovation Center will provide participants of the “La Idea: Supporting High Impact Entrepreneurs” a two week workshop on advanced manufacturing technologies, including 3D printing, nanotechnology, advanced materials, robotics etc. Our strategic partner, the Texas Manufacturing Assistance Center, will provide training on technical topics related to advanced manufacturing, while the Coastal Bend Business Innovation Center will provide training on business topics. Our goal is to prepare participants to engage in international trade by teaching them the requirements for doing business in the United States, how to expand their business operations in a sustainable way, and giving them a thorough understanding of the US market and opportunities within.

## About the Innovation Center

The INNOVATION CENTER serves as a catalyst for innovative ideas by providing business advice for the entrepreneurial process and supporting the creation of sustainable, successful Coastal Bend businesses at every level of development. The INNOVATION CENTER plays a major role in promoting cross-disciplinary academic and entrepreneurial programs within Texas A&M University – Corpus Christi. Business Incubation is a supporting process that accelerates the successful development of innovative start-up businesses and growing companies by providing entrepreneurs with an array of crucial resources. The program consists of four levels:

1. Pre-Incubation
2. Incubation
3. Acceleration
4. Post Graduate

These mentoring services will be orchestrated by our business incubator staff and offered both in the business incubator and through its network of contacts. The main goal of our incubation program is to produce successful firms that will leave our program financially viable and freestanding. When you graduate from the Innovation Center, you will have the potential to create jobs, commercialize new technologies, and strengthen both local and statewide economies.

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# - COASTAL BEND BUSINESS INNOVATION CENTER -

Clients of the INNOVATION CENTER, are given access to appropriate office space with flexible leases; shared business networks, services, and equipment; along with technology support services. In addition, we provide professional, PhD level, business mentoring, student internship programs, coursework modeling and interaction, educational classes and assistance in obtaining the financial stability necessary for company growth.



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# — TEXAS MANUFACTURING ASSISTANCE CENTER (TMAC) —

## About Texas Manufacturing Assistance Center (TMAC)

The Texas Manufacturing Assistance Center (TMAC) is an affiliate of the Manufacturing Extension Partnership (MEP) program of the National Institute of Standard and Technology (NIST). MEP's role is to provide manufacturers with innovation services as well as access to public and private resources that enhance growth, improve productivity, and expand capacity. There are 60 MEP Centers with 373 field locations nationwide including Alaska, Hawaii and Puerto Rico. Texas Manufacturing Assistance Center (TMAC) exists to enhance the competitive position of the Texas' manufacturing sector. TMAC's manufacturing specialists work with a wide range of manufacturing firms, delivering training, technical support, and implementation of best business practices. Typical areas covered include innovation engineering management system, quality management, productivity improvement, environmental assistance, software systems selection and application, and E-business issues. Workforce development is integral to all of TMAC's services, because we recognize that technological change and process improvement cannot be isolated from human resources and company culture as organizations seek to grow and change. TMAC consists of seven partner institutions delivering services statewide. The Texas partners are: The University of Texas at Arlington; The Texas Engineering Extension Service (TEEX), part of The Texas A&M University System; The University of Texas at El Paso; The University of Texas - Pan American; The University of Houston; Southwest Research Institute; and Texas Tech University.



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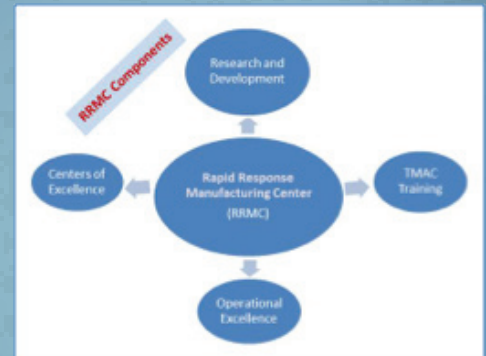


# — RAPID RESPONSE MANUFACTURING CENTER —

## About Rapid Response Manufacturing Center (RRMC)

The University of Texas – Pan American's Rapid Response Manufacturing Center (RRMC) has been focusing on providing local manufacturing companies advance manufacturing technologies, processes and tools and a skilled labor force to rapidly commercialize new products/processes and drive world class operational excellence and sustained growth.

The goal of RRMC is to continuously improving the manufacturing performance through the innovative and rapid integration of new disruptive science, technologies, processes and methods into product design, development and production. The components of the RRMC are shown in figure below. RRMC's research, development and demonstration component is focusing on applied research and developing custom programs to provide needed education for today's and tomorrow's engineering and business leaders. It also provides a custom education program of innovation and entrepreneurship to grow new enterprises. A team of researchers is developing strong research, educational, and implementation programs related to energy storage, coating technology, sensor technology and advanced manufacturing with the aim of supporting the industry in the region, and commercializing the technologies in near future. The training and technical services component is performed in conjunction with the Texas Manufacturing Assistance Center (TMAC). TMAC's mission is to increase the global competitiveness of the Texas economy by working to grow the extended manufacturing enterprise. Operational Excellence component focuses on (i) product quality improvement, (ii) productivity improvement, (iii) lowering the production cost, and (iv) improving reliability. This component will also play a major role in student internships program. RRMC is also developing centers of excellence. Center for additive manufacturing and another center for nano-fibers have already been established. A 20,000 square-foot facility is being acquired in McAllen Industrial park to develop a new 'Tooling Center'. This facility will provide hands on experience to students, support to industries in the region by providing solutions to their production issues, developing training and certification programs, and ultimately job creation and economic growth in advanced manufacturing.



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# PROGRAM AGENDA

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# SCHEDULE AT A GLANCE

<b>MON</b> FEB 2	Program Registration 9AM - 9:30AM	Welcoming of Participants 9:30AM - 12PM - Bill Cone -	Lunch Break 12PM - 1:30PM	Manufacturing Trends and Lean Manufacturing 1:30PM - 4:30PM - David Ortiz -		Special Dinner Arrangements Art Museum of South Texas Pick Up Time 6PM Hotel Lobby Dinner Time: 6:30PM		
<b>TUE</b> FEB 3	Recent Trends in Nanotechnology 9AM - 12PM - Dr. Mataz Alcoutlabi -		Lunch Break 12PM - 1:30PM	Recent Trends in Nanotechnology 1:30PM - 4:30PM - Dr. Mataz Alcoutlabi -		Hotel Meal		
<b>WED</b> FEB 4	Lean and Six Sigma Tools 9AM - 12PM - Silvia Subizar -		Lunch Break 12PM - 1:30PM	Lean and Six Sigma Tools 1:30PM - 4:30PM - Silvia Subizar -		Special Dinner Arrangements Katz 21 Steaks & Spirits Pick Up Time 6PM Hotel Lobby Dinner Time: 6:30PM		
<b>THUR</b> FEB 5	Supply Chain Management and Problem Coaching 9AM - 12PM - David Ortiz -	Lunch & Learn: PTAC - Tentative 12PM - 1:30PM - Robert Mirabal -		Supply Chain Management and Problem Coaching 1:30PM - 4:30PM - David Ortiz -		Hotel Meal		
<b>FRI</b> FEB 6	Practical Machining Principles 9AM - 12PM - Dr. Anil Srivastava -		Lunch Break 12PM - 1:30PM	Practical Machining Principles 1:30AM - 4:30PM - Dr. Anil Srivastava -		Dinner Arrangements Peoples Restaurant & Lounge Dinner Time: 6:30PM		
<b>SAT</b> FEB 7	Hotel Pick Up & Lunch Departure Pick Up Time 10:30AM Hotel Lobby	Special Lunch Arrangements Sponsored By: Coastal Bend Business Innovation Center Kings Inn 12:30PM - 1:30PM	Depart for King Ranch 1:30PM - 2:30PM	King Ranch Arrival & Tour 2:30PM - 4PM	Visit Saddle Shop 4:15PM - 5PM	Depart for Hotel 5PM - 5:45PM	Hotel Arrival 5:45PM	Night Off
<b>SUN</b> FEB 8	Hotel Check Out and Pick Up 9AM Hotel Lobby		Mercedes Outlet Malls 12PM - 3 PM		Hotel Arrival 4PM		Special Dinner Arrangements Sponsored By: McAllen Economic Development Corporation Pick Up Time 6PM - Hotel Lobby	
<b>MON</b> FEB 9	Additive Manufacturing & Rapid Prototyping 9AM - 12PM - Dr. James Li -		Special Lunch Arrangements Sponsored By: Edinburg Economic Development Corporation 12PM - 1:30PM		Additive Manufacturing & Rapid Prototyping 1:30PM - 4:30PM - Dr. James Li -		Special Dinner Arrangements Sponsored By: The University Of Texas - Pan American Pick Up Time 6PM - Hotel Lobby	
<b>TUE</b> FEB 10	Hotel Check Out and Pick Up 8:30AM - Hotel Lobby	Arrive To South Texas College 9AM - 12PM	Advanced Coatings & Materials 9AM - 12PM - Dr. Abdel Salam -	Special Lunch Arrangements Sponsored By: South Texas College	Advanced Coatings & Materials 1:30AM - 4:30PM - Dr. Abdel Salam -	Pick Up From South Texas College 4:30PM	Arrival to Corpus Christi Hotel 7PM	Hotel Meal
<b>WED</b> FEB 11	Intellectual Property Protection 9AM - 10:30AM - Susan Ochoa -	Hispanic Chamber Summit and Lunch & Learn 10:30AM - 1:30PM - Teresa Rodriguez -		Good immigration practices to small businesses to keep pace with mobile workforce 1:30PM - 3PM - Debra Rodriguez & Heather Moretzsohn -	Cultural Intelligence 3PM - 4:30PM - Lorena Parada-Valdes -		Dinner Arrangements Applebee's Restaurant Dinner Time: 6:30PM	
<b>THUR</b> FEB 12	Import/ Export - International Trade 9AM - 12PM - Berenice Carmona -		Lunch & Learn 12PM - 1:30PM - Monica Hernandez -	Lone Star UAS Center of Excellence & Innovation 1:30PM - 2:15PM - Dr. Ron George -	Texas A&M University - Innovation Center 2:15PM - 4:30PM - David Fonseca -		Hotel Meal	
<b>FRI</b> FEB 13	Doing business in US, Specifically in Corpus Christi 9AM - 9:45AM - John Plotnik -	Emerging Technology Fund (ETF) 9:45AM - 10:30AM - Laurie Simmons -	Business Model 10:30AM - 12PM - Dean John Gamble -	Lunch & Learn: SBA 12PM - 1:30PM - Elizabeth Soliz -	Common Business Entities in the US 1:30PM - 2:15PM - Dr. Brian Elzweig -	Port Industry Overview 2:30PM - 4PM - Barbara Carnales & Ruben Medina -	Special Dinner Arrangements Bleu Bistro Pick Up Time 6PM Hotel Lobby Dinner Time: 6:30PM	

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MONDAY, FEBRUARY 2<sup>ND</sup>

Program Registration

9:00AM – 9:30AM

Welcome and Program Overview

9:30AM – 11:30AM

Innovation Center Tour

11:30AM – 12:00PM

Lunch Break

12:00PM – 1:30PM

Manufacturing Trends and Lean Manufacturing

By David Ortiz

1:30PM – 4:30PM

Lean Manufacturing provides a systematic approach to reducing costs and lead time by continuously eliminating non-value added activities. It promotes continuous improvement, committed management and empowers employees. By implementing Lean techniques at every level, managers are able to create Lean Enterprises.

**DID YOU  
KNOW?**

That for every \$1.00 spent in manufacturing, another \$1.37 is added to the economy, the highest multiplier effect of any economic sector.

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TUESDAY, FEBRUARY 3<sup>RD</sup>

### Recent Trends in Nanotechnology

By Dr. Mataz Alcoutlabi

9:00AM-4:30PM

Nano fibers are one-one hundredth the size of a human hair and can have myriad uses from water filtration to wound care. Nanotechnology can provide a more affordable way to make Nano fibers.

WEDNESDAY, FEBRUARY 4<sup>TH</sup>

### Lean and Six Sigma Tools

By Silvia Subizar

9:00AM-4:30PM – lunch break 12:00PM-1:30PM

Effectively deploy Lean Six Sigma to achieve better, faster, lower cost and safer processes. An overview of the tools used on Lean Six Sigma will be provided as well as the skills needed to staff, implement, and sustain Lean Six Sigma. Leaders and managers will understand how the application of Lean Six Sigma will make their processes more effective and more efficient by the proper selection of the Lean Six Sigma continuous improvement tools.

# THURSDAY, FEBRUARY 5<sup>TH</sup>

## Supply Chain Management and Project Coaching

By David Ortiz

9:00AM-4:30PM – lunch break 12:00PM-1:30PM

Lean Manufacturing provides a systematic approach to reducing Project Coaching presents a good understanding on how to coach employees' internal and external clients on process design and improvement. The program is tailored for professionals leading continuous improvement initiatives who want to equip themselves with the skills necessary to be effective changing agents. Participants will be able to assess the current state of the organization's operations and culture and design processes to execute projects.

## LUNCH&LEARN – Contract Opportunity Targeting

By Robert Mirabal

12:00PM-1:30PM

This seminar will focus on targeting contracting opportunities in an efficient and productive manner. Using seminar discussion and application, we will explore methods that will work for you to capture opportunities suited to your businesses product or service. By session's end you will have learned efficient search protocols that will give you the 'intel' necessary to research government contracting opportunities.

# FRIDAY, FEBRUARY 6<sup>TH</sup>

## Practical Machining Principles

By Dr. Anil Srivastava

9:00AM-4:30PM – lunch break 12:00PM-1:30PM

The Practical machining principles workshop will help the participant understand the basics of metal manufacturing processing and the advantages of mechanics of metal cutting technologies. It will cover technologies such as cutting tool materials and coatings to process metals efficiently. The workshop includes techniques how optimize equipment reliability through tool-life and tool-wear analysis and the foundation of application of cutting mechanics such as forces, temperatures and fluids involved in the process.

# SATURDAY, FEBRUARY 7<sup>TH</sup>

## King Ranch Trip

In 1853, Captain Richard King purchased a creek-fed oasis in the Wild Horse Desert of South Texas, sparking generations of integrity, preservation, and innovation called King Ranch.



# SUNDAY, FEBRUARY 8<sup>TH</sup>

## Mercedes Outlet Malls



MONDAY, FEBRUARY 9<sup>TH</sup>

### Additive Manufacturing and Rapid Prototyping

By Dr. James Li

9:00AM-4:30PM – lunch break 12:00PM-1:30PM

Additive Manufacturing is the new manufacturing method for 3D printing, rapid prototyping and surface repair. Participants will learn about Detail Engineering & Manufacturing Analysis; how to fabricate a working prototype and the basis of 3D Detail Modeling.

TUESDAY, FEBRUARY 10<sup>TH</sup>

### Advanced Coatings and Materials

By Dr. Abdel Salam Hamdy Makhoul

9:00AM-4:30PM – lunch break 12:00PM-1:30PM

The advanced materials workshop will help the participant understand the importance of material properties and the best application in modern product design. Material properties analysis and selection is a critical step on creating cost competitive, reliable and functional products. The workshop includes topics on recent usage trends that have enable engineers to create high quality products and processing such as Machining and Coating Technology.



### Intellectual Property Protection

By Susan Ochoa Spiering

9:00AM-10:30AM

The session will review IP in general, the differences between patents, trademarks, and copyrights, how protection in each area is obtained, and why a business would want to have registration coverage in a particular area. Basic searching of ideas will be discussed and what an inventor or business owner can do to start the IP protection process for themselves.

### Corpus Christi Hispanic Chamber workshop and LUNCH&LEARN

by Teresa Rodriguez

10:30AM-1:30PM

The Corpus Christi Hispanic Chamber of Commerce Serve as the official Hispanic business liaison-between the business community and the community at large. The Hispanic Chamber serves the business community by developing positive changes through active participation in education, leadership, public affairs, and creating business opportunities for our members, particularly small and minority owned businesses, while increasing awareness of the Hispanic heritage.

### Good Immigration Practices to Small Business to Keep Pace with Mobile Workforce

By Debra Rodriguez and Heather Moretzsohn

1:30PM-3:00PM

Updates on current US immigration laws as it applies to small business in the United States; advice for small business employers on immigration compliance (E-verify, I-9); best practices for all employers.

### Cultural Intelligence: Creating Connections with Multicultural Clients

By Lorena Parada-Valdes, M.J.M.

3:00PM-4:30PM

As business owners, we can expect our community's current focus on international trade to translate into an increasing number of multicultural clients, staff, and business partners. Are you ready to face the challenge – and reap the rewards – of a global marketplace? In this section, we explore the basic principles of cultural intelligence and how knowledge of culturally competent business practices can translate into increased productivity and profits.

### Import/Export – International Trade

By Berenice Carmona

9:00AM-12:00PM

The international trade session will benefit companies that have an interest in expanding their business to the international market. During the session participants will gain knowledge in researching potential foreign markets, understanding trade assistance programs, and making international transactions, along with numerous financial, legal and logistic considerations associated with international trade.

### LUNCH

12:00PM-1:30PM

### Lone Star UAS Center of Excellence & Innovation

By Dr. Ron George

1:30AM-2:15PM

The Lone Star Unmanned Aircraft Systems (UAS) Center of Excellence & Innovation (LSUASC) operates one of six federally sanctioned UAS test sites in the United States. Headquartered in the Coastal Bend Business Innovation Center of Texas A&M University- Corpus Christi, LSUASC comprises a robust business-development team structured to assist companies seeking to incorporate UAS technologies into their business cases and to access the U.S. national airspace system (NAS) for commercial operations. Our customers include original equipment manufacturers, start-up technology firms, vendors of equipment and technological solutions and state and federal agencies seeking UAS solutions to accomplish their missions. More than 100 companies have approached LSUASC with their interest in UAS systems. Our team of experts responds with more than 50 discrete engineering and operational services in support of public- and private-sector business cases. This brief workshop will introduce LSUASC and its test site and leave participants with a clear path to commercial operations in the NAS.

### Texas A&M University – Innovation Center

By David Fonseca

2:15 PM- 4:30PM

Learn more about the world-class, mid-sized business incubator assisting the commercialization processes of small businesses and start-ups in the Coastal Bend region.

### Doing Business in The U.S., Especially in Corpus Christi

By John Plotnick

9:00AM-10:30AM

This workshop will cover recent growth of the Corpus Christi Region discussing the area's assets that draw businesses. Also, the workshop will explain some of the incentives and programs available for small businesses.

### Business Models

By Dr. John Gamble

10:30AM-12:00PM

The workshop will help to analyze current business models and find new and more successful ways of doing business. Business models have become the highway to innovation for businesses ranging from Fortune 500 companies to start-ups. Participants will benefit by learning and applying practical processes that challenge the status quo and lead to the planning and design of innovative strategies!

### LUNCH&LEARN – Small Business Administration (SBA)

by Elizabeth Soliz

12:00PM-1:30PM

The U.S. Small Business Administration (SBA) will brief on the Agency's mission and the 3C's programs to help small businesses grow and succeed. The SBA loan programs will be discussed, as well as the free technical assistance from SCORE Corpus Christi & Del Mar College Small Business Development Center, and the contracting certification programs and resources to help small business sell their products and services to federal agencies.

**DID YOU  
KNOW?**

That According to the U.S. Army Corps of Engineers, the Port of Corpus Christi is the 5th largest port in the United States by tonnage shipped.

### Common Business Entities in The United States

By Dr. Brian Elzweig

1:30PM-2:15PM

This presentation will examine common business entities used in the United States. It will compare and contrast these types of entities (including sole proprietorships, general partnerships, limited partnerships, and corporations). Hybrid entities such as S Corporations, Limited Liability Companies and Limited Liability Partnerships will also be examined. The focus will be on liability of the owners, taxation issues, capital generation, and ease of creation, but other issues will be discussed as well.

### Port Industry Overview

By Barbara Canales and Ruben Medina

2:30PM-4:00PM

As the primary economic engine of the Coastal Bend, Port Corpus Christi is the 5th largest port in the United States in total tonnage. The Port's mission statement is to "serve as a regional economic development catalyst while protecting and enhancing its existing industrial base and simultaneously working to diversify its international maritime cargo business." Strategically located on the western Gulf of Mexico, with a straight, 45' deep channel, the Port provides quick access to the Gulf and the entire United States inland waterway system. The Port delivers outstanding access to overland transportation with on-site and direct connections to three Class-1 railroads and uncongested interstate and state highways. The Port is protected by a state-of-the-art security department and an award-winning Environmental Management System. With outstanding management and operations staff, Port Corpus Christi is clearly "The Port of the Lone Star State." <http://www.portofcorpuschristi.com/> Port Corpus Christi is a member of START (South Texas Alliance for Regional Trade), a collaborative effort that highlights business opportunities in South Texas in the manufacturing, energy, aerospace, international trade, military and other sectors and the related strategic support provided by Port San Antonio, Port Corpus Christi and Port Laredo. <http://www.southtexasrtrade.com/>

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## SPEAKER BIOGRAPHIES

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# DR. ABDEL SALAM HAMDY MAKHLOUF



Manufacturing Engineering Department  
University of Texas Pan America (UTPA)  
Presenting Session: Feb 10, 2015 – Advanced Materials

Dr. Makhlouf is RGV STAR Professor at Manufacturing Engineering Dept. He is a leading faculty of the Rapid Response Manufacturing Center at UTPA. Makhlouf's research interests include preparation and characterization of coatings, corrosion, nano composite coatings, functional thin films, nanotechnology and advanced materials and polymers. He has published seven books for top publishers such as Springer, Elsevier, and Woodhead Publishing Limited. Makhlouf has been coordinator of several Int'l projects with USA, France, Germany, Romania and Italy on applications of engineering materials. Makhlouf is a multiple-award winner for his academic excellence: He received several prestigious awards in Germany (Humboldt Research Award for Experienced Scientists at Max Planck Institute); USA (Fulbright Award, DOE, and NSF); Canada (NSERC Postdoctoral); Belgium (Belgian Federal Science Research Fellowship); Arab League (Arab Youth Excellence Award in Innovation 2013), Jordan (Abdul Hameed Shoman Award in Engineering Science 2012); Egypt (National Prize of Egypt in Advanced Science and Technology 2006; Egyptian Prize of Excellence in Surface Technology and Corrosion 2006; and Egyptian Prize of Excellence and Innovation in Materials Science and their Applications 2009); and Palestine (An-Najah Prize for Research 2014). Makhlouf has a strong impact with the international scientific communities as an Expert Evaluator and Rapporteur at the FP7 program (EU). Evaluator for USA Fulbright Commission. Evaluator for DAAD, Germany. Expert Evaluator at German Aerospace Center. Reviewer for Qatar National Research Fund. Reviewer for the American Univ. of Sharjah, UAE. Reviewer for Kuwait Foundation for the Advancement of Sciences. Consultant at Innosquared GmbH, Germany. He is the Senior Editor: Nanotechnology Section in *Insciences J.*, Switzerland; Associate Editor: *J. Nanostructure in Chemistry*, Springer; Associate Editor: *Int'l J. Applied Sciences*; Advisory Editor: for the books published by Elsevier in the area of advanced coatings and thin films, USA, and a board member of 24 Int'l journals. Supervised 3 postdoctoral researchers, 8 PhD and master theses, and over 25 final projects for graduate students.

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# DR. ANIL K. SRIVASTAVA



Professor Manufacturing Engineering Department  
University of Texas Pan America (UTPA)  
Presenting Session: Feb 6, 2015 – Practical Machining Principle

Dr. Anil Srivastava is Professor, Manufacturing Engineering Department at the University of Texas-Pan American (UTPA), Edinburg, TX. Dr. Srivastava received his Ph.D. degree in Mechanical Engineering from Indian Institute of Technology, Kanpur, India in 1985. In 1988, he moved to McMaster University, in Hamilton, Ontario, Canada and conducted research on 'Intelligent Control of Robotic Grinding Process'. In 1996, he joined Institute of Advanced Manufacturing Science (now known as TechSolve, Inc.) located in Cincinnati, OH, USA. He served TechSolve Inc. for eighteen (18) years in various capacities, finally working as Chief Technology Officer. In 2003, he received six million (\$6,000,000) dollar NIST-ATP award to conduct research on 'Intelligent Control and Optimization of Grinding Processes'. In 2009, he again received a \$700,000 award from the Department of Defense (DoD) to conduct applied research in grinding area. He has also received grants (~\$400,000) from National Science Foundation (NSF) to conduct research in 'Machining of Titanium Alloys'. Dr. Srivastava conducts research and development work in broad area of manufacturing that can be directly transferred to industries in production environment. During his career, he has supported many industries in solving their machining-related production issues. Dr. Srivastava is member of several International Technical Organizations such as ASM International, SME, ASME, and CIRP. Since 2010, he has served on the Board of SME/NAMRI. He has been an invited/keynote speaker internationally and presented work in USA, Brazil, India and China. Dr. Srivastava is also reviewer of technical papers for several International Journals and Proceedings and an editorial board member for the Journal of Manufacturing Technology Research and the International Journal of Nanomanufacturing.

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# BARBARA CANALES



Port Commissioner  
Port of Corpus Christi  
Presenting Session: Feb 13, 2015 – Port Industry Overview

Barbara A. Canales is a graduate of Corpus Christi's W.B. Ray High School, holds a Bachelor of Science degree in Petroleum Engineering from The University of Texas at Austin, and a Doctor of Jurisprudence from the University of Houston. Canales is a distinguished professional and active member of the South Texas community. She currently is a practicing attorney and partner of Mother Ocean, LLC. In addition to numerous past appointments, current boards and committees on which Barbara A. Canales is active include University of Texas at Austin College of Engineering Advisory Board; Ready or Not Foundation, President; Canales Foundation, President; Education is our Freedom Scholarship Foundation; Eagleford Shale Consortium Committee; and the South Texas Institute of the Arts Development Committee. She is also a member of the State Bar of Texas and the Corpus Christi Bar Association. Distinguished honors include the Las Estrellas Award; Hispanic Women's Network of Texas Girl Scout's of Corpus Christi; Hall of Honor Award, University of Texas at Austin; Distinguished Young Engineer Award; Hispanic Chamber of Commerce, President's Award; and Philanthropist of the Year, Nueces County Democratic Party.

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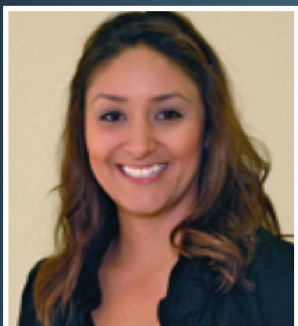
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# BERENICE CARMONA



Sr. International Business Consultant  
Presenting Session: Feb 12, 2015 – Import/Export – International Trade

Berenice is a Sr. International Business Consultant at the International Trade Center. She joined the International Trade Center in 2005, under her current position she provides technical support to small and medium size businesses in the Southwest Border Region interested in exploring international business opportunities. She has been actively involved in the development of the International Small Business Development Center (SBDC) networks in Mexico, Central America, and South America. Her previous roles at the center included International Market Research Specialist, Interns Coordinator, Client Manager Specialist and the development of SBDCGlobal.com. She holds a bachelor's degree in Management with concentration in International Business from the University of Northern Iowa, and is a Certified Global Business Professional.

## DID YOU KNOW?

That as a sovereign country (in 2012), Texas would be the 14th largest economy in the world by GDP

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# BILL CONE



Director  
Innovation Center - TAMUCC  
Presenting Session: Feb 2, 2015 – Welcome and Program Overview

Bill Cone currently serves as the Director of the Coastal Bend Business Innovation Center, which is part of the College of Business at Texas A&M University - Corpus Christi, Texas. He has served in that capacity since August of 2012 and prior to that was Interim Director of the CBBIC beginning in November of 2011. After graduating from Midland High School in Midland, Texas Mr. Cone attended Trinity University in San Antonio, Texas and graduated from the University of Texas at Austin, Texas in February of 1968. He then began a banking career as an executive trainee at Capital National Bank, Houston, Texas and culminated with his retirement from Wells Fargo Bank in July of 2010. During that time Mr. Cone was the CEO of four start-up banks, two in the Houston area, one in Austin, Texas and the most recent one in New Braunfels, Texas. The bank in New Braunfels was opened in 1986 and was sold to Norwest Bank Corp. (now Wells Fargo) in 1995. At retirement, Mr. Cone was a regional president for Wells Fargo with 58 locations in Texas, over 800 employees and total assets in excess of three billion dollars. He came out of retirement from banking for 8 months in late 2010 to assist Kleberg Bank with commercial lending in the Corpus Christi area. During his banking career, Mr. Cone served on the board of directors of the Texas Banker's Association and the Texas Independent Bankers' Association. He also served on the administrative faculty of the Southwestern Graduate School of Banking at Southern Methodist University for 20 years, served as dean for bankers for several years, 16 years as a director on the banking school board, and chaired the board for two years during that time. Civic involvement includes serving as United Way Chairperson in The Woodlands, Texas and New Braunfels, Texas, as an Opa in the Wurstfest Association in New Braunfels, and a director of McKenna Memorial Hospital in New Braunfels. Mr. Cone was an active member of the Chambers of Commerce in the Woodlands and in New Braunfels where he is a life member. Other civic organizations include the Austin Aqua Festival Association, Austin Civic Ballet, and he is currently a member of the board of directors of the Corpus Christi Symphony Orchestra.

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# DR. BRIAN ELZWEIG



Associate Professor  
College of Business, Texas A&M University, Corpus Christi Presenting  
Session: Feb 13, 2015 – Common Business Entities In United States

Dr. Brian Elzweig is currently an Associate Professor of Business Law at Texas A&M University-Corpus Christi. He obtained a Juris Doctor degree from California Western School of Law and a Master of Legal Letters degree in Securities and Financial Regulation from Georgetown University Law Center. Prior to his nine years of full-time teaching he practiced law in the state of Florida. His practice included both transactional and litigation in business issues including new business start-ups, mergers and acquisitions and administrative law. He is still an active member of the Florida Bar Association.

## DID YOU KNOW?

That 87% of incubator graduates are still in business five years after graduating from their program.

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# DAVID FONSECA



Incubator Manager  
Innovation Center - TAMUCC  
Presenting Session: Feb 12, 2015 – Innovation Center

David Fonseca currently serves as the Incubator Manager for the Coastal Bend Business Innovation Center (Innovation Center), a part of the College of Business at Texas A&M University - Corpus Christi. Fonseca has served over 120 companies in the last 4 years. Collectively current clients (32) of the Innovation Center reported 577 full time, induced, and indirect, jobs; have raised over \$2.5 million in equity, and generated revenues of 3.7 million from January 1 to June 30 of 2014. Recently, Fonseca and the Innovation Center's team facilitated the formation of the South Coast Angel Network (SCAN), which creates a forum for the introduction of entrepreneurs to potential investors. Fonseca started as a volunteer at the Innovation Center in 2009, eventually became a student worker and, upon graduation, was asked to be a Graduate Assistant and received a scholarship covering his MBA tuition. He graduated with a BBA in Finance and a Masters in Business Administration from TAMU-CC in 4 years working 40 hours a week. In 2010, Fonseca served as president Colombian Student Association where he designed a sponsorship program to support the PILEA Foundation in Colombia, which currently helps low-income children and adults with genetic disorders. In 2012, Fonseca was instrumental in writing an Economic Development Administration (EDA) grant, which was awarded for the next five years. He manages and tracks data reports on the progress of the Innovation Center for funding with agencies like the EDA, the State of Texas, City of Corpus Christi, and Texas A&M-Corpus Christi. Professionally, Fonseca is active in several committees and groups. He serves in the board of directors of the Young Business Professional organization, the management committee for the Business Plan Competition of the Coastal Bend, and management committee of Ideation Competition. He completed the Incubator Management Certificate Program of the National Business Incubation Association (NBIA) and is now a part of the training team that certifies Spanish speaking incubator managers in the United States and Latin America.

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# DAVID ORTIZ



TMAC-South Texas Manufacturing Specialist  
University of Texas-Pan American (UTPA)

Presenting Sessions:

Feb 2, 2015 – Manufacturing Trends and Lean Manufacturing

Feb 5, 2015 – Supply Chain Management and Problem Coaching

David Ortiz is an Engineer with more than 7 years of Experience in the Manufacturing Field. David has true passion for Engineering especially in the areas of Operations Management, Product Design, Process Design, Continuous Improvement, Scientific Management Systems, Project management, Strategic Management and Marketing. His current work environment gives him the opportunity to provide his energy and expertise to small, medium sized and world class manufacturers in the US and Mexico. David is a Manufacturing Specialist currently based in TMAC at The University of Texas Pan American. He coaches and helps people from all levels in the workforce, From Operators to Business Unit managers and Business Owners to find and boost the Value of their everyday activities. David uses technical tools to convert internal and external customer needs into processes and efficient action plans to execute an efficient delivery to the end customer. David has coached many individuals from companies such as Motorola, Coca-Cola, Panasonic, Corning Cable Systems, Corning Science, Emerson, Jabil, Ametek, and other successful medium sized companies such as High-Tech plastics, MJM International and many more. All of his customers have always rated David as a great manufacturing resource. His customers describe him as being a reliable and a highly professional individual with the ability of engaging and challenging them to improve their work environment. David holds different credentials to provide a world-class experience to his customers. He earned his Bachelors and Masters degree in Manufacturing and Engineering Management from The University of Texas-Pan American, Lean Master Certification, APICS CPIM (Supply Chain and Planning Certification), and Six Sigma Black Belt Training from Air Academy. David Ortiz is a goal driven individual and his main vision is to always research for technology and use his good communication analytical and motivational skills to diffuse that information to business professionals. All of those professionals have agreed that the information provided to them serves as a catalyst to their companies for reaching their goals to become more profitable.

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# DEBRA RODRIGUEZ



Attorney at Law, Corpus Christi, Texas  
Presenting Session: Feb 11, 2015 – Good Immigration Practices to  
Small Business to Keep Pace with Mobile Workforce

## Professional Admissions

2007 Board Certified in Immigration and Nationality Law, Texas Board of Legal Specialization

1998 Admitted to Texas Bar

1993 Admitted to California Bar

## Education

1993 J.D., National University School of Law

1990 National University

## Membership

U.S. District Court for the Southern District of Texas

U.S. District Court Northern District of Texas

U.S. Court of Appeals for the Fifth Circuit

Corpus Christi Division Criminal Justice Act Panel

## Professional Organizations, Awards, Honors

Current - Member, AILA (American Immigration Lawyer's Assoc.)

Vice Chair, State Bar of Texas, Immigration Section

Co-Chair, American Heart Association Function

Board Member, USTA

Board Member, Corpus Christi Montessori School

Past - Former President, Corpus Christi Bar Association

Former President, Coastal Bend Women's Lawyers Association

Recipient, Corpus Christi Young Lawyers' Association "Outstanding Young Lawyer of the Year"

Recipient, Corpus Christi Young Lawyers' Association's "Outstanding Mentor" Award

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# EDDIE GARCIA



Corpus Christi Hispanic Chamber of Commerce Chair  
E.L. Garcia Insurance Associates  
Presenting Session: Feb 11, 2015 – Welcome remarks

Eddie L. Garcia, a 28-year member of the Corpus Christi Hispanic Chamber of Commerce, holds a Bachelor of Science Degree in Electrical Engineering from Texas A&M University and a Master's degree in business Administration. Mr. Garcia served in the U.S. Navy from 1970-1973 and is the recipient of the Combat Action, Navy Unit Commendation, Vietnam Service, Vietnam Campaign and National Defense Ribbon. Mr. Garcia is the past President of the Corpus Christi Rotary Club, Nueces County A&M Club, Texas State Aquarium, and the United Married Couple Club. He has served as Chairman of the Buccaneer Commission. Mr. Garcia has also served as a Texas A&M University Chancellor's Century member, and has served for the Corpus Christi Association of Insurance and Financial Advisors, the Coastal Bend Association of Health Underwriters (Board Member) and the Million Dollar Table, Life and Qualifying Member. Mr. Garcia also serves as a Corpus Christi Mustang. Mr. Garcia brings a wide range of experience as a small business owner and community leader advocating, promoting and facilitating the success of small, minority and woman owned businesses in the Coastal Bend. He has been a small businessman in the community for the last 36 years and in the last 24 years, he has worked as a New York Life agent working with the small business owners to help provide executive benefits and tax deferred retirement options. Mr. Garcia has been a member of the Most Precious Blood Catholic Church for 33 years. Mr. Garcia has been married to Berta Garcia for 41 years. They have three daughters together, Rebecca, Rosella, and Rubiana.

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# ELIZABETH SOLIZ



Economic Development Specialist  
U.S. Small Business Administration  
Presenting Session: Feb 13, 2015 – Small Business Administration

An Economic Development Specialist, Elizabeth primary focus is optimizing the positive impacts and contributions that the SBA small business economic development programs and services make to the growth of the local economy served by the Lower Rio Grande Valley District- Harlingen/ Corpus Christi. Her work focuses on marketing all SBA programs and services through outreach and marketing; conducting training and education to various organizations and small businesses; and building and maintaining collaborative alliances and partnerships with resource partners and small business owners; and furthering the SBA mission.

## DID YOU KNOW?

Texas is home to six of the top 50 companies on the Fortune 500 list.

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# HEATHER MORETZSOHN



Attorney at Law, Corpus Christi, Texas  
Presenting Session: Feb 11, 2015 – Good Immigration Practices  
to Small Business to Keep Pace with Mobile Workforce

Heather Moretzsohn has focused her practice on the field of Immigration Law. Born in Saipan and raised in Hawaii, she has had a variety of international experiences. Heather has lived and traveled extensively in Europe, Japan, Asia and Latin America. She was a former Fulbright Scholar to Japan, an International Rotary Ambassadorial Scholar to Austria, and has worked at the U.S. Department of State both in Washington D.C., and São Paulo, Brazil. Heather is a former President of the Corpus Christi Sister City Committee where she set up a new Sister City between Corpus Christi, Texas and Playa Del Carmen, Mexico.

## Education

2000 – 2004 Japan - Waseda University, School of International Law, Tokyo, Japan  
2001 M.A., University of Hawaii at Manoa, International Law/PIS  
1999 J.D., William S. Richardson School of Law, University of Hawaii at Manoa  
M.A., University of Hawaii at Manoa, Political Science  
1992 – 1993 Japan - Ryukyu University, Japan  
1991 B.A., George Washington University, Washington, D.C.  
1987 – 1988 Austria - University of Salzburg, Austria  
1987 Mexico - Goethe Institute, Guadalajara, Mexico

## Membership

2013 U.S. District Court Northern District of Texas  
2013 Corpus Christi Division Criminal Justice Act Panel  
2010 U.S. Court of Appeals for the Fifth Circuit  
2008 U.S. District Court for the Southern District of Texas

## Community Service Organizations

2010 – present Corpus Christi Downtown Rotary Club  
2005 – present Corpus Christi Sister City Committee

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# DR. JOHN E. GAMBLE



Dean of the College of Business  
Texas A&M University – Corpus Christi  
Presenting Session: Feb 13, 2015 – Business Model Development,  
Creating Superior Customer Value and Profits

John E. Gamble is a Professor of Management and Dean of the College of Business at Texas A&M University - Corpus Christi. He has taught strategic management and entrepreneurship in the U.S. and Germany for more than 20 years. He is also the co-author of two strategic management textbooks that are published in 6 languages and used by more than 400 colleges of business. Dr. Gamble's research interests focus on strategic issues in entrepreneurial, health care, and manufacturing settings. His work has been published in various scholarly journals and he is the co-author of *Crafting & Executing Strategy and Essentials of Strategic Management*. Dr. Gamble's vision for the College of Business seeks to enhance engagement with the Coastal Bend business community through entrepreneurship education and mentoring, economic and business development, and leadership development.

## Education:

Ph.D., Management, University of Alabama, Tuscaloosa, Alabama

Master of Arts, University of Alabama, Tuscaloosa, Alabama

B.S. Psychology, University of Alabama, Tuscaloosa, Alabama

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## DR. JIANZHI (JAMES) LI



Associate Professor, Department of Manufacturing Engineering  
University of Texas Pan American (UTPA)  
Presenting Session: Feb 9, 2015 – Additive Manufacturing and Rapid Prototyping

Dr. Jianzhi (James) Li received a B.S. degree in automobile engineering in 1992 and his M.S. degree in manufacturing engineering in 2000, both from Tsinghua University, Beijing, China. He received his Ph.D. in industrial engineering from Texas Tech University, Lubbock, in 2003. He is an Associate Professor with the Department of Manufacturing Engineering at The University of Texas–Pan American. He has about eight years of industry experiences in the information technology and logistics field in China. His past research has focused on sustainable manufacturing technologies including remanufacturing, end-of-life management, reverse logistics, and decision-based green design. His current research topics also include additive manufacturing for rapid prototyping and 3D Printing, product and business innovation, and optimization of health care systems. He received grants from various sources including federal government agencies and industries. His previous work has been published in numerous articles in internally renowned journals. He also served as member of editor board for two international journals.

# DID YOU KNOW?


That manufacturers in the United States perform more than three quarters of all private-sector R&D in the nation, driving more innovation than any other sector.

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# LORENA PARADA-VALDES



Owner, The Language Bridge  
Presenting Session: Feb 11, 2015 – Cultural Intelligence: Creating  
Connections with Multicultural Clients

Lorena Parada-Valdes is the owner of The Language Bridge, a provider of foreign language and cross-cultural services founded in Corpus Christi, Texas in October 2005. The company's offerings include cross-cultural and diversity training and development, foreign language instruction, as well as translation and interpretation services in Spanish, French, Portuguese, Italian, German, and Mandarin. Lorena's has extensive training and expertise in both court interpretation and health care interpretation. She is a Federally Certified Court Interpreter by the Administrative Office of the United States Courts and a Nationally Certified Judiciary Interpreter and Translator, and has provided services in court and legal settings across the United States. In addition, Lorena is a certified educator in foreign languages and bilingual education, and her experience includes working with culturally diverse groups throughout her teaching career in Alaska, Guam, Latin America, Europe and the Middle East. A frequent presenter and facilitator, Lorena has years of experience in training and development both in the United States and overseas, and her areas of expertise include cultural competence, foreign language education, training in virtual environments, and interpretation and translation. Lorena works as a trainer for the Delmar College Center for Economic Development in Corpus Christi, Texas. She also currently serves as a faculty member in the Justice Management Master's Degree program at the University of Nevada- Reno, where she teaches cultural competence to students across the United States.

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# DR. MATAZ ALCOUTLABI



Assistant Professor of Mechanical Engineering University of Texas Pan American (UTPA)  
Presenting Session: Feb 3, 2015 – Recent Trends in Nanotechnology

Mataz received his B. S. degree in Mechanical Engineering from the University of Aleppo, Syria and M.S. degree in Mechanical Engineering from the Institut National des Sciences Appliquees (INSA) de Toulouse, France. He obtained his Ph.D. degree in Materials Science and Engineering from INSA, Lyon, France. After working as a postdoctoral researcher at Laval University, Quebec, Canada and at Texas Tech University in Lubbock Texas, he joined the University of Utah in Salt Lake City as a Research Professor and then joined the College of Textiles at North Carolina State University as a Research Assistant Professor. He currently holds a joint appointment as an Assistant Professor in Mechanical Engineering Department and in the Rapid Response Manufacturing Center at The University of Texas-Pan American. With over 15 years of research and teaching experience in different fields, Mataz has managed to combine his engineering and research background with his passion for leading research projects, teaching and training undergraduate and graduate students in Europe and North America. Dr. Alcoutlabi's research interests encompass several areas of polymer physics and composite mechanics; melt rheology and rheology of polymer smart hydrogels, physical aging of glassy polymers by supercritical carbon dioxide CO<sub>2</sub>, polymer and carbon nanofibers, nanocomposites, electrochemistry, Li-ion batteries and biosensors. More specifically, his research focuses on using and applying concepts from these areas to design nanomaterials with desirable thermal and mechanical properties for use in biomedical, energy storage and aerospace and defense applications. Prof. Alcoutlabi has nearly 33 publications in the field of polymers, Rheology nanofibers, nanocomposites and lithium-ion batteries. His recent work at TTU, University of Utah, NCSU and UTPA focused on the development of nanostructured materials, oil rheology, nanofibers, nanofiber composites and the effects of confinement at material behavior at nanoscale. Dr. Alcoutlabi's recent work at NCSU and UTPA has focused on the design of polymer nanofibers and carbon nanofibers for use as anode, cathode and separator in rechargeable Lithium-ion batteries. At UTPA and since November 1st 2013, Prof. Alcoutlabi's research group consist of one postdoctoral research associate, one graduate student and three undergraduate research assistants, dedicated to work on Forcespinning of various polymer and composite nanofibers for energy storage devices.

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# JOHN J. PLOTNIK



SIOR,CEcD  
Executive Vice President  
Corpus Christi Economic Development Corporation  
Presenting Session: Feb 13, 2015 – Doing Business in The U.S., Especially in  
Corpus Christi

John entered the field of economic development in 2000 and his focus at The Corpus Christi Regional Development Corporation is to attract businesses to the Region. He comes to the organization with a background in commercial real estate and economic development. In fact, he holds the honor of being the only person in the nation to hold certifications both as an active member of the Society of Industrial and Office Realtors (SIOR) and as a Certified Economic Developer (CEcD). John graduated from Texas A&M University and is a licensed Texas Real Estate Broker. Upon graduation John received a Commission as an Officer in the United States Army where he completed his military service obligations as an infantry captain with an honorable discharge. He also served on a number of boards including President and Board Director of The Commercial Network, an international association of commercial brokerage firms, representing 140 major metropolitan areas in the United States, Asia, Canada and Europe. John lives on North Padre Island with his wife Regina.

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# ROBERT MIRABAL

Procurement Specialist  
Procurement Technical Assistance Center at Del Mar College  
Presenting Session: Feb 5, 2015 – Contract Opportunity Targeting

Robert Mirabal is a Procurement Specialist with PTAC (Procurement Technical Assistance Center at Del Mar College). Robert has been with PTAC since 2013 and holds Federal Contractor Certifications (FCC) Levels I, II, & III. Prior to employment with PTAC Robert worked for over 30 years in a manufacturing facility managing the firms government contracts. Additional responsibilities included estimating, production management, supply and logistics, and human resources. Robert earned an A.A.S. Degree in Industrial Management from Del Mar College, a B.A.A.S Degree in Applied Sciences from The University of the IncarnateWord, and a M.A. Degree from St. Mary's University.

**DID YOU  
KNOW?**

That 87% of incubator graduates are still in business five years after graduating from their program.

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# DR. RON GEORGE



Senior Research Development Officer  
Division of Research, Commercialization, and Outreach - TAMUCC  
Presenting Session: Feb 12, 2015 – Lone Star UAS Center of  
Excellence & Innovation

Ron George is a former news journalist turned technical/grant writer and research development officer. Born in Corpus Christi into a military family, he's lived from coast to coast (Virginia to California) and north to south (Wisconsin to Louisiana). He returned to his hometown and worked for the Corpus Christi Caller-Times from 1983 to 1999, when he moved to College Station to teach journalism and advise the student newspaper at Texas A&M. He returned to Corpus Christi in 2006 to join the Office of Special Projects at Texas A&M University-Corpus Christi. He moved to the Division of Research, Commercialization and Outreach in 2011. He led the university's collaboration with Camber Corporation in successful pursuit of an FAA UAS test site on behalf of Texas, which resulted in the establishment of the Lone Star UAS Center of Excellence & Innovation in Corpus Christi. The LSUASC team is composed of the Governor's Office of Aerospace, Aviation and Defense, four state universities, two state agencies, two non-profit organizations and six private-sector service providers.

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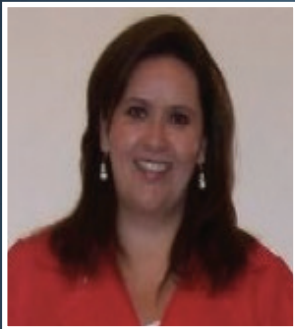
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# SILVA M. SUBIZAR-GARCIA



TMAC-South Texas Manufacturing Specialist University of Texas Pan American (UTPA)

Presenting Session: Feb 3, 2015 – Lean and Sigma Six Tool

Silvia M. Zubizar-Garcia has worked and served since 1990 in different major corporations of the automotive and electronics industries in manufacturing and servicing operations both in the US and Mexico. With 21+ years of experience, her areas of expertise include Manufacturing, Quality, Purchasing, Supply Chain, Training, and Environmental, Health and Safety. Since April of 2006, she joined the TMAC South Texas Group as a Manufacturing Specialist and has been instrumental in supporting the program with her skillsets that induce project management process improvement, and strategic business analysis. She is current on critical thinking - business intelligence, knowledge management, business process improvement, and human capital. Silvia has a Bachelor's in Business Administration and a Master's in Engineering in Quality and Productivity from the Instituto Tecnológico y de Estudios Superiores de Monterrey (I.T.E.S.M.) - Monterrey, Mexico. Silvia is Bilingual (English/Spanish). She holds certifications and accreditations such as: Certified Quality Manager (CO Manager and Improvement Associate) and Certified Quality Auditor (CQA) by the American Society of Quality (ASQ), OSHA Outreach Program Authorized Bilingual Instructor for the General Industry, a Six Sigma Black Belt by Air Academy of TMAC-UTPA and working on obtaining her Six Sigma Master Black Belt with Air academy. She has also satisfactorily completed the RABOSACertified Auditor Training Course for Quality Management Systems, with Isors 16949 SACT. Silvia has extensive experience in leading Six Sigma and Lean Manufacturing improvement projects, quality and environment management systems implementation to achieve certifications. She is currently active supporting organizations as a consultant and instructor for an Enterprise, Six Sigma, and Quality Management Systems like ISO- 9001, ISO 13485, AS9100 and TS16949, Environmental Management Systems ISO- 14001, Health and Safety Management Systems like OHSAS-18001 and legal compliance to D.O.T.- HAZMAT and O.S.H.A in the US and STPS in Mexico. She also provides training in different areas like leadership, management and supervision, team building and automotive industry core tools like APOP and Control Plans, Measurement Systems Analysis, Failure Mode and Effect Analysis, etc.

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# SUSANA MARTINEZ



Outreach Business Advisor  
Small Business Development Center – DelMar College  
Presenting Session: Feb 11, 2015 – Forecasting your Business  
Financial Success

Susana Martinez has lived in Corpus Christi for the last 11 years, and she is currently our Outreach Business Advisor at the DMC- Small Business Development Center. Previously, she was associated for five and a half years with the Corpus Christi Literacy Council, a non-profit organization, first as a student of English as a Second Language and then as program coordinator. Susana holds two business diploma degrees from University of Manizales, Colombia and an Associate Degree in Accounting from Del Mar College. She has over 20 years of business experience, including her last job in Colombia with one of the best travel agencies in the country, where she managed a branch of the company since inception and for more than ten years. Susana is a member of the Instituto de Cultura Hispanica, the Hispanic Women Networking of Texas and continues to volunteer at the Corpus Christi Literacy Council. Now, as part of the SBDC's team, she effectively helps individuals and small businesses providing technical assistance to entrepreneurs in the development and management of new business in the Texas Coastal Bend area.

## DID YOU KNOW?


That 20.7% of Texas firms are Hispanic-owned. That's about 448,124 firms.

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# TERESA RODRIGUEZ



President / CEO – Hispanic Chamber of Commerce  
Presenting Session: Feb 11, 2015 – Hispanic Chamber of Commerce

Teresa Rodriguez was born in Cuernavaca, Morelos Mexico and she graduated in 1982 from the Tecnológico de Monterrey in Mexico with a Bachelors of Science in Communication. Teresa's began her 30 year professional career as the Director of Marketing and Advertising for the Aerolíneas Internacionales, a Mexico based airline. During her 10 year employment she founded and served as editor of the airline's monthly In-flight magazine. Teresa went on to serve as the Vice President of International Relations and Community Development for the Chamber of Commerce in McAllen, Texas. During her tenure at the McAllen Chamber of Commerce, she managed the Sister Cities program between Belize and Tamaulipas. She also established relations with and coordinated the visitation of the Consulate of Guatemala into Texas. Teresa was also the only civilian invited to serve as a member of the Border Liaison Mechanism. She aided as a governmental instrument to further regional bilateral dialogue, in which representatives from both sides of the Rio Grande Valley-Tamaulipas border discussed issues of mutual interest, including public safety and law enforcement issues. In 2010, she joined WoodCrafters as the Human Resources Director, a manufacturing company consisting of 2000 employees and 6 plant locations. Among the 6 plants, 3 are located in Mexico. Teresa's international relations, great leadership skills, positive attitude of community servant hood as well as her love for the Hispanic culture and heritage has led her to become the President and CEO of the Corpus Christi Hispanic Chamber of Commerce. Since she began her current position in December of 2012, she has initiated various programs in order to fulfill the void in International relations between the City of Corpus Christi and Mexico. She currently serves as the liaison between the Texas A&M University-Corpus Christi and the ITESM.

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# RUBEN MEDINA



Director of Business Development  
Port of Corpus Christi  
Presenting Session: Feb 13, 2015 – Port Industry Overview

Born in Mexico City from an American father and a Spaniard mother. Educated in the United States from Primary School all through College. Graduated in 1975 with a B.A. in Economics from Claremont McKenna-FSU, in CA. As well as post Graduate studies in Global Ship Managing/ Financing from UNCTAD. In 1976 was hired as an Assistant to the President of Group TMM. At said time the largest Latin American Shipping Company with Maritime Liner Services trading to Asia, Europe, South America and the United States. Worked within TMM for 27 years handling positions in the Accounting, Chartering, Marketing, Shipping Agency as well as managing Liner Operations services to the Mediterranean, South American and Asia handling Container and Car Carrier vessels. From 1988, appointed General Manager in charge of TMM's Representative offices; in Miami 1989-1991, Long Beach 1991-1993, Tokyo, Japan 1993-1998. In 2006 joined Marine Terminals (today Ports America), in Oakland, CA. as a Consultant for their business expansion plans into Latin America. In 2009 hired by the Port of Corpus Christi as Manager for their Business Development Department. In late 2011 was promoted to Director of such department. Fluent in Spanish, French, Portuguese and conversational Japanese. Member of Rotary, AAPA, NASCO, Free Trade Alliance, World Affairs Council. Married to Maria del Carmen for 37 years and have two sons and one daughter. All three are graduates from the University of Notre Dame, In.

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# SUSAN OCHOA-SPIERING



Attorney at Law  
Ochoa & Associates  
Presenting Session: Feb 11, 2015 – Intellectual Property Protection

Ms. Ochoa is an attorney, specializing in intellectual property protection. She is also associated with the firm of Ferrells PLLC. Her practice areas include drafting and obtaining protection in the form of patents, trademarks, copyrights, preparation of agreements having a legal-technical nature such as licensing, joint development, non-disclosure/confidentiality, etc. Her practice also includes preparing opinions such as freedom to operate or agreement assessments, and conducting searches and IP portfolio assessment.

## Education

Juris Doctor (J.D.), William Mitchell College of Law, St. Paul, Minnesota

Licensed in: Minnesota, Texas, USPTO

B.S. Chemistry, University of Texas at San Antonio, San Antonio, Texas

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## GENERAL INFORMATION

- MEALS • ACCOMODATION • TRANSPORTATION
- TRAVEL • SPECIAL ACTIVITIES • CORPUS CHRISTI

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# MEALS

Meals are included as part of the program except during the weekends. !

BREAKFAST - Hot skillet breakfast will be provided at the hotel.

LUNCH – Catering will take place at the Innovation Center.

## SPECIAL DINNER ARRANGEMENTS:

Monday, February 2nd

- Hester's Cafe & Coffee Bar
- Hotel pick-up time (lobby): 6:00pm
- Dinner Time: 6:30pm

Tuesday, February 3rd

- Hotel Meal

Wednesday, February 4th

- Katz 21 Steaks & Spirits
- Hotel pick-up time (lobby): 6:00pm
- Dinner Time: 6:30pm

Thursday, February 5th

- Hotel Meal

Friday, February 6th

- Peoples Restaurant & Lounge
- Within walking distance
- Reservation at 6:30pm

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# MEALS

Saturday, February 7, 2015

- Special Lunch Arrangement - Sponsored by The Innovation Center
- Night-Off

Sunday, February 8, 2015

- Special Dinner Arrangement - Sponsored by McAllen Economic Development Corporation

Monday, February 9, 2015

- Special Lunch Arrangement - Sponsored by Ediburg Economic Development Corporation
- Special Dinner Arrangement - Sponsored by University of Texas - Pan America. Pick-up time: 8:00 p.m.

Tuesday, February 10, 2015

- Special Lunch Arrangement - Sponsored by South Texas College
- Hotel Meal

Wednesday, February 11th

- Applebee's Restaurant
- Within walking distance
- Reservation at 6:30pm

Thursday, February 12th

- Hotel Meal

Friday, February 13th

- Bleu Bistro
- Hotel pick-up time (lobby): 6:00pm
- Dinner Time: 6:30pm

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# MEALS

As part of the program, participants will have a chance to dine at some of the finest restaurants in town at scheduled times. They are welcome to visit other restaurants at their own expense for their evening meal or when a group event is not planned. Below please find some recommendations:

- Water Street Oyster Bar or Water Street Seafood Company

Address: 309 N Water St, Corpus Christi, TX 78401

Phone: (361) 881-9448; (361) 882-8683

Website: <http://www.waterstreetseafood.net>

- Railroad Seafood Station & Brewing Company

Address: 1214 N Chaparral Street, Corpus Christi, TX 78401

Phone: (361) 883-6200

Website: <http://www.railroadseafood.com/contact.php>

- Takewina Restaurant

Address: 5216 S Padre Island Dr, Corpus Christi, TX 78411

Phone: (361) 356-6888

Website: <http://www.takeniwa.com>

- Silverado Smokehouse

Address: 4522 Weber Rd, Corpus Christi, TX 78411

Phone: (361) 855-6464

Website: <http://www.corpuschristi-bbq.com>

- Kiko's Restaurant

Address: 5514 Everhart Rd, Corpus Christi, TX 78411

Phone: (361) 991-1211

Website: <http://kikosmexicanfood.com>

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# ACCOMODATIONS & TRAVEL

The Innovation Center has secured a block of rooms at this hotel with a special rate of \$103 per night for a double/king room. The cut-off date and booking instructions can be found below:

Cut-off Date: receive the special rate and assure availability of rooms by making a reservation no later than January 12, 2015

## Booking Instructions:

Option #1 : Calling the OMAHA reservations line at 1-800-993-4751 and inform them that you will be making a reservation under a block code for "La Idea Texas" for February 1st - 14th. Tell the representative you have a group code as well G-LAIA. At this time you will be able to make your reservation and will need to put down a credit card to guarantee the room. If you wish, you may change credit cards, at the time of check in.

Option #2 : Call the hotel main line at (361) 985-8888 dial "0" to speak with our front desk agent to assist in making reservations. Please reference you will be making a reservation under the "La Idea Texas" for February 1st -14th. Tell the front desk agent you have a group code as well "G-LAIA". At this time you will be able to make your reservation and will need to put down a credit card to guarantee the room. You may change credit cards, at the time of check in.

## McAllen:

- Complimentary Hot AM Skillet Breakfast
- Complimentary beverage area
- Interior Corridors
- Complimentary self-parking
- Complimentary use of public computers/printer in E-Room
- Complimentary 24/7-access to fitness center
- Complimentary access to the pool.
- Gift Shop

## Address:

1800 South Second Street,  
McAllen, Texas, 78503, USA  
Phone: (956) 686-3000

## Website:

<http://embassysuites3.hilton.com/en/hotels/texas/embassy-suitesmcallen-MFEMCES/>

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# ACCOMODATIONS & TRAVEL

Texas Manufacturing Assistance Center (TMAC) & the Rapid Response Manufacturing Center (RRMC) have secured a block of rooms at this hotel with a special rate of \$99 per night for a standard suite. The cut-off date and booking instructions can be found below:

Cut-off Date: receive the special rate and assure availability of rooms by making a reservation no later than January 23, 2015

## Booking Instructions:

Call our hotel main line at (956) 686-3000. Please reference you will be making a reservation under the "La Idea Texas" for February 8th - 9th. Tell the front desk agent you have a group code as well "LIT". At this time you will be able to make your reservation and will need to put down a credit card to guarantee the room. You are more than welcome to change credit cards, at the time of check in.

## Getting to the Hyatt Place From the Corpus Christi Airport

Taxi: Taxis are available outside of baggage claim. The Hyatt Place is nearly 13 miles from the airport, and the average fare is approximately \$40. For a complete list of airport taxi cab operators, [click here](#).

## Corpus Christi Weather

Corpus Christi weather will likely be relatively brisk in early February. Average high temperatures for that month are around 73 degrees Fahrenheit (23 degrees Celsius), and lows average around 48 degrees Fahrenheit (9 degrees Celsius). However, all indoor locations will be well air-conditioned, so be sure to bring layers to wear while attending the conference.

## McAllen Weather

McAllen weather will likely be slightly warmer than Corpus Christi in early February. Average high temperatures for that month are around 77 degrees Fahrenheit (25 degrees Celsius), and lows average around 50 degrees Fahrenheit (10 degrees Celsius). However, all indoor locations will be well air-conditioned, so be sure to bring layers to wear while attending the conference.

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# TRANSPORTATION

## Sunday, February 1, 2015 (Airport to Hotel)

Participants arrive to Corpus Christi International Airport (CRP) and are responsible for their own transportation to the Hotel. Taxis are available outside of baggage claim. The Hyatt Place is nearly 13 miles from the airport, and the average fare is approximately \$40. For a complete list of airport taxi cab operators. Visit our website at [www.innovation4tx.com/idea](http://www.innovation4tx.com/idea)

## Monday, February 2, 2015 - Friday, February 6, 2015

- Hotel Pick Up Time: 8:30 a.m. Guests pick up is scheduled at the Hyatt Place Hotel Lobby.
- Arrival Time to the Innovation Center: 9:00 a.m. Deliver them to the Coastal Bend Business Innovation Center (the Innovation Center), 10201 SPID, Corpus Christi, TX-78418.
- Innovation Center Pick Up Time: 4:30 p.m. Guests pick up is scheduled at the Innovation Center lobby to the Hyatt Place Hotel.

### SPECIAL DINNER ARRANGEMENTS:

#### Monday, February 2nd:

Hester's Cafe & Coffee Bar  
Hotel pick-up time (lobby): 6:00 p.m.  
Dinner Time: 6:30 p.m.

#### Tuesday, February 3rd:

Hotel Meal

#### Wednesday, February 4th:

Katz 21 Steak & Spirits  
Hotel pick-up time (lobby): 6:00 p.m.  
Dinner Time: 6:30 p.m.

# TRANSPORTATION

## Thursday, February 5th:

Hotel Meal

## Friday, February 6th:

Peoples Restaurant & Within walking distance

Reservation at 6:30 p.m.

## Saturday, February 7, 2015

- Hotel Pick Up Time: 10:30 a.m. Guests pick up is scheduled at the Hyatt Place Hotel Lobby for lunch at The Kings Inn Restaurant, 1116 County Road 2270, Loyola Beach, TX 78379
- Special Lunch Arrangement: Sponsored by The Innovation Center
- Lunch at the Kings Inn Restaurant: 12:00 p.m. to 1:30 p.m. Takes 30 minutes from the restaurant to the ranch.
- The Kings Inn Restaurant: There is a very famous restaurant in Baffin Bay, Texas (East of Riviera, Texas), called King's Inn. It has been here since 1945, which is 69 years of excellent food. The specialties of the house are sliced avocado salad, onion rings, and shrimp. The most famous people to eat there were George Strait, Governor George W. Bush, Matt Dillon, Betty White, and Nolan Ryan. The busiest time of the week is Friday, Saturday, and Sunday. King's Inn gets their fish locally, and from other countries like Australia. King's Inn invented this really good tartar sauce and Mr. Ware is the only one who knows the recipe.
- King Ranch Tour: 2:30 p.m. to 4:00 p.m. Takes 6 minutes from the ranch to the shop. Visiting King Ranch takes you through a historical adventure, provides insight into ranching and agriculture in the United States, and brings you up close and personal with the stunning flora and fauna of majestic South Texas.
- Visit Saddle Shop: 4:15 pm to 5:00 p.m., Takes 45 minutes from the shop to the hotel.
- Hotel arrival time: 5:45 p.m
- Night-Off

# TRANSPORTATION

## Sunday, February 8, 2015

- Hotel Check Out and Pick Up Time: 9:00 a.m. Guests pick up is scheduled at the Hyatt Place Hotel Lobby to McAllen, TX. Spend the day at the Outlet Malls in McAllen.
- Hotel Arrival Time: 4:00 p.m. Arrive at the Embassy Suites Hotel McAllen, 1800 South Second Street, McAllen, TX 78503.
- Special Dinner Arrangements: sponsored by McAllen Economic Development Corporation

## Monday, February 9, 2015

- Hotel Pick Up Time: 8:30 a.m. Guests pick up is scheduled at the Embassy Suites Hotel Lobby.
- Arrival Time to the TMAC: 9:00 a.m. Deliver them to the TMAC South Texas, 1201 W. University Dr., Ediburg, TX 78539
- Special Lunch Arrangements: Sponsored by Ediburg Economic Development Corporation
- Special Dinner Arrangements: Sponsored by University of Texas - Pan America  
TMAC Pick Up Time: 8:00 p.m. Pick up from the TMAC and deliver them back at the Embassy Suites Hotel.

## Tuesday, February 10, 2015

- Hotel Check Out and Pick Up Time: 8:30 a.m. Guests pick up is scheduled at the Embassy Suites Hotel Lobby.
- Arrival Time to the South Texas College: 9:00 a.m. Deliver them to the South Texas College, 3700 W. Military Hwy., McAllen, TX 78501.
- Special Lunch Arrangements: Sponsored by South Texas College
- South Texas College Pick Up Time: 4:30 p.m. Depart for Corpus Christi, TX.
- Hotel Arrival Time: 7:00 p.m. Arrive at the Hyatt Place Hotel 6773 S.P.I.D, Corpus Christi, TX 78412.
- Dinner at Hotel

# TRANSPORTATION

## Wednesday, February 11, 2015 - Friday, February 13, 2015

- Hotel Pick Up Time: 8:30 a.m. Guests pick up is scheduled at the Hyatt Place Hotel Lobby.
- Arrival Time to the Innovation Center: 9:00 a.m. Deliver them to the Coastal Bend Business Innovation Center (the Innovation Center), 10201 SPID, Corpus Christi, TX-78418.
- Innovation Center Pick Up Time: 4:30 p.m. Guests pick up is scheduled at the Innovation Center lobby to the Hyatt Place Hotel.

### SPECIAL DINNER ARRANGEMENTS:

#### Wednesday, February 11th

Applebee's Restaurant  
Within walking distance  
Reservation at 6:30 p.m.

#### Thursday, February 12th

Hotel Meal

#### Friday, February 13th

Bleu Bistro  
Hotel pick-up time (lobby): 6:00 p.m.  
Dinner Time: 6:30 p.m.

## Saturday, February 14, 2015

Participants depart from the Hyatt Place and are responsible for their own transportation to the airport. Taxis are available outside of baggage claim. The Hyatt Place is nearly 13 miles from the airport, and the average fare is approximately \$40. For a complete list of airport taxi cab operators. Visit our website at [www.innovation4tx.com/idea](http://www.innovation4tx.com/idea).

Hyatt Place Hotel  
6773 South Padre Island Drive, Corpus Christi, TX-78412

# SPECIAL ACTIVITIES

## King Ranch Tour – Sponsored by the Innovation Center Saturday, February 7, 2015

- Hotel Pick Up Time: 1:00 p.m.

Guests pick up is scheduled at the Hyatt Place Hotel Lobby to go for lunch at the KingsRanch Tour, 2205 Highway 141, Kingsville, Texas 78364-1090.

- King Ranch Tour: 2:00 p.m. to 4:00 p.m. Takes 6 minutes from the ranch to the shop. Visiting King Ranch takes you through a historical adventure, provides insight into ranching and agriculture in the United States, and brings you up close and personal with the stunning flora and fauna of majestic South Texas

- Depart King Ranch to Museum: 4:15 p.m to 4:45 p.m

Museum Visit: 4:45 p.m to 5:15 p.m

You will get a taste of the mythic past of King Ranch

- Depart form Museum to Kings Inn Restaurant 5:15 p.m to 6:00 p.m

Dinner at the Kings Inn Restaurant:

There is a very famous restaurant in Baffin Bay, Texas (East of Riviera, Texas), called King's Inn. It has been here since 1945, which is 69 years of excellent food. The specialties of the house are sliced avocado salad, onion rings, and shrimp. The most famous people to eat there were George Strait, Governor George W. Bush, Matt Dillon, Betty White, and Nolan Ryan. The busiest time of the week is Friday, Saturday, and Sunday. King's Inn gets their fish locally, and from other countries like Australia. King's Inn invented this really good tartar sauce and Mr. Ware is the only one who knows the recipe.

Guests pick up is scheduled at the museum for dinner to the Kings Inn Restaurant, 1116 County Road 2270, Loyola Beach, TX 78379.

## Rio Grande Valley Premium Outlets

140 Outlet Stores - Find impressive savings at Adidas, Ann Taylor, Banana Republic, BCBG Max Azria, Brooks Brothers, Burberry, Calvin Klein, Coach, Gap Outlet, Guess, Lacoste, Nike, Polo Ralph Lauren, Saks Fifth Ave Off 5th, Tommy Hilfiger and more.

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# CORPUS CHRISTI

Experience a new standard in travel along the charming Corpus Christi coast. During your stay enjoy miles of shore, sights and attractions. Explore sparkling expanses of windswept beaches, feast on the freshest seafood and relax under the warm Texas sky. Explore sparkling expanses of windswept beaches, feast on the freshest seafood and relax under the warm Texas sky, it just doesn't get any better than that. Vacationing on the Gulf Coast won't break the bank; with special savings and value pricing, you can afford to bring the whole family! maybe even the neighbors. Whether for a spring break getaway or holiday retreat, come visit and create a lifetime of memories down the sandy shores of Corpus Christi.

Visit [www.visitcorpuschristitx.org](http://www.visitcorpuschristitx.org) to learn more about Corpus Christi, TX.



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FEBRUARY 2ND - FEBRUARY 13TH