



POSIBLE L.A. CONTENT SCHEDULE



SESSION TIME:	CLOUD ROOM Brought to you by The Adelante Movement Presented by Coca-Cola	SUN ROOM	ZONE 1	ZONE 2 Presented by Wells Fargo Bank	ZONE 3	ZONE 4	WORKSHOP L.A. MAYOR GARCETTI'S OFFICE	WORKSHOP WELLS FARGO
9:00AM								
10:00AM	9:30AM-10:30AM "How to Become Self Made: Have a Rich Life in Every Way by Making Money in Your Sleep / Adelante Emprendedores y Empresarios: Cómo Alcanzar Una Vida Rica y Realizada Haciendo Dinero Mientras Uno Duermes" Nely Galán, Founder of The Adelante Movement *Bilingual Session/Sesión Bilingüe	10:00AM-11:00AM "Claves del Éxito Para Emprendedores" Presentado por AEM Julie Stav (Financial Expert), Marcelo Sada (CEO Source Logistics), Jocelyn Ramirez (Founder of Todo Verde), Javier Martinez (President of Martinez Brands) *Spanish Session/Sesión en Español	10:00AM-10:45AM "4 Pilares Para Iniciar Tu Negocio Exitosamente" Carlos Márquez, Empresario Adelante Con Carlos *Spanish Session/Sesión en Español	10:00AM-10:45AM "Starting Your Business" Gabriela Teissier (Univision, KMEX Anchor), Gladys Preciado (Vice President/ Senior Business Relationship Manager for Wells Fargo), Arlene Nalbandian (SBA Banker for Wells Fargo), Alex Guerrero (Chief Development Officer for VEDC), Osbaldo Velásquez (Opportunity Fund) *Bilingual Session/Sesión Bilingüe	10:AM-10:45AM "Financial Planning for Entrepreneurs & Tax Strategies" Carlos Delgado (MBA Certified Financial Planner & SCORE Hispanic Chair), Armando Sahagún (SCORE Counselor) Small Business Administration (SBA) *English Session/Sesión en Inglés	10:00AM-10:45AM "Growing your Business with LA County" Rossana G. D'Antonio (PE, GE, EnvSP, F.ASCE, Deputy Director, Business Outreach/Technical Support Branch), Lorena Calderon, Enrique Gonzalez Los Angeles County Public Works *English Session/Sesión en Inglés	10:00AM-12:10PM Overview: "Entrepreneur 2.0"/"Cómo Iniciar Su Propio Negocio" Joshua González (Program Director), Eric Lara (Business Consultant) "Credito Para Negocios, Simple"/"Business Credit, Simple" Jose Juan Vega, FVP and Business Finance Advisor "So You Want To Start A Food Truck Or Mobile Business" Terry Gubatán & Fernando Borja, Business Development Loan Officers	10:00 AM-11:00AM "How to Start, Run and Grow Businesses" Wells Fargo Works *English Session/Sesión en Inglés
11:00AM	10:45AM-11:45AM "Real Self Made Stories from Failure to Triumph / Historias Reales de Fracasos y Triunfos" Nely Galán (Founder of The Adelante Movement), Tina Aldatz (CEO of Savvy Travelers), Tencia Salinas (Hair System Inventor), Angie Henry (Owner of New Palace Realty) *Bilingual Session/Sesión Bilingüe	11:30AM-12:30PM "Scaling Excellence: How To Grow Your Business" Presented by Stanford Latino Entrepreneur Initiative Roberto Martinez (Founder and CEO of Braven Agency), Mark L. Madrid (Executive Director of LBAN), Euliquio "Tiq" Chapa (Program Manager for SLEI), Ana Bermudez (Founder and CEO of TagitTM) *English Session/Sesión en Inglés	11:00AM-11:45AM "How To Plan Your Business" Elizabeth Amni, CEO of AntiLagGames.com & Adjunct Professor of Entrepreneurship at USC USC Marshall School of Business *English Session/Sesión en Inglés	11:00AM-11:45AM "Established Business" Gabriela Teissier (Univision, KMEX Anchor), Gladys Preciado (Vice President/ Senior Business Relationship Manager for Wells Fargo), Arlene Nalbandian (SBA Banker for Wells Fargo), Alex Guerrero (Chief Development Officer for VEDC), Osbaldo Velásquez (Opportunity Fund) *Bilingual Session/Sesión Bilingüe	11:00AM-11:45AM "Planeación Financiera Para Emprendedores y Estrategias Fiscales" Carlos Delgado (MBA Certified Financial Planner & SCORE Hispanic Chair), Armando Sahagún (SCORE Counselor) Small Business Administration (SBA) *Spanish Session/Sesión en Español	11:00AM-11:45AM "Cómo Crear Tu Negocio Sin Capital" Monica Taher, Tech Entrepreneur The Tech & Money Gal *Spanish Session/Sesión en Español	"Legalizing Street Vending in LA: Where Are We Now, And What's Next?"/"Legalizando La Venta Ambulante: ¿Dónde Estamos y Dónde Vamos?" Rudy Espinoza, Executive Director	
12:00PM	12:00PM-1:00PM "Consejos para Triunfar en tu Propio Negocio" Julie Stav, Experta en Finanzas *Spanish Session/Sesión en Español		12:00PM-12:45PM "Your Business Why: Designing Exceptionally Useful Value" C. Scott Hindell, Principal of Hindell Consulting UCLA Extension *English Session/Sesión en Inglés	12:00PM-12:45PM "Credit And Financing For Businesses" Presented by Wells Fargo *English Session/Sesión en Inglés	12:00PM-12:45PM "Hiring Employees" Laura A. Martinez, SPHR Human Resources Consultant Small Business Administration (SBA) *English Session/Sesión en Inglés	12:00PM-12:45PM "How to Grow your business with a Responsible Business Loan" Osbaldo Velásquez, Loan Consultant Opportunity Fund *English Session/Sesión en Inglés	12:20PM-1:20PM "Entrepreneur 2.0/ "Cómo Iniciar Su Propio Negocio" Joshua González (Program Director), Eric Lara (Business Consultant) City of Los Angeles Funded - South Valley BusinessSource Center *Bilingual Session/Sesión Bilingüe	11:30AM-12:30AM "Cómo Poner en Marcha, Dirigir y Hacer Crecer Empresas" Presented by Wells Fargo Wells Fargo Works *Spanish Session/Sesión en Español
1:00PM	1:30PM-2:30PM "Access to Capital: Find the Hidden Money in America / Consigue Dinero para tu Negocio: Dónde Está Escondido el Dinero en América" Nely Galán (Founder of The Adelante Movement), Nathalie Molino Niño (CEO & Founder of Brava Investments), Ivelisse Rodriguez Simon (Partner, Avante Mezzanine Partners), Carmen Palafox (Venture Partner, Make in LA), Gladys S. Preciado (VP Sr Business Relationship Manager, Wells Fargo Bank) *Bilingual Session/Sesión Bilingüe	1:00PM-2:00PM "From Stilletos to the Stock Exchange - Six Essentials For Success" Tina Aldatz, CEO of Savvy Travelers *English Session/Sesión en Inglés	1:00PM-1:45PM "Cómo Encontrar Ideas para Emprendimiento" Dr. Nelson Pizarro, Director del Centro Para Emprendimiento y Innovación & Profesor de Emprendimiento de Cal Poly Pomona Universidad Cal Poly Pomona *Spanish Session/Sesión en Español	1:00PM-1:45PM "Programa Dónde Expertos En Negocios Proveeran Servicios Para Pequeñas Empresas" Wells Fargo Works *Spanish Session/Sesión en Español	1:00PM-1:45PM "Vendiendo Internacionalmente" Carlos Márquez, Empresario Adelante Con Carlos *Spanish Session/Sesión en Español	1:00PM-1:45PM "Hispanos y Su Impacto En La Industria De Bienes Raíces" Angela Avilez, Award Team Leader & Realtor Century 21 *Spanish Session/Sesión en Español		1:00PM-1:45PM "Pitching Your Business" Presented by Wells Fargo *English Session/Sesión en Inglés
2:00PM	2:45PM-3:00PM "Passing the Torch: How to Raise Self Made Kids" Nely Galán, Founder of The Adelante Movement & Lukas Rodriguez, son of Nely Galán *English Session/Sesión en Inglés	2:30PM-3:30PM "De Una Idea a Un Imperio" Presentado Por Google Nicole Herrera (Encargada de Desarrollo en el Mercado Hispano para Google), Adriana Gallardo (CEO de Adriana's Insurance), Jaime Martin Del Campo & Ramiro Arvizu (Chefs y Dueños de La Casita Mexicana y Mexicano), Norma Rapko (Creadora de Crystler y Bing It On!) *Spanish Session/Sesión en Español	2:00PM-2:45PM "I Have An Idea, What's Next" Barney Santos, Head of the Center for Entrepreneurship & Innovation Cal State LA's College of Business & Economics *English Session/Sesión en Inglés	2:00PM-2:45PM "Credit And Financing For Businesses" Presented by Wells Fargo *English Session/Sesión en Inglés	2:00PM-2:45PM "Claves Sobre Como Estructurar La Expansión De Tu Negocio A Otros Mercados" Fernando Vásquez (Mayor of Downey), Omar Sánchez (The Financial Architects), Brian Santacruz (CEO of Brionic Security), Sergio Bautista (COO for CHAPCare), Martha Hernandez (CEO of MadeBOS) *Spanish Session/Sesión en Español	2:00PM-2:45PM "Medios Sociales Para Su Negocio" Claudia Shah, Business Coach Small Business Development Center (SBDC) *Spanish Session/Sesión en Español	1:30PM-2:30PM "Credito Para Negocios, Simple"/ "Business Credit, Simple" Jose Juan Vega, FVP and Business Finance Advisor East West Bank *Spanish Session/Sesión en Español	
3:00PM	3:00PM-3:45PM "De Micro Negocio a Millonario / Micro to Millions" Nely Galán, Fundadora de The Adelante Movement *Bilingual Session/Sesión Bilingüe		3:00PM-3:45PM "Cómo Pasar De La Idea A La Prueba" Jesus Arguelles, Managing Partner/Co-Founder Afina Consulting *Spanish Session/Sesión en Español	3:00PM-3:45PM "Program Focused On Services For Small Businesses" Wells Fargo Works *English Session/Sesión en Inglés	3:00PM-3:45PM "Cómo Empezar Tu Negocio" Fidel Gomez, Business Manager for the University of La Verne Small Business Administration (SBA) *Spanish Session/Sesión en Español	3:00PM-3:45PM "How To Grow Your Business" Sergio Gascón, Executive Director University of Southern California, Minority Business Development Agency (MBDA) *English Session/Sesión en Inglés	2:40PM-3:40PM "So You Want To Start A Food Truck Or Mobile Business" Terry Gubatán & Fernando Borja, Business Development Loan Officers Vermont Slauson Economic Development Corporation *Bilingual Session/Sesión Bilingüe	2:30PM-3:30PM "Pitching Your Business" Presented by Wells Fargo *Spanish Session/Sesión en Español
4:00PM	3:50PM-4:10PM Ganadores del Programa de Aceleración Presentado por Televisa Anahi Flores, POSIBLE	3:45PM-4:30PM "Real Life Challenges in Business That No One Tells You" Presentado por Rise Programs Adriana Gallardo (CEO of Adriana's Insurance), Richard Martinez (Transformational Expert of Rise Programs) *Bilingual Session/Sesión Bilingüe	4:00PM-4:45PM "Rapid Prototyping: Test Your Business Idea Quick & For Less Money" Barney Santos (Head of the Center for Entrepreneurship & Innovation Cal State LA College of Business & Economics), Leonel Leal (Sr. Manager at FaradayFuture), Elmer Morales (CEO of Koder) *English Session/Sesión en Inglés	4:00PM-4:45PM "Credit And Financing For Businesses" Presented by Wells Fargo *English Session/Sesión en Inglés	4:00PM-4:45PM "How To Start Your Business" Randy Lash, SCORE LA Small Business Administration (SBA) *English Session/Sesión en Inglés	4:00PM-4:45PM "Cómo Crear Tu Negocio" Sergio Gascón, Executive Director University of Southern California, Minority Business Development Agency (MBDA) *Spanish Session/Sesión en Español	3:50PM-4:50PM "Legalizing Street Vending in LA: Where Are We Now, And What's Next?"/"Legalizando La Venta Ambulante: ¿Dónde Estamos y Dónde Vamos?" Rudy Espinoza, Executive Director LURN Network *Bilingual Session/Sesión Bilingüe	4:00PM-5:00PM "Pitching Your Business" Presented by Wells Fargo *English Session/Sesión en Inglés