

Welcome to the

**Celebrating Hispanic
Entrepreneurship Conference**

Sponsored by the

Ewing Marion

Kauffman

Foundation

and

The University of Texas at El Paso

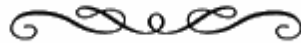


May 18-19, 2009



Welcome to The University of Texas at El Paso.

We gather to celebrate Hispanic Entrepreneurship!



AGENDA

Conference Themes:

- Research in Hispanic Entrepreneurship
- Entrepreneurship Education
- Market evidence in Entrepreneurship Success
- Initiatives in Technology Transfer and Innovative Enterprises at The University of Texas at El Paso



Conference Locations

May 18, 2009	Opening Reception Welcome Remarks	Courtyard, 3rd floor College of Business Administration
May 19, 2009	Registration Morning Session	Tomas Rivera Conference Center, Room 308 Student Union East
	<u>Discussion Panels</u> Research	University Suite, Room 312 Student Union East
	Education	Templeton Suite, Room 313 Student Union East



May 18, 2009

5:00 – 7:00 p.m. **Opening Reception, Courtyard 3rd Floor, College of Business Administration**
Welcome Remarks

May 19, 2009

8:00 – 8:30 a.m. Registration (Continental Breakfast), **Tomas Rivera Conference Center
Room 308 Student Union East**

8:30 – 8:45 a.m. Welcome Remarks
Dr. Diana Natalicio, President
Dr. Richard Jarvis, Provost and Vice-President of Academic Affairs

8:45 – 9:15 a.m. Introduction
Dr. Santiago Ibarreche, Professor and
Director of Center for Hispanic Entrepreneurship

9:15 – 10:15 a.m. Round Table Discussion with Deans

10:15 – 10:30 a.m. Break

10:30 – 12:00 p.m. Discussion Panel

Research

University Suite Room 312 Student Union East

Entrepreneurship in New Latino Destinations
Dr. Christine Thurlow Brenner
Professor, Rutgers University

Peso Acceptance Patterns in El Paso
Dr. Thomas M. Fullerton, Jr.
Professor, The University of Texas at El Paso

Mr. Angel L. Molina, Jr.
Associate Economist, The University of Texas at El Paso

Dr. Michael J. Pisani
Professor, Central Michigan University

**Self-Employment Outcomes Among Mexican
Americans and Mexican Immigrants
During the Early 2000s**

Dr. Marie T. Mora
Professor, University of Texas - Pan American

Dr. Alberto Dávila
Professor, University of Texas – Pan American

**Latino/a Entrepreneurship: A Strategy of
Survival or Mobility?**

Dr. Zulema Valdez
Assistant Professor, Texas A&M University

Moderator:
Dr. Oscar Varela

Education

Templeton Suite Room 313 Student Union East

**Entrepreneurial Education and Women: The
Impact Of Self-Employment Education On
Leadership Self-Efficacy**
Dr. Veronica Guerrero
Assistant Professor, California Lutheran University

**Engineering Design –
Promoting Entrepreneurship**
Dr. Noé Vargas
Assistant Professor, The University of Texas at El Paso

Medication Literacy
Dr. José Rivera
*Clinical Associate Professor,
The University of Texas at El Paso
Program Director of University of Texas at Austin
Cooperative Pharmacy Program*

Technology Entrepreneurship
Dr. Alberto M. Correa
Lecturer, The University of Texas at El Paso

Moderator:
Dr. Guillermina Nuñez-Mchiri
Assistant Professor. The University of Texas at El Paso

May 19, 2009

12:00 – 1:30 p.m. Lunch
Panel Discussion by Hispanic Entrepreneurs
Andrea Gates-Ingle and **Stephen Ingle** – Creative Kids
Leroy Candelaria – BioTech Pharmacy

1:30 – 3:00 p.m. Discussion Panel

Research

University Suite Room 312
Student Union East

**Economic Freedom and Entrepreneurship
in North America**

Dr. Nathan Ashby

Assistant Professor, The University of Texas at El Paso

**Information Sharing, knowledge Management
Systems and Culture: A Comparison
of Hispanic American, Mexican
and Anglo American Approaches**

Dr. Esperanza Huerta

Assistant Professor, The University of Texas at El Paso

**Independent Contracting: A form of Ethnic
Entrepreneurship or Ethnic Mobility
Entrapment?**

Dr. Maria Cristina Morales

Assistant Professor, The University of Texas at El Paso

**Identifying Business Opportunities that Serve
the Hispanic Market:**

The Role of Marketing Research

Dr. Norma A. Mendoza

Assistant Professor, The University of Texas at El Paso

Moderator:

Dr. Stephen Salter

Professor, The University of Texas at El Paso

Education

Templeton Suite Room 313
Student Union East

**Pollinating: Brown and Black
Entrepreneurship in El Paso**

Dr. Maceo Dailey

*Associate Professor, Director of African American
Studies Program, The University of Texas at El Paso*

Mexican American Female Entrepreneurs

Dr. John Bretting

Associate Professor, The University of Texas at El Paso

Francis Reyes

Graduate Assistant, The University of Texas at El Paso

Education and Entrepreneurship

Dr. Reynaldo Reyes

Assistant Professor, The University of Texas at El Paso

**Social Justice Values at Work:
Social Entrepreneurship, Non-Profits, and
Volunteerism -- Integrating Entrepreneurial
Skills into the Women's Studies Curriculum**

Dr. Brenda Risch

*Assistant Professor, Director of Women's
Studies Program, The University of Texas at El Paso*

DeAnna Varela and Azuri Ruiz

*Lecturer and Graduate Assistant,
The University of Texas at El Paso*

Moderator:

Dr. Maria Socorro Tabuenca

Professor, The University of Texas at El Paso

3:00 – 3:15 p.m. Networking Break

May 19, 2009

3:15 – 5:00 p.m. Market Evidence Panel 5:00 – 6:00 p.m. Student Poster Session

**University Suite Room 312
Student Union East**

**Culture, Creativity and Capital:
Hispanic Business Formation and
Growth**

Miguel Angel Zepeda
*Vice President for Business Development
Blackcreek Ventures*

Darlene Elder
*Chief Executive Officer
Aero Alternative Energy Industries, LLC*

Sara Patuel
*Director TechBA Program
IC²/Global Commercialization Group*

Alex Dresser
*Vice-President for Business Development
Merkatum, Inc.*

John Chavez
President, New Mexico Angels

David Blivin
*Managing Partner
Cottonwood Technology Ventures*

Moderator:
Ebetuel Pallares
*Executive Director
TransPecos/El Paso Regional
Center of Innovation and
Commercialization (TP/RCIC)*

**Templeton Suite Room 313
Student Union East**

**Paso del Norte Entrepreneurs
Oral History Project**

Homero Galicia
*Lecturer
The University of Texas at El Paso*

Dr. John Bretting
*Associate Professor
The University of Texas at El Paso*

Moderator:
Kristine Navarro
*Director of Oral History Institute
The University of Texas at El Paso*

Copies of the oral history tapes, transcripts, indexes, and summaries are housed in the Special Collections Department, University Library, UTEP. The public is invited to read transcripts and listen to tape recordings there.

5:00 – 6:00 p.m. Student Poster Session

6:00 – 8:00 p.m. Dinner

**Overview of Center for Research, Entrepreneurship and
Innovative Enterprises (CREIE)**

Dr. Roberto Osegueda,
Vice- President for Research

Dr. Gary Williams
Director of Center for Research Entrepreneurship and Innovative Enterprises

The Kauffman Campus Initiative (KCI) at the University of Texas at El Paso was established in 2004 through a grant funded by the Ewing Marion Kauffman Foundation. The overarching goal of the Kauffman Campus Initiative is to enhance the economic development of the region by supporting an end-to-end process for establishing innovative enterprises. The goals of KCI are as follows:

- Contribute to the body of knowledge (BOK) on entrepreneurship, with an emphasis on Hispanic entrepreneurship.
- Educate and develop students, faculty, staff, and members of the community from a broad range of disciplines on entrepreneurship.
- Promote entrepreneurship in the university and the region.

The impact of KCI has reached across the UTEP's campus with involvement of faculty in the colleges of Business, Education, Engineering, Liberal Arts, Science, as well as the School of Nursing. The efforts of UTEP's KCI are being sustained through two centers: the Center of Hispanic Entrepreneurship and the Center for Research Entrepreneurship (CfHE) that fosters the generation, transformation and use of knowledge regarding Hispanic entrepreneurship; and the Center for Research Entrepreneurship and Innovative Enterprises (CREIE) that will realize the goal of enhancing economic development in the region. Because of its initiatives and programs on entrepreneurship, UTEP's KCI was recognized in *Fortune Small Business* magazine, and it received attention in the *New York Times*.



**KAUFFMAN
CAMPUS
INITIATIVE** | at the University of Texas at El Paso

TRANSFORMING THE WAY UTEP PREPARES STUDENTS FOR THE AMERICAN ECONOMY

