



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	ZONE 3	ZONE 4	WORKSHOPS L.A. MAYOR GARCETTI'S OFFICE	WORKSHOP WELLS FARGO
9:00AM								
10:00AM	9:30AM-10:30AM Nely Galán, Founder of The Adelante Movement "How to Become Self Made" **Bilingual Session/Sesión Bilingüe	10:00AM-11:00AM Julie Stav (Financial Expert), Marcelo Sada (CEO Source Logistics), Jocelyn Ramirez (Founder of Todo Verde), Javier Martinez (President of Martinez Brands) "Claves del Éxito Para Emprendedores" Presentado por AEM *Spanish Session/Sesión en Español	10:00AM-10:45AM Carlos Márquez, Empresario Adelante Con Carlos "4 Pilares Para Iniciar Tu Negocio Exitosamente" *Spanish Session/Sesión en Español	10:00AM-10:45AM Gabriela Teissier (Univision, KMEX Anchor), Gladys Preciado (Vice President/ Senior Business Relationship Manager for Wells Fargo), Ariene Nalbandian (SBA Banker for Wells Fargo), Alex Guerrero (Chief Development Officer for VEDC), Osbaldo Velásquez (Opportunity Fund) "Starting Your Business" *Bilingual Session/Sesión Bilingüe	10:AM-10:45AM Carlos Delgado (MBA Certified Financial Planner & SCORE Hispanic Chair), Armando Sahagún (SCORE Counselor) Small Business Administration (SBA) "Financial Planning for Entrepreneurs & Tax Strategies" *English Session/Sesión en Inglés	10:00AM-10:45AM L.A. County Department of Public Works *English Session/Sesión en Inglés	10:00AM-12:10PM Overview: Joshua González (Program Director), Eric Lara (Business Consultant) "Entrepreneur 2.0"/"Cómo Iniciar Su Propio Negocio" Jose Juan Vega, FVP and Business Finance Advisor "Credito Para Negocios, Simple"/"Business Credit, Simple" Terry Gubatán & Fernando Borja, Business Development Loan Officers "So You Want To Start A Food Truck Or Mobile Business" Rudy Espinoza, Executive Director "Legalizing Street Vending in LA: Where Are We Now, And What's Next?"/"Legalizando La Venta Ambulante: ¿Dónde Estamos y Dónde Vamos?"	10:00 AM-11:00AM Wells Fargo Works "How to Start, Run and Grow Businesses" Presented by Wells Fargo *English Session/Sesión en Inglés
11:00AM	10:45AM-11:45AM Nely Galán, Founder of The Adelante Movement & Tina Aldatz, CEO of Savvy Travelers & Founder of Foot Petals "Becoming Self Made" *English Session/Sesión en Inglés	11:30AM-12:30PM Roberto Martinez (Founder and CEO of Braven Agency), Mark L. Madrid (Executive Director of LBAN), Eutiquio "Tiq" Chapa (Program Manager for SLEI), Ana Bermudez (Founder and CEO of TagitTM) "Scaling Excellence: How To Grow Your Business" Presented by Stanford Latino Entrepreneur Initiative *English Session/Sesión en Inglés	11:00AM-11:45AM Elizabeth Amini, CEO of AntiagingGames.com & Adjunct Professor of Entrepreneurship at USC USC Marshall School of Business "How To Plan Your Business" *English Session/Sesión en Inglés	11:00AM-11:45AM Gabriela Teissier (Univision, KMEX Anchor), Gladys Preciado (Vice President/ Senior Business Relationship Manager for Wells Fargo), Ariene Nalbandian (SBA Banker for Wells Fargo), Alex Guerrero (Chief Development Officer for VEDC), Osbaldo Velásquez (Opportunity Fund) "Established Business" *Bilingual Session/Sesión Bilingüe	11:00AM-11:45AM Carlos Delgado (MBA Certified Financial Planner & SCORE Hispanic Chair), Armando Sahagún (SCORE Counselor) Small Business Administration (SBA) "Planeación Financiera Para Emprendedores y Estrategias Fiscales" *Spanish Session/Sesión en Español	11:00AM-11:45AM Monica Taher, Tech Entrepreneur The Tech & Money Gal "Cómo Crecer Tu Negocio Sin Capital" *Spanish Session/Sesión en Español	12:20PM-1:20PM Joshua González (Program Director), Eric Lara (Business Consultant) City of Los Angeles Funded - South Valley BusinessSource Center "Entrepreneur 2.0"/"Cómo Iniciar Su Propio Negocio" *Bilingual Session/Sesión Bilingüe	11:30AM-12:30AM Wells Fargo Works "Cómo Poner en Marcha, Dirigir y Hacer Crecer Empresas" Presented by Wells Fargo *Spanish Session/Sesión en Español
12:00PM	12:00PM-1:00PM Julie Stav, Experta en Finanzas "Consejos Para Triunfar En Tu Propio Negocio" *Spanish Session/Sesión en Español		12:00PM-12:45PM C. Scott Hindell, Principal of Hindell Consulting UCLA Extension "Your Business Why: Designing Exceptionally Useful Value" *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 Laura A. Martinez, SPHR Human Resources Consultant Small Business Administration (SBA) "Hiring Employees" *English Session/Sesión en Inglés	12:00PM-12:45PM Osbaldo Velásquez, Loan Consultant Opportunity Fund "How to Grow your business with a Responsible Business Loan" *English Session/Sesión en Inglés		
1:00PM	1:30PM-2:30PM 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) "Access to Capital" Panel *English Session/Sesión en Inglés	1:00PM-2:00PM Tina Aldatz, CEO of Savvy Travelers & Founder of Foot Petals "From Stilletos to the Stock Exchange - Six Essentials For Success" *English Session/Sesión en Inglés	1:00PM-1:45PM Dr. Nelson Pizarro, Director del Centro Para Emprendimiento y Innovación & Profesor de Emprendimiento de Cal Poly Pomona Universidad Cal Poly Pomona "Cómo Encontrar Ideas para Emprendimiento" *Spanish Session/Sesión en Español	1:00PM-1:45PM Wells Fargo Works "Programa Dónde Expertos En Negocios Proveeran Servicios Para Pequeñas Empresas" *Spanish Session/Sesión en Español	1:00PM-1:45PM Carlos Márquez, Empresario Adelante Con Carlos "Vendiendo Internacionalmente" *Spanish Session/Sesión en Español	1:00PM-1:45PM Angela Avilez, Award Team Leader & Realtor Century 21 Hispanos y Su Impacto En La Industria De Bienes Raíces *Spanish Session/Sesión en Español	1:30PM-2:30PM Jose Juan Vega, FVP and Business Finance Advisor East West Bank "Credito Para Negocios, Simple"/"Business Credit, Simple" *Spanish Session/Sesión en Español	1:00PM-1:45PM "Pitching Your Business" Presented by Wells Fargo *English Session/Sesión en Inglés
2:00PM		2:30PM-3:30PM Nicole Herrera (Encargada de Desarrollo en el Mercado Hispano para Google), Adriana Gallardo (CEO de Adriana's Insurance), Jaime Martín Del Campo & Ramiro Arvizu (Chefs y Dueños de La Casita Mexicana y Mexicano), Norma Rapko (Creadora de Crystlyer y Bling it On!) "De Una Idea a Un Imperio" Presentado Por Google *Spanish Session/Sesión en Español	2:00PM-2:45PM Barney Santos, Head of the Center for Entrepreneurship & Innovation Cal State LA's College of Business & Economics "I Have An Idea, What's Next" *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 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) "Claves Sobre Como Estructurar La Expansión De Tu Negocio A Otros Mercados" *Spanish Session/Sesión en Español	2:00PM-2:45PM Claudia Shah, Business Coach Small Business Development Center (SBDC) "Medios Sociales Para Su Negocio" *Spanish Session/Sesión en Español	2:40PM-3:40PM Terry Gubatán & Fernando Borja, Business Development Loan Officers Vermont Slauson Economic Development Corporation "So You Want To Start A Food Truck Or Mobile Business" *Bilingual Session/Sesión Bilingüe	2:30PM-3:30PM "Pitching Your Business" Presented by Wells Fargo *Spanish Session/Sesión en Español
3:00PM	2:45PM-3:45PM Nely Galán, Fundadora de The Adelante Movement "Dónde Está Escondido El Dinero En América Para Alcanzar Una Vida Rica y Realizada" *Spanish Session/Sesión en Español		3:00PM-3:45PM Jesus Arguelles, Managing Partner/Co-Founder Afina Consulting "Cómo Pasar De La Idea A La Prueba" *Spanish Session/Sesión en Español	3:00PM-3:45PM Wells Fargo Works "Program Focused On Services For Small Businesses" *English Session/Sesión en Inglés	3:00PM-3:45PM Fidel Gomez, Business Manager for the University of La Verne Small Business Administration (SBA) "Cómo Empezar Tu Negocio" *Spanish Session/Sesión en Español	3:00PM-3:45PM Sergio Gascón, Executive Director University of Southern California, Minority Business Development Agency (MBDA) "How To Grow Your Business" *English Session/Sesión en Inglés		
4:00PM	3:50PM-4:10PM Anahi Flores, POSIBLE Ganadores del Programa de Aceleracion Presentado por Televisa	3:45PM-4:30PM Adriana Gallardo (CEO of Adriana's Insurance), Richard Martinez (Transformational Expert of Rise Programs) "Real Life Challenges in Business That No One Tells You" Presentado por Rise Programs *Bilingual Session/Sesión Bilingüe	4:00PM-4:45PM 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) "Rapid Prototyping: Test Your Business Idea Quick & For Less Money" *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 Randy Lash, SCORE LA Small Business Administration (SBA) "How To Start Your Business" *English Session/Sesión en Inglés	4:00PM-4:45PM Sergio Gascón, Executive Director University of Souther California, Minority Business Development Agency (MBDA) "Cómo Crecer Tu Negocio" *Spanish Session/Sesión en Español	3:50PM-4:50PM Rudy Espinoza, Executive Director LURN Network "Legalizing Street Vending in LA: Where Are We Now, And What's Next?"/"Legalizando La Venta Ambulante: ¿Dónde Estamos y Dónde Vamos?" *Bilingual Session/Sesión Bilingüe	4:00PM-5:00PM "Pitching Your Business" Presented by Wells Fargo *English Session/Sesión en Inglés
	4:30PM-5:00PM Nely Galán, Founder of The Adelante Movement Adelante Abundance Ceremony							