



**JUNE 15 & 16, 2015**  
**CONFERENCE WRAP UP**



# DIRECT MAIL

- 2,800 pieces mailed out
- Aimed at EDCs, chambers of commerce, and council of governments
- Focused on entire state

**J**oin us for the Sixth Annual Texas Rural Challenge, June 15-16, 2015 in Waco, Texas! The conference features engaging and accomplished leaders in business and government. Our theme this year is "Rural Matters: Growing Our People, Resources, and Future."

The conference will highlight topics and best practices in business and economic development, community development, and rural statewide issues. A large number of state and federal agencies, along with private sector partners, will host and participate in this event; the largest of its kind to focus on the challenges facing rural Texans. This is a statewide conference hosted by the Office of the Governor and UTSA's Institute for Economic Development – SBDC Rural Business Program.

## REGISTRATION

Student Registration	\$199
Non-Profit Organization	\$150
Early Bird Registration <small>*REGISTER BEFORE FEBRUARY</small>	\$175
Regular Registration <small>*STARTING MAY 1</small>	\$250

## SPONSORSHIP OPPORTUNITIES AVAILABLE

### CONFERENCE SPONSORSHIP

Premier: \$5,000  
Gold: \$3,000  
Silver: \$2,000  
Bronze: \$1,000

### CONFERENCE EXHIBITION HALL

Exhibitor: \$500

### TX STUDENT CHALLENGE SPONSORSHIP

Scholar: \$1,000  
Motivator: \$500

### TEXAS STRONG SPONSORSHIP

Champion: \$1,000  
Advocate: \$500

For more information on sponsorships please contact, Celeste Covazzo, celeste.covazzo@utsa.edu | 210.458.2946

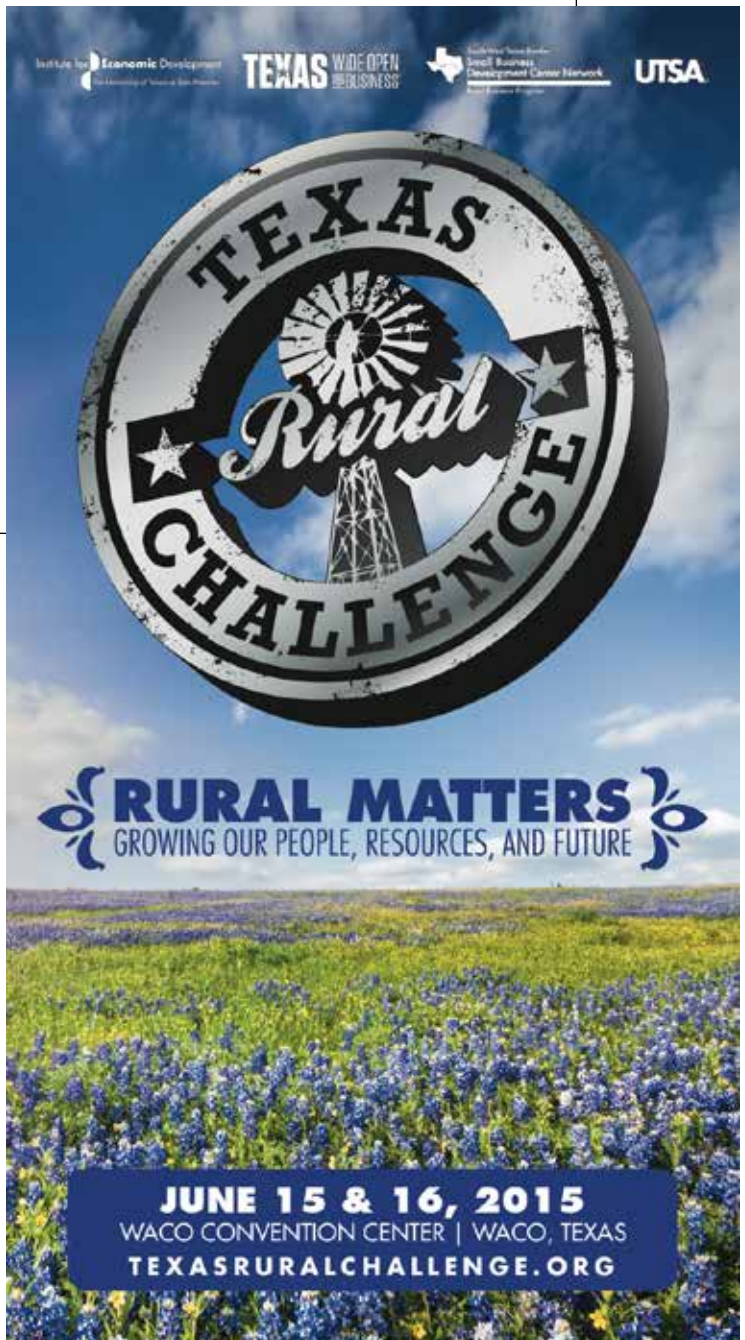
[texasruralchallenge.org](http://texasruralchallenge.org)

 /TexasRuralChallenge

## UTSA

Texas Rural Challenge  
UTSA Institute for Economic Development  
SBDC Rural Business Program  
501 W. César E. Chávez Blvd.  
San Antonio, Texas 78204-4415

NON-PROFIT ORG.  
U.S. Postage  
**PAID**  
San Antonio, Texas  
Permit No. 1438




**TEXAS RURAL CHALLENGE**

**RURAL MATTERS**  
GROWING OUR PEOPLE, RESOURCES, AND FUTURE

**JUNE 15 & 16, 2015**  
WACO CONVENTION CENTER | WACO, TEXAS  
[TEXASRURALCHALLENGE.ORG](http://TEXASRURALCHALLENGE.ORG)

# EVENT EMAILS



**JUNE 15 & 16, 2015**  
WACO CONVENTION CENTER | WACO, TEXAS

## RURAL MATTERS

GROWING OUR PEOPLE, RESOURCES, AND FUTURE

TEXAS RURAL CHALLENGE

### 30 DAYS LEFT TO REGISTER

Texas Rural Challenge conference features engaging and accomplished leaders in business and government. Our theme this year is "Rural Matters: Growing Our People, Resources, and Future." The conference will highlight topics and best practices in business and economic development, community development, and rural statewide issues. Make sure and register today before it's too late.

**REGISTER TODAY!**

### CONFERENCE AGENDA


This year's agenda will feature crowdfunding, entrepreneurship, and community roundtables. To view the most up-to-date agenda [Click Here!](#)

**2015 Keynote Speakers**

- Lori Krieger, Taste Elevated, LLC.
- Carlos Cascos, Secretary of State
- Bryan Daniel, Executive Director of Economic Development and Tourism, Office of the Governor
- Dell Gines, Senior Community Development Advisor, Federal Reserve Bank of Kansas City

**FIRST LADY OF TEXAS**

The Texas Rural Challenge Steering Committee is excited to announce Cecilia Abbott will be presenting the Governor's Small Business awards to this year's Texas Strong finalists on behalf of the Office of the Governor.



**REGISTER TODAY!**

Sincerely,  
Texas Rural Challenge Steering Committee  
[Event Planning Committee](#)

If you no longer want to receive emails from Texas Rural Challenge Steering Committee, please [Opt-Out](#).

[TEXASRURALCHALLENGE.ORG](http://TEXASRURALCHALLENGE.ORG)



**1 day left**

## Early Bird REGISTRATION

ENDS APRIL 30, 2015

[TEXASRURALCHALLENGE.ORG](http://TEXASRURALCHALLENGE.ORG)

**REGISTER NOW!**



**JUNE 15 & 16, 2015**  
WACO CONVENTION CENTER | WACO, TEXAS

## RURAL MATTERS

GROWING OUR PEOPLE, RESOURCES, AND FUTURE

TEXAS RURAL CHALLENGE

Dear ExampleContact's first name,

You are invited to the 2015 Texas Rural Challenge on June 15 & 16 in Waco, Texas. The conference features engaging and accomplished leaders in business and government. Our theme this year is "Rural Matters: Growing Our People, Resources, and Future." The conference will highlight topics and best practices in business and economic development, community development, and rural statewide issues.

**EARLY BIRD REGISTRATION**

Early Bird Registration Ends April 30

Student Registration: \$60  
Non-Profit Organization: \$100  
Early Bird Registration: \$175  
Late Registration: \$250 (Starting May 1)

**REGISTER TODAY!**

### CONFERENCE AGENDA

It is still hard at work finalizing the agenda for the conference. A tentative agenda is being developed throughout the month. Take a look at what we have in mind.

### HOTEL ROOM BLOCK



Reservations are not included in the registration price. It is the responsibility of the attendee to handle hotel reservations and make payments accordingly. We do have a room block for State Employees, ask for the State Employees (SCE) at first served basis, and it is the responsibility of the attendee to coordinate with [Room Reservations](#).

Organizing Committee

More from Texas Rural Challenge Steering Committee, please [Opt-Out](#).

[RURALCHALLENGE.ORG](http://RURALCHALLENGE.ORG)

Thank You for Registering!

# See Y'all in Waco!

June 15-16, 2015



**RURAL MATTERS**  
GROWING OUR PEOPLE, RESOURCES, AND FUTURE

TEXAS RURAL CHALLENGE



**June 15-16, 2015**

## Exhibition Hall Information

Dear ExampleContact's first name,

Thank you for being a sponsor/exhibitor of the Texas Rural Challenge on June 15 & 16 in Waco, Texas. The conference features engaging and accomplished leaders in business and government. Our theme this year is "Rural Matters: Growing Our People, Resources, and Future."

**Texas Rural Challenge Exhibitor Setup**

7:00 am - 8:00 am  
Exhibitor Registration & Set up

8:00 am  
General Registration / Doors Open

A sample layout of the room is available. [2015 Exhibit Layout](#)

Interested in donating an attendee door prize? [Email Celso Cavares](#)

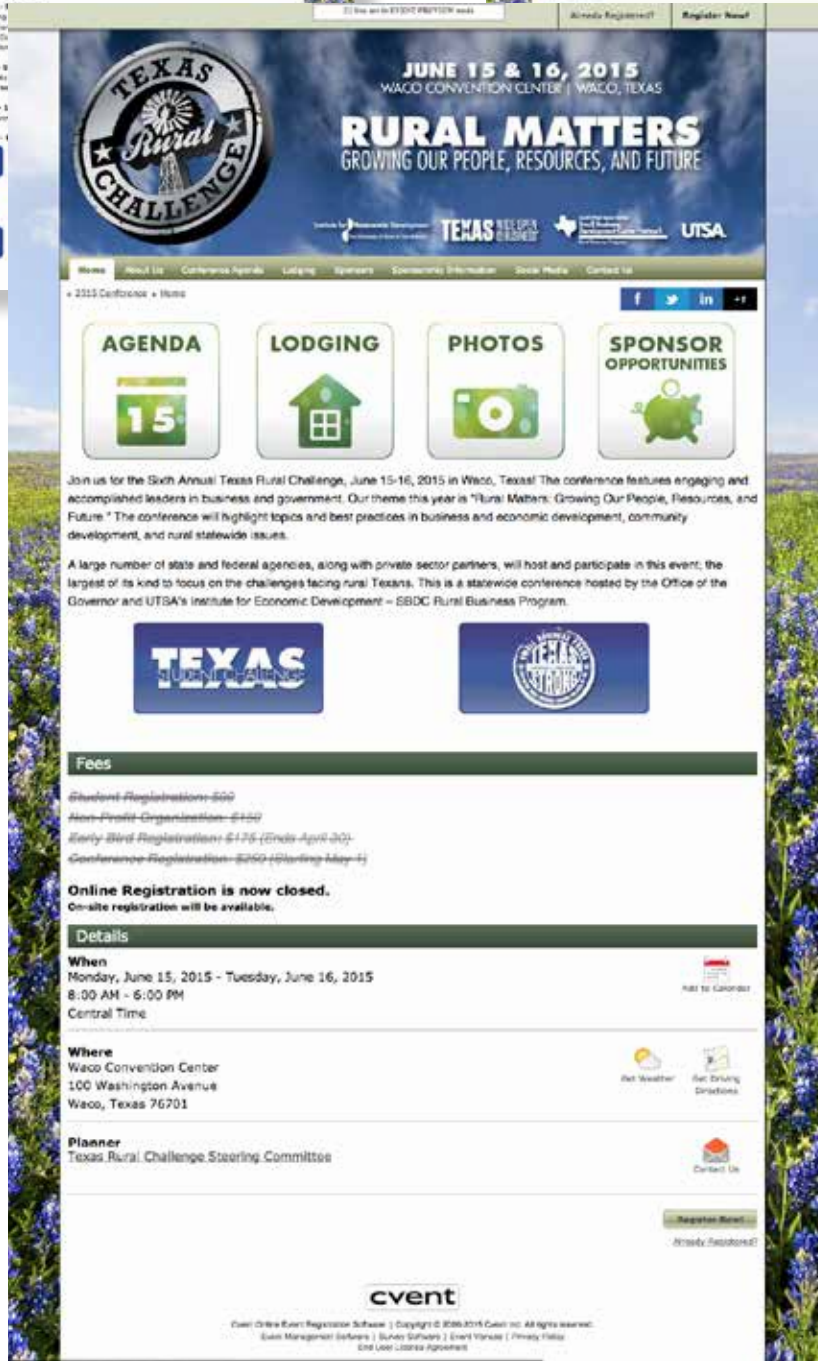
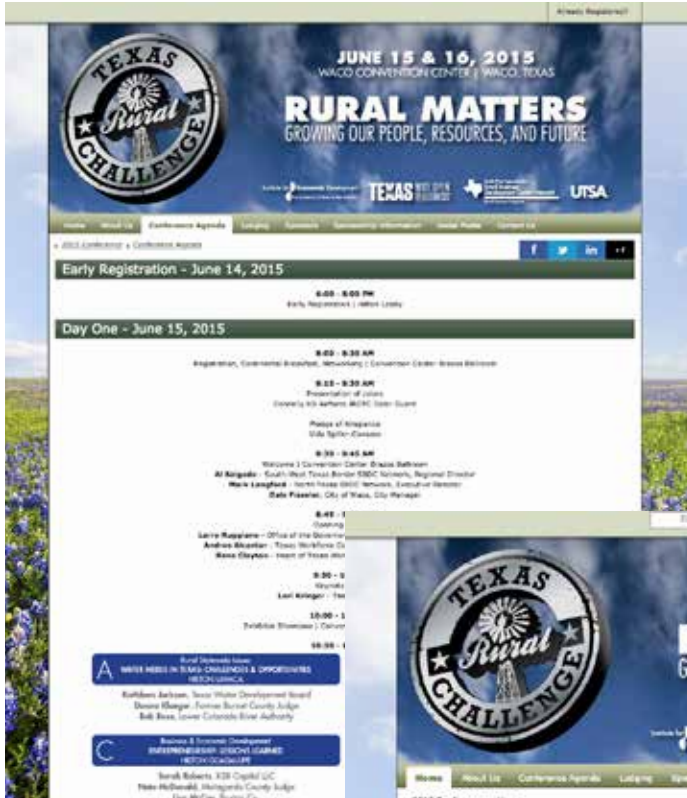
Sincerely,  
Texas Rural Challenge Steering Committee  
[Event Planning Committee](#)

If you no longer want to receive emails from Texas Rural Challenge Steering Committee, please [Opt-Out](#).

[TEXASRURALCHALLENGE.ORG](http://TEXASRURALCHALLENGE.ORG)




## EVENT WEBSITE



# EVENT SPONSORSHIPS


Already Registered?



**JUNE 15 & 16, 2015**  
WACO CONVENTION CENTER | WACO, TEXAS

## RURAL MATTERS

GROWING OUR PEOPLE, RESOURCES, AND FUTURE

Co-sponsors:  **TEXAS WIDE OPEN**  **UTSA**

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2015 Conference > Sponsors


### Premier Sponsors

   Heart of Texas Economic Development District, Inc.



### Gold Sponsors



### Silver Sponsors

### Bronze Sponsors

### Exhibitors:



Alamo Area Council of Governments | America's SBDC Texas | Business Community Leaders of Texas (BCL) | BSH Engineers, Inc. | Greater Waco Chamber of Commerce | Heart of Texas Area Agency on Aging | Heart of Texas Waste Management | Heart of Texas Maritime Commission | Texas Commission on Environmental Quality (TCEQ) | Texas Department of Insurance (TDI) | Texas Ranger Hall of Fame | The Retail Coach

### Texas Strong Sponsors


   

### Texas Student Challenge

### Evening Reception

Already Registered?



**JUNE 15 & 16, 2015**  
WACO CONVENTION CENTER | WACO, TEXAS

## RURAL MATTERS

GROWING OUR PEOPLE, RESOURCES, AND FUTURE

Co-sponsors:  **TEXAS WIDE OPEN**  **UTSA**

Home About Us Conference Agenda Logistics Sponsors Sponsorship Information Social Media Contact Us

2015 Conference > Sponsorship Information

### Conference Sponsorship

	PREMIER \$1,000	GOLD \$1,500	SILVER \$2,000	BRONZE \$1,000	EXHIBITOR \$500
One (1) exhibit table for marketing materials	✓	✓	✓	✓	✓
Passes to conference	4	3	2	1	1
Logo on selected marketing pieces and event program	✓	✓	✓	✓	
Special mention from podium	✓	✓	✓		
Logo on conference website	✓	✓	✓		
Marketing collateral included in conference bags	✓	✓			
Opportunity to present a keynote speaker	✓				

### Texas Student Challenge Sponsorship

	STUDENT \$1,000	MENTOR \$500
Passes to conference	2	1
Logo on conference website	✓	✓
Marketing collateral included in conference bags	✓	✓
Logo on selected marketing pieces and event program	✓	✓
Recognition at keynote address	✓	✓
Opportunity to be a judge	✓	

### Texas Strong Sponsorship

	CHAMPION \$1,000	REPLICAT \$500
Passes to conference	2	1
Logo on conference website	✓	✓
Marketing collateral included in conference bags	✓	✓
Logo on selected marketing pieces and event program	✓	✓
Recognition at keynote address	✓	✓
Opportunity to be a judge	✓	



# SOCIAL MEDIA



**RURAL MATTERS**  
GROWING OUR PEOPLE, RESOURCES, AND FUTURE  
**JUNE 15 & 16, 2015**  
CONVENTION CENTER | WACO, TEXAS

**Texas Rural Challenge**  
Community

137 people like this

Invite friends to like this Page

**ABOUT**

- The South-West Texas Border SBOG Rural Business Program will host its 5th Texas Rural Challenge (TRC) conference June 15-16, 2015.
- <http://texasruralchallenge.org/>

**VIDEOS** Institute Videos

**PHOTOS**

**POSTS TO PAGE**

**Timeline** | About | Photos | Institute Videos | More

**Post** Photo / Video

Write something...

**Post**

**Texas Rural Challenge** added 644 new photos from June 15 to the album: 2015 Texas Rural Challenge -- at Waco Convention Center.  
June 15 · 0 · 0

Rural Matters: Growing Our People, Resources & Future.

Like · Comment · Share

8 people like this.

1 share

Share your thoughts. Say something about this post.

**Texas Rural Challenge** with Texas First Lady Cecilia Abbott and 2 others at Waco Convention Center  
May 28 at 7:58am · 0

The conference is just around the corner. Here's a look at the keynote speakers we have lined up for this year's affair.

For a full listing of breakout sessions visit the agenda page of our website and don't forget to register!

[www.texasruralchallenge.org](http://www.texasruralchallenge.org)



**Texas Rural Challenge** at Waco Suspension Bridge  
June 4 at 8:51am · 0

Registration for this year's conference closes Wednesday, June 10, 2015. Sign up today and don't miss out on the evening reception on the Waco Suspension Bridge featuring Waco's own, The Morticians.

Register Today!  
[www.texasruralchallenge.org](http://www.texasruralchallenge.org)... See More

**Evening Reception**

6.15.15 | 7:00 pm - 9:00 pm  
Waco Suspension Bridge

Like · Comment · Share

3 people like this.

1 share

**Texas Rural Challenge**  
April 1 · 0

We would like to say thank you to Capital Farm Credit for their sponsorship. They are a new sponsor this year and have stepped up to the plate with a Gold level sponsorship as well as sponsoring both our business competitions, Texas Student Challenge and the Texas Strong.

For more information on these competitions, visit our website [www.texasruralchallenge.org](http://www.texasruralchallenge.org)

**Thank You!**

**CAPITAL FARM CREDIT**

**Texas Rural Challenge**  
March 3 · Edited · 0

We would like to thank the Heart of Texas Council of Governments and the Heart of Texas Economic Development District for their sponsorship for the 2015 Texas Rural Challenge.

This year they have gone above and beyond and are not only a premier sponsor, but also have graciously sponsored the Texas Student Challenge and the Texas Strong.

Thank you for your continued support!

**Thank You!**

**2015 PREMIER SPONSOR TEXAS STUDENT CHALLENGE & TEXAS STRONG SPONSOR**

**Heart of Texas Economic Development District, Inc.**

Like · Comment · Share

6 people like this.

Write a comment...

Capital Farm Credit

Like · Reply

7 people like this.

Share your thoughts. Say something about this post.

# SOCIAL MEDIA ENGAGEMENT

## All Posts Published

March 25, 2015 to June 22, 2015

Reach: Organic / Paid ▼ Post Clicks Likes, Comm

Published ▼	Post	Type	Targeting	Reach	Engagement
06/15/2015 12:00 pm	 Rural Matters: Growing Our People, Resources & Future.			4 	0 0 
06/15/2015 12:00 pm	 Rural Matters: Growing Our People, Resources & Future.			20 	0 0 
06/15/2015 9:11 am	 Texas Rural Challenge is well under way. Make sure and visit our great exhibitors today!			380 	41 15 
06/14/2015 7:51 pm	 Ten minutes left for early registration down in the Hilton Waco main lobby. If you miss us, general			334 	21 3 
06/14/2015 11:09 am	 Good Morning Waco! Stop by the Hilton Waco main lobby between 6-8pm for early registration.			51 	0 0 
06/11/2015 10:32 am	 Online registration is now closed. We are looking forward to seeing each of you in Waco on Monday.			302 	15 15 
06/04/2015 8:51 am	 Registration for this year's conference closes Wednesday, June 10, 2015. Sign up today and			219 	14 10 
05/28/2015 7:59 am	 The conference is just around the corner. Here's a look at the keynote speakers we have lined up for			230 	10 6 
05/27/2015 8:42 am	 Have you booked your hotel room yet? Discounted conference hotel room block deal expires this			128 	7 3 
05/27/2015 8:20 am	 Texas Rural Challenge			30 	9 3 
05/18/2015 10:26 am	 Don't forget to register for the conference. Only 30 days till we are in Waco for the 2015 Texas Rural			169 	10 8 
04/29/2015 3:00 pm	 LAST CHANCE TO SAVE!! Don't let the opportunity to save money escape you. Register			94 	6 6 
04/23/2015 3:00 pm	 Early Bird Registration Ending Soon... Take advantage of the lower pricing and register today!			41 	4 2 
04/22/2015 10:51 am	 We would like to thank the Lower Colorado River Authority for their bronze level sponsorship of the			37 	6 3 
04/13/2015 10:53 am	 We would like to say thank you to Union Pacific for their bronze sponsorship of the 2015 Texas Rural			20 	0 1 



# EVENT PROGRAM

AGENDA

## DAY ONE

**8:00 am – 8:30 am**  
Convention Center Ingress Ballroom  
Breakfast, Exhibit, Networking

**8:15 am – 8:30 am**  
Convention Center Ingress Ballroom  
Connally HS Air Force ROTC Color Guard, Presentation of Colors  
Viola Spiller-Covatta, Ph.D., of Allegiance

**8:30 am – 8:45 am**  
Welcome  
Al Salgado, South West Texas Border SEDC Network, Executive Director  
Mark Langford, North Texas SEDC Network, Executive Director  
Dale Fissler, City of Waco, City Manager

**8:45 am – 9:30 am**  
Opening Remarks  
Larry Ruggines, Office of the Governor, Texas Small Business Program Manager  
Andres Alcantar, Texas Workforce Commission, Chairman and Commissioner  
Rene Clayton, Heart of Texas Workforce Development Board, Manager

**9:30 am – 10:15 am**  
Keynote Address  
Lail Krieger, Taste Denzell, Owner

**10:15 am – 10:30 am**  
Exhibitor Showcase

**10:30 am – 11:45 am**

THE ONE CONTINUED

**1:00 pm – 2:15 pm**

**A** Rural Economic Development  
**WATER NEEDS IN TEXAS: CHALLENGES & OPPORTUNITIES**  
HITCH SABINE  
Kathleen Jackson, Texas Water Development Board  
Deanna Krieger, Former Burnet County Judge  
Bob Bess, Lower Colorado River Authority

**B** Community Development  
**MAKING RURAL REALITY COUNT**  
HITCH SABINE  
Thomas Rowell, Ph.D., UTSA Institute for Economic Development  
Brad Doolen, State Office of Rural Health  
Dana Pearson, Texas Organization for Rural Community Health

**C** Business & Economic Development  
**DOES TRAINING A RISING TIDE LIFT ALL BOATS?**  
HITCH SABINE  
Dale Robertson, Texas Workforce Commission  
Miles Weaver, Texas State Technical College

**D** Business & Economic Development  
**TOURISM**  
HITCH SABINE  
Jan Fischer, Goldsmiths Texas Botanical Gardens  
Teresa Colwell, Texas Heritage Trails Program  
Stephen Bruggenbuhl, Texas A&M Agr Life Extension Service  
Kim Lefferts, Texas Film Commission

**2:15 pm – 2:30 pm**  
Break

**2:30 pm – 3:45 pm**  
Convention Center Ingress Ballroom  
Regional Roundtable Workshop  
Economic Development Regional Efforts  
Michael Chrobot, TX One; Bryan Daniel, Office of the Governor;  
Aaron Deaton, Texas Workforce Commission; Rick Rhodes, Texas Department of Agriculture

**3:45 pm – 5:00 pm**  
Roundtable Workshop  
Kara Meyer-Mayfield, Association of Rural Communities in Texas

**A** Rural Economic Development  
**WATER NEEDS IN TEXAS: CHALLENGES & OPPORTUNITIES**  
HITCH SABINE  
Kathleen Jackson, Texas Water Development Board  
Deanna Krieger, Former Burnet County Judge  
Bob Bess, Lower Colorado River Authority

**B** Community Development  
**ECONOMIC IMPACT OF ENTREPRENEURSHIP**  
HITCH SABINE  
Arnie Dallas, Castroville Area Economic Development Council  
Jon Harper, Texas State SEDC  
David Sammons, Ph.D., University of Houston-Victoria

**C** Business & Economic Development  
**ENTREPRENEURSHIP: LESSONS LEARNED**  
HITCH SABINE  
Sarah Roberts, KSR Capital  
Nate McDonald, KSR Capital

**D** Business & Economic Development  
**ENTREPRENEURSHIP: LESSONS LEARNED**  
HITCH SABINE  
Sarah Roberts, KSR Capital  
Nate McDonald, KSR Capital

**7:00 pm – 9:00 pm**  
Welcome Reception  
Waco Convention Center



Our speakers, fire keepers, volunteers or competitors  
non, Leslie Gannon, Dana Espinal, Michael Fortnato,  
non, Kara Meyer-Mayfield, Jane, Minnie, Ph.D., Chris  
Talley, Dewey Smith, Jon Reed, Rick Rhodes, Deborah  
Baker, Dick Van Dyke, and Matthew Wright

UTSA The University of Texas at San Antonio





# RURAL MATTERS

GROWING OUR PEOPLE,  
RESOURCES, AND FUTURE

June 15-16, 2015



Waco Convention Center & Hilton Waco  
113 South University Parks Drive | Waco | Texas 76701



UTSA The University of Texas at San Antonio™

# WELCOME

RURAL  
MATTERS  
GROWING OUR PEOPLE,  
RESOURCES, AND FUTURE  
June 15-16, 2015



DAY ONE		8:00 am - 8:30 am	
		Convention Center Security Briefing Breakfast, Exhibits, Networking	
		8:30 am - 9:15 am	
		Welcome & Opening Remarks	
		9:15 am - 10:00 am	
		Separate Address Lari Krueger, Texas Telecom, Cleburne	
		10:00 am - 10:30 am	
		Exhibitor Showcase	
		10:30 am - 11:45 am	
		<b>A</b> Rural Networks Issue: WATER NEEDS IN TEXAS: CHALLENGES & OPPORTUNITIES MELISSA LAMARCA	<b>B</b> Community Development: ECONOMIC IMPACT OF OVERPACKAGING KEVIN LAMORE
		Kathleen Jackson, Texas Water Development Board Shirley Hargrett, Austin Bureau of Land Judge Rob Brown, Texas Geological Water Authority	Anita Duffless, Community Area Services, Development Council Joe Nepper, Texas State AGU David Sumner, Ph.D., University of Houston, Victoria
		<b>C</b> Economic & Economic Development: SUSTAINABILITY: JEWELL JACOBSON JEWELL JACOBSON	<b>D</b> Rural Networks Issue: BAILING RAIN: COMMUNITIES IN THE FLOODING ZONE
		South Adams, KSU Capital LLC Mark McMillan, Montgomery County Judge Joe McWay, Texas T&E	Mark Hagfield, Texas Highway Foundation Joe Stone, Capital Area Housing Finance Corporation Annette Talarmin, Texas House of Land Planning Program Advisors
		10:30 am - 11:45 am	
		Closed Session Texas Student Challenge Wilson, Rio Grande Board of Trustees	
		11:45 am - 1:15 pm	
		Convention Center Breakout Sessions (Lunch & Separate Address)	
		Texas Student Challenge Winner Announcement	
		Bryon David, Office of the Governor, Executive Director of Economic Development and Tourism Division	
		1:00 pm - 2:15 pm	
		<b>A</b> Rural Networks Issue: WATER NEEDS IN TEXAS: CHALLENGES & OPPORTUNITIES MELISSA LAMARCA	<b>B</b> Community Development: RURAL ENERGY REBEKAH LARLEY
		Kathleen Jackson, Texas Water Development Board Shirley Hargrett, Austin Bureau of Land Judge Rob Brown, Texas Geological Water Authority	Thomas Brundell, Ph.D., USDA Institute for Economic Development Brad Duffless, Texas Office of Forest Health Dana Fennell, Texas Department for Rural Education Programs
		<b>C</b> Economic & Economic Development: WATER TIPPING JEWELL JACOBSON	<b>D</b> Economic & Economic Development: TOWNSHIP REBEKAH LARLEY
		Arnell Summers, Texas Waterborne Commerce Walter Brown, Texas State Technical College	Ann Parker, California, Texas Economic Council James Galbreath, Texas Life-Space Policy Program Sharon Bruggessmith, Texas AGU Aquifer Recharge Program Ron Lafferty, Texas FFA Committee
		2:15 pm - 3:30 pm	
		Break	
		3:30 pm - 3:45 pm	
		Regional Roundtable Workshop Michael Cleveland, (A) One, Bryan David, Office of the Governor	
		Arnell Summers, Texas Waterborne Commerce; Rob Brundell, Texas Department of Agriculture, Economic Development Program (B&E)	
		3:45 pm - 5:00 pm	
		Roundtable: The Energy Rural Energy Mayfield, Austin, Environmental in Texas William, Houston, Texas	

SAVE THE DATE  
**JUNE 9 & 10**  
 2016 Texas Rural Challenge

**Small Business Round**  
**TEXAS**  
 AMERICA'S SMALLEST BUSINESS  
 SMALL BUSINESS MONTH FOR 2014

Sept. 16 - June 14, 2014  
 10:00 am - 12:00 pm  
 Texas State Capitol  
 Texas Strong! Small Business Association  
 4000 W. Grand Avenue, Suite 200  
 Austin, Texas 78731

The Texas Strong! Small Business Association (SBSA) is proud to have the Texas State Capitol as the site for the Small Business Round. The event will be held on the grounds of the Texas State Capitol, 4000 W. Grand Avenue, Suite 200, Austin, Texas 78731. The event will be held on the grounds of the Texas State Capitol, 4000 W. Grand Avenue, Suite 200, Austin, Texas 78731. The event will be held on the grounds of the Texas State Capitol, 4000 W. Grand Avenue, Suite 200, Austin, Texas 78731.

**Pyrex of Abilene**  
 804 E. 1st St.  
 Abilene, Texas 79601  
 (817) 674-1111

**USS - PANE**  
 4000 W. Grand Avenue, Suite 200  
 Austin, Texas 78731  
 (512) 476-1111

**UNIVERSA CATTLE - GEAM**  
 4000 W. Grand Avenue, Suite 200  
 Austin, Texas 78731  
 (512) 476-1111

**SOUTHERN STAR HW PARK**  
 4000 W. Grand Avenue, Suite 200  
 Austin, Texas 78731  
 (512) 476-1111

**COVER AND PROTECT GARMENTS**  
 4000 W. Grand Avenue, Suite 200  
 Austin, Texas 78731  
 (512) 476-1111

Special Feature of the TEXAS RURAL CHALLENGE FOR TEXAS COLLEGE STUDENTS

**TEXAS**  
**STUDENT CHALLENGE**

10:00 AM - 12:00 PM | JUNE 15, 2011

CLOSED SESSION | HILTON RIVERGRAND BOARD ROOM

THE TEXAS STUDENT CHALLENGE IS A BUSINESS PLAN COMPETITION HELD TO ENCOURAGE ENTREPRENEURSHIP AND INNOVATION AMONG STUDENTS IN THE STATE OF TEXAS.

**HAVE A BUSINESS IDEA?**

**TECHNOLOGY INNOVATION**

YOU COULD RECEIVE A MAXIMUM OF \$5,000 MONETARY PRIZE AND AWARD TRAVEL EXPENSES TO MEET YOUR VENTURE'S NEEDS!

The logo is a circular seal. The outer ring contains the text "TEXAS" at the top and "CHALLENGE" at the bottom, separated by two stars. Inside the ring, the word "Rural" is written in a script font, with a small silhouette of a cowboy on horseback positioned below it.

**Thank You!**  
TO ALL OUR WONDERFUL SPONSORS

**PREMIER**

TEXAS HIGHWAYS  
HIGHWAY DEPARTMENT

Heart of Texas  
Economic  
Development  
District, Inc.

**GOLD**

CAPITAL FARM CREDIT

**SILVER**

CenturyLink

**BRONZE**

KS KANSAS  
ECONOMIC DEVELOPMENT DISTRICT

USAA

LCRA

TEXAS STUDENT CHALLENGE & TEXAS STRONG

Evening Reception  
Sponsors

PeopleFund

MoreVermont

Glenn

TEXAS SBD  
SOUTHERN BUSINESS DEVELOPMENT

*Evening Reception*

Monday, June 15  
7:00 pm – 9:00 pm  
Waco Suspension Bridge

featuring live music  
from Waco's own,  
The  
**MORTICIANS**

plus light Hors d'oeuvres, a giveaway at the end of the night  
and refreshments provided by

**Glazer's**



EVENT SWAG

