



# FORGING *Our Future*

## MARKETING OVERVIEW



# PROMOTIONAL POSTCARD

2,500 Custom Pieces

UTSA The University of Texas at San Antonio

Save THE DATE  
JULY 16-17, 2018

TEXAS  
Rural  
CHALLENGE

FORGING  
*Our Future*  
NEW BRAUNFELS, TX

Institute for Economic Development  
The University of Texas at San Antonio

Small Business Development Center Network  
The University of Texas at San Antonio

Southwest Trade Adjustment Assistance Center  
The University of Texas at San Antonio

texasruralchallenge.org NB★TX

UTSA The University of Texas at San Antonio

This summer, join us for the 9th annual Texas Rural Challenge (TRC) in New Braunfels, Texas on July 16-17, 2018. With this year's theme, "Forging Our Future," the 2018 conference will focus on trending themes among today's rural communities including technology, trade, and regionalism.

With an emphasis on best practices, learning experiences, and collaborative opportunities, the 2018 Texas Rural Challenge is aimed at providing the necessary tools to put ideas into practice. TRC offers valuable opportunities for everyone involved and connects rural communities with the resources to spur job creation, expand small businesses, and fuel local economies.

**YOUR TICKET to Success**

Regular Registration	\$199.00
Early Bird Registration	\$129.00

EARLY BIRD REGISTRATION ENDS APRIL 27, 2018

We invite you to join us in New Braunfels, Texas. The conference is hosted by the UTSA Institute for Economic Development, the South-West Texas Border SBDC Network and the Southwest Trade Adjustment Assistance Center.

Together, let's Forge Our Future and build a stronger Rural Texas!

— Texas Rural Challenge Steering Committee

**SPONSORSHIP OPPORTUNITIES AVAILABLE**

RETURN ON INVESTMENT	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500	EXHIBITOR \$575
One 6ft exhibit table	✓	✓	✓	✓
Passes to conference	8	6	4	2
Company logo on website & program	✓	✓	✓	
Marketing collateral included in conference attendee bags	✓	✓		
Reserved table for eight	✓			

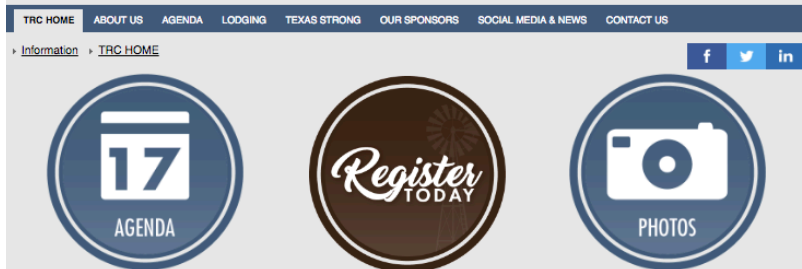
For more information on sponsorships please contact, Mario Neira, [mario.neira@utsa.edu](mailto:mario.neira@utsa.edu) | 210.458.2493

f /TexasRuralChallenge

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texasruralchallenge.org





This summer, join us for the 9th annual Texas Rural Challenge (TRC) in New Braunfels, Texas on July 16-17, 2018. With this year's theme, "Forging Our Future," the 2018 conference will focus on trending themes among today's rural communities including technology, trade, and regionalism. With an emphasis on best practices, learning experiences, and collaborative opportunities, the 2018 Texas Rural Challenge is aimed at providing the necessary tools to put ideas into practice. TRC offers valuable opportunities for everyone involved and connects rural communities with the resources to spur job creation, expand small businesses, and fuel local economies.

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#### Your Ticket To Success

**Early Bird Registration: \$120.00**  
Early Bird Ends May 11, 2018

**Regular Registration: \$199.00**



**2018 Texas Rural Challenge**  
Thursday, June 7  
Press Release

**Texas Agriculture Daily**  
Monday, June 18  
*Statewide Conference to Encourage Rural Economic Development*

**News Radio 1200 WOAI**  
Tuesday, June 19  
*What Can Be Done to Boost Small Town Texas?*

**Houston Public Media**  
Monday, June 25  
*Small Towns All Over Texas Look for Solutions to Survive*

**Texas News and Views - TFB Radio Network**  
Wednesday, June 27  
*Rural Conference to Stress Economic Development*

**San Antonio Business Journal**  
Wednesday, July 12  
*Expert Column: Texas Rural Challenge Celebrates Ninth Year*

**New Braunfels Herald-Zeitung**  
Sunday, July 15  
*Texas Rural Challenge Comes to New Braunfels*

**UTSA Today**  
Tuesday, July 17  
*Statewide Conference Encourages Rural Economic Development*

**San Antonio Business Journal**  
Wednesday, July 18  
*Regional Approach to Economic Development is the New Wisdom*



**Conference Exhibitors**

- America's SBDC Texas
- BSP Engineers, Inc.
- Cooperative Teamwork & Recycling Assistance (CTRA)
- Economic Modeling (EMS)
- Impact DataSource
- PeopleFund
- Railroad Commission of Texas
- Sequin Economic Development Corporation
- Texas Commission on Environmental Quality (TCEQ)
- Texas Department of Agriculture
- Texas Economic Development Council
- UTSA Institute for Economic Development
- 2TurnOn, Inc.





# EMAIL COMMUNICATION

14 emails sent from April 12 — June 28 | Average open rate: 36.04%

★ JOIN US FOR THE 9<sup>TH</sup> ANNUAL TEXAS RURAL CHALLENGE ★



UTSA



**FORGING**  
*Our Future*

July 16-17, 2018  
New Braunfels Civic Center

We are proud to announce  
**Chet Garner, The Daytripper**, will  
return to the Texas Rural Challenge  
as our emcee.

**REGISTER TODAY!**

*The Texas Rural Challenge* OFFERS A ROBUST AGENDA FOCUSED ON TRENDING  
THEMES AMONG TODAY'S RURAL COMMUNITIES. **LEARN MORE**

**IN THEIR WORDS**

“I've been attending the Texas Rural Challenge conference for several  
years. Every year I have been impressed with the quality of the keynote  
speakers, presentations, and organization of the event. I'm inspired to  
learn what other rural communities have done for their communities.  
Being a supporter of entrepreneurship, learning how different rural  
communities support local startups is also something that I find very  
interesting as I can share this with the student-entrepreneurs that I work  
with at Texas State University.”

**J. R. Minifie, Ph.D.**  
Barshop Excellence Professorship in Entrepreneurship  
Director Service-Learning Excellence Program

**CONFERENCE HOTELS**



Hotels will sell out quickly, so we recommend booking your reservation as soon as you  
register. Please note, hotel reservations will be processed on a first received basis, and are  
confirmed based on hotel availability.

This year, the Courtyard New Braunfels  
Marriott hotels are reserved exclusively  
date to reserve your hotel at the discount

**CONFERENCE LODGING**

**f /TexasRuralChallenge**



**FORGING**  
*Our Future*

July 16-17, 2018  
New Braunfels Civic Center  
NEW BRAUNFELS, TX

UTSA

**OUR FINAL AGENDA**

**OUR TOPICS THIS YEAR**


Forging Our Future  
Evolving Models for Rural Economic Development  
Technology Adoption: Closing the Digital Divide  
Accessing Opportunities for Trade  
Regional Approaches for Economic Growth  
A Skilled Labor Force for Rural Texas  
Growth Through Regionalism

**VIEW AGENDA**

**7-16-18** PRE-CONFERENCE EVENTS ARE HOSTED AT:  
Courtyard by Marriott New Braunfels River Village  
750 IH 35 North, New Braunfels, TX 78130

**7-17-18** CONFERENCE EVENTS ARE HOSTED AT:  
New Braunfels Civic Center  
375 S. Castoli Ave., New Braunfels, TX 78130

**MAP**  
CLICK HERE



**FORGING**  
*Our Future*

July 16-17, 2018  
New Braunfels Civic Center  
NEW BRAUNFELS, TX

UTSA

Dear ExampleContactFirstName,

You Are Invited!

This summer, join us for the 9th annual Texas Rural Challenge (TRC) in New Braunfels,  
Texas from July 16-17, 2018. This year's theme, "Forging Our Future," will focus on  
trending themes among today's rural communities including technology, trade, and  
regionalism.

With an emphasis on best practices, learning experiences, and collaborative opportunities,  
the 2018 Texas Rural Challenge is aimed at connecting rural communities with the  
appropriate resources to spur job creation, grow and attract businesses, and fuel local  
economies.

We invite you to join us in New Braunfels, Texas. The conference is hosted by the UTSA  
Institute for Economic Development, the South-West Texas Border SBDC Network and the  
Southwest Trade Adjustment Assistance Center.

Together, let's Forge Our Future and build a stronger Rural Texas!

**REGISTER TODAY!**

**PARTNERSHIP**

**Forging Our Future**  
Help provide tools and  
best-practices to Texas  
rural communities by  
becoming an event  
sponsor.

**RETURN ON INVESTMENT**

- One 6ft exhibit table
- Passes to conference
- Company logo on website
- Marketing collateral in conference attendee book
- Reserved table for eight

For more information on sponsorship please contact:  
(New Braunfels, Texas) (512) 481-2193

Sincerely,  
UTSA Institute for Economic Development  
[Contact Us Here!](#)

If you no longer want to receive

Institute for Economic Development  
The University of Texas at San Antonio



**Early Bird**  
*Extended thru*  
**MAY 11, 2018**

**NEARLY**  
**EARLY BIRD**  
\$129.00  
REGULAR \$199.00

[texasruralchallenge.org](http://texasruralchallenge.org) **REGISTER TODAY!**

**f /TexasRuralChallenge** FOLLOW US AND STAY UP TO DATE WITH LATEST

**CONFERENCE HOTELS**

Hotels will sell out quickly. We recommend booking your reservation  
as soon as you register. Please note, hotel reservations will be  
processed on a first received basis, and are confirmed based on hotel  
availability. The cut-off date to reserve your hotel at the discounted  
meeting rates is June 16, 2018. This year, the Courtyard New  
Braunfels River Village and the Fairfield Inn & Suites by Marriott  
hotels are reserved exclusively for Texas Rural Challenge attendees.

**CONFERENCE LODGING**







**Texas Rural Challenge**  
@TexasRuralChallenge

- Home
- About
- Photos
- Institute Videos
- Posts
- Community
- Info and Ads

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Learn More Send Message



**Texas Rural Challenge**  
April 26 ·

Early Bird Registration for \$129 has been extended to May 11, 2018! Don't miss out and Register Today! [TexasRuralChallenge.org](http://TexasRuralChallenge.org)



**Community** See All

Invite your friends to like this Page

353 people like this

362 people follow this

Crystal Darby and 1 other like this

**About** See All


Send Message

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

Community

Suggest Edits

**Related Pages**

 **UTSA Institute for Eco...**  
College & University Like

**Texas Rural Challenge**  
June 15 ·

This year's program highlights best practices in business and economic development, community development, and rural statewide issues. Which reflects our commitment to building stronger rural communities in Texas. Here's a sample of our some of our experts who will be presenting this year on just how to propel you in the right direction.

Learn more and register today!  
[www.texasruralchallenge.org](http://www.texasruralchallenge.org)




**FORGING Our Future**  
NEW BRAUNFELS, TX  
July 16-17, 2018  
New Braunfels Civic Center

*Our Experts*  
A PREVIEW OF OUR PRESENTERS



**Lloyd Potter, Ph.D.** — Professor & IDSER Director  
Dr. Lloyd Potter was appointed as the Texas State Demographer in June of 2010 and serves as Director of the Institute for Demographic and Socioeconomic Research and the Texas State Data Center at UTSA. Dr. Potter's research interests include applied demography with a particular focus on health, education, energy, and water.



**Rebecca B. Hutchison** — Vice President, Human Resources  
Rebecca "Beki" Hutchison is Vice President of Human Resources at HOLT CAT, with responsibility for all aspects of human resources, safety and security. Prior to joining HOLT CAT, Beki was the Director, Human Resources, for the Engineering & Global Product Development organization in Northrop Grumman Corporation's Aerospace Systems Sector located in Redondo Beach, California.



**Julian Alvarez III** — Commissioner Representing Labor  
Julian Alvarez III is the Commissioner Representing Labor of the Texas Workforce Commission. Gov. Greg Abbott reappointed him to the three-member Commission on March 7, 2017. Prior to his appointment, Commissioner Alvarez served as President and CEO of the Rio Grande Valley Partnership fostering relationships and coordinating programs to advance regional economic development and employment opportunities.

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

3 4 Shares

Published	Post	Type	Targeting	Reach	Engagement
07/23/2018 3:09 pm	 Thank you to all of you attended this year's	Image	Public	78	13 12
07/20/2018 7:35 am	 America's SBDC President Tee Rowe joined some of the	Image	Public	128	26 18
07/17/2018 9:37 am	 We have a full house at the #TexasRuralChallenge today	Image	Public	995	55 48
07/16/2018 3:40 pm	 The Texas Strong Fast-Pitch competition is a packed house.	Image	Public	191	11 22
07/16/2018 6:30 am	 What a wonderful day it is turning out to be in New	Image	Public	158	14 9
07/11/2018 1:11 pm	 Want to know what you're in for at this year's	Image	Public	309	9 16
07/10/2018 11:32 am	 We're excited for the #TexasRuralChallenge! Our	Image	Public	229	56 38
07/05/2018 2:05 pm	 We have finalized our conference agenda and we are	Image	Public	422	24 25
06/28/2018 11:08 am	 The Texas Rural Challenge is tackling tough issues facing our	Image	Public	269	11 9
06/20/2018	 UTSA SWTXB SBDC Network	Image	Public	357	19





COURTYARD MARRIOTT RIVER VILLAGE



## Welcome

JULY 16, 2018

### PRE-CONFERENCE AGENDA

- ▶ COMAL & BLANCO ROOMS  
BUSINESS MATCHMAKING  
7:30 AM — 3:30 PM
- ▶ GUADALUPE ROOM  
TEXAS STRONG  
FAST-PITCH COMPETITION  
3:00 PM — 4:00 PM
- ▶ PRE-FUNCTION & DECK AREA  
WELCOME RECEPTION  
5:30 PM — 7:30 PM  
\*\* FOR CONFERENCE ATTENDEES ONLY \*\*

NEW BRAUNFELS, TEXAS | JULY 16-17, 2018

## TEXAS STRONG

### SMALL BUSINESS PROUD

Small businesses are the backbone of the American economy that help urban and rural communities thrive. The Texas Strong competition features Small Business Development Center (SBDC) client finalists selected from across the state to compete in a fast-pitch competition and vie for cash prizes to support their entrepreneurial endeavors. The teams will be judged on their innovation, environmental impact, rural community impact, previous successes, and community involvement.

CONGRATULATIONS TO ALL OF OUR TEXAS STRONG FINALISTS.



**RESOUND NETWORKS, LLC**  
BRYAN WALDRIP, OWNER  
NORTHEAST TEXAS SBDC NETWORK  
WEST TEXAS AREA SBDC  
ADVISOR: ROCK PALMER



**TREY TEXAS RANCH & EVENT CENTER**  
DAANE NEWSOM, OWNER  
NORTH TEXAS SBDC NETWORK  
NORTHEAST TEXAS COMMUNITY COLLEGE SBDC  
ADVISOR: BEN WELSH



**MANILLA BEAN PRODUCTS**  
BO GRANDE HERGATE DIA  
CAPPAODINA RANCH  
VICTORIA B. CAPPAODINA, OWNER  
SOUTH-WEST TEXAS BORDER SBDC NETWORK  
UNIVERSITY OF TEXAS AT RIO GRANDE VALLEY SBDC  
ADVISOR: ANTHON GONZALEZ



**CANNON FEEDER CO., LLC**  
DENSON & LINDA LESSNER, OWNERS  
OULF COAST TEXAS SBDC NETWORK  
UNIVERSITY OF HOUSTON SBDC  
ADVISOR: KYLE SMITH

NEW BRAUNFELS, TEXAS | JULY 16-17, 2018




## Exhibition HALL

NEW BRAUNFELS, TEXAS | JULY 16-17, 2018

JULY 16 - 17, 2018

NEW BRAUNFELS CIVIC CENTER



# FORGING

## Our Future

texasruralchallenge.org

UTSA  
Institute for Economic Development  
The University of Texas at San Antonio

Southwest Trade Adjustment  
Assistance Center  
The University of Texas at San Antonio

University of Texas at San Antonio  
Small Business Development Center Network  
The University of Texas at San Antonio

## Thank You TO OUR SPONSORS

**Gold LEVEL**

**AMERICA'S SBDC TEXAS**

**Silver LEVEL**

**United Midwest Savings Bank** **CAPITAL**

**Bronze LEVEL**

**AACOG** **EMC** **New Braunfels** **TPB**

**steer** **EAGLE FORD CONSORTIUM** **economicdevelopmentcenter**

**Exhibition HALL**

2TurnOn, Inc. | America's SBDC Texas  
BSP Engineers, Inc. | Cooperative Teamwork & Recycling Assistance (CTRA)  
Economic Modeling (EMS) | Impact DataSource | PeopleFund  
Railroad Commission of Texas | Sequin Economic Development Corporation  
Texas Commission on Environmental Quality (TCEQ) | Texas Department of Agriculture  
Texas Economic Development Council | UTSA Institute for Economic Development

NEW BRAUNFELS, TEXAS | JULY 16-17, 2018



COMAL & BLANCO ROOMS

## BUSINESS MATCHMAKING

7:30 AM — 3:30 PM

PRESENTED BY

South West Texas Border  
Small Business Development Center Network  
UTSA SBDC Program Technical Assistance Center



## CHECK-IN ONLY


MUST PRESENT  
CONFERENCE BADGE

ALL ATTENDEES  
ARE REQUIRED TO CHECK-IN





8' x 10' — 300 Conference Programs

 /TexasRuralChallenge

NEW BRAUNFELS  
CIVIC CENTER



**Institute for  
Economic  
Development**

**Southwest Trade Adjustment  
Assistance Center**  
The University of Texas at San Antonio

UTSA



South-West Texas Border  
Small Business  
Development Center Network  
The University of Texas at San Antonio



SouthWest Texas Border  
Small Business  
Development Center Network  
The University of Texas at San Antonio

● 2010年10月10日





## **INSTITUTE FOR ECONOMIC DEVELOPMENT | THURSDAY, JUNE 7**

Official Press Release

<https://iedtexas.org/statewide-conference-to-encourage-rural-economic-development/>

## **TEXAS AGRICULTURE DAILY | MONDAY, JUNE 18**

Statewide Conference to Encourage Rural Economic Development

<http://texasfarmbureau.org/statewide-conference-encourage-rural-economic-development/>

## **News Radio 1200 WOAI | Tuesday, June 19**

What Can be Done to Boost Small Town Texas?

<https://woai.iheart.com/content/2018-06-19-what-can-be-done-to-boost-small-town-texas/>

## **Houston Public Media | Monday, June 25**

Small Towns All Over Texas Look for Solutions to Survive

<https://www.houstonpublicmedia.org/articles/news/2018/06/25/292397/small-towns-all-over-texas-look-for-solutions-to-survive/>

## **Texas News and Views - TFB Radio Network | Wednesday, June 27**

Rural Conference to Stress Economic Development

<https://soundcloud.com/texasfarmbureau/627-rural-conference-to-stress-economic-development>

## **San Antonio Business Journal | Wednesday, July 12**

Expert Column: Texas Rural Challenge Celebrates Ninth Year

<https://www.bizjournals.com/sanantonio/news/2018/07/11/expert-column-texas-rural-challenge-celebrates.html>

## **New Braunfels Herald-Zeitung | Sunday, July 15**

Texas Rural Challenge Comes to New Braunfels

[http://herald-zeitung.com/news/article\\_b6809622-8785-11e8-8803-ffe42c125802.html](http://herald-zeitung.com/news/article_b6809622-8785-11e8-8803-ffe42c125802.html)

## **UTSA Today | Tuesday, July 17**

Statewide Conference Encourages Rural Economic Development

<https://www.utsa.edu/today/2018/07/story/TexasRuralChallenge.html>

## **San Antonio Business Journal | Wednesday, July 18**

Regional Approach to Economic Development is the New Wisdom

<https://www.bizjournals.com/sanantonio/news/2018/07/18/regional-approach-to-economic-development-is-the.html>

## **1200 News Radio | Wednesday, July 18**

UTSA Program Aims to Breathe New Life into Texas Small Towns

<https://woai.iheart.com/content/2018-07-18-utsa-program-aims-to-breathe-new-life-into-texas-small-towns/>

## **Eagle Pass Business Journal | Tuesday, July 24**

Eagle Pass Represented at Texas Rural Challenge

<http://www.epbusinessjournal.com/2018/07/eagle-pass-represented-at-texas-rural-challenge/>

