



**Central Texas Entrepreneurial Summit**  
**July 23, 2024**  
**9:00am to 12:00pm**  
**Location: Jack Calvert Municipal Building**  
**302 E. 3<sup>rd</sup> Street**  
**Lampasas, TX 76550**

<b>9:00am – 9:05am</b>	<b>Welcome</b> <i>Mayor Herb Pearce, City of Lampasas</i>
<b>9:05am – 10:00am</b>	<b>Panel: Entrepreneurial Start-up Stories</b> <i>Brant Martin, Owner, Martins Rod and Custom</i> <i>Pamela Ekizian, Owner, Lotus Beauty Spa &amp; Salon</i> <i>Herb Pearce, Owner, BHR, Timber Products</i> <i>Douglas Ingraffia, Owner, Western Avenue Dawgs</i>
<b>10:00am – 10:30am</b>	<b>Certifications for Veteran-Owned Businesses</b> <i>Greg Shigemasa, Business Consultant, Texas Veterans Commission Veteran Entrepreneur Program</i>
<b>10:30am – 10:45am</b>	<b>Break/Networking</b>
<b>10:45am – 11:55am</b>	<b>Smart Growth Strategies: Leveraging AI for Small Business Branding, Sales, &amp; Marketing</b> <i>Sunme Lee, Ph.D., Assistant Professor of Marketing, College of Business Administration, A&amp;M-Central Texas</i>
<b>11:55am – 12:00pm</b>	<b>Acknowledgements</b> <i>Maria De La Luz Gonzalez, Rural Veterans Career Advisor, Texas Veterans Commission</i>

***Best Practices to Create, Build, and Grow Your Own Business***