

AGENDA · FEBRUARY 28-MARCH 3, 2019

TIME	SESSION
THURSDAY, FEBRUARY 28, 2019	
8:00-10:00 A.M.	VET SOURCE Check-In & Breakfast
10:00-10:30 A.M.	Main Session: Kick-Off & Welcome
10:30-11:30 A.M.	Panel Discussion: Stories from Successful VOBs
11:45 A.M.-1:00 P.M.	Panel Discussion: Procurement with Corporations
1:00-2:30 P.M.	Networking Lunch
2:45-3:45 P.M.	Breakout Sessions Certification: Is It Right for You? Joint Ventures: Teaming Together to Win Marketing & Capability Statements
4:00-4:30 P.M.	Closing Remarks
4:30-6:00 P.M.	Networking & Refreshments
FRIDAY, MARCH 1, 2019	
8:00 A.M.	VETERAN EDGE Check-In & Breakfast
9:00-10:30 A.M.	State of Veteran Entrepreneurship
10:45 A.M.-1:00 P.M.	Business Showcase & Resource Exposition *Tables will be set up from 9:00 A.M.-4:00 P.M.
1:00-1:30 P.M.	Lunch
1:30-2:50 P.M.	Main Session: Kick-Off KEYNOTE SPEAKER: Larry Broughton, Founder & CEO, broughtonHOTELS and broughtonAdvisory, former U.S. Army Green Beret
3:00-4:15 P.M.	Main Session: Panel-Advice from Successful Entrepreneurs
4:30-6:30 P.M.	Elective Programs Office Hours Jam Session - What's Your Greatest Challenge Jam Session - Building a Brand that Sells Itself
6:30-8:30 P.M.	Networking Reception

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The Hilton Anatole Hotel · Dallas, TX · #VeteranEDGE

TIME	SESSION
SATURDAY, MARCH 2, 2019	
8:00 A.M.	Breakfast
8:30-9:30 A.M.	Panel Discussion
9:45-10:45 A.M.	Concurrent Breakout Sessions 1-4 Effective Public Relations: Get Noticed, Engaged & Trusted Using Your Brand to Negotiate Making the Connection: Navigating Big Business Supply Chains Supply Chain Optimization
10:55-11:55 A.M.	Concurrent Breakout Sessions 5-8 Website Critiques Exit Strategies & Succession Planning Moving from a Traditional to a Growth-Oriented Organization Options for Financing Growth
11:55 A.M.-12:20 P.M.	Lunch
12:20-1:05 P.M.	Main Session: KEYNOTE SPEAKER: Andy Williams, Recon Realty, Flip or Flop Fort Worth
1:15-2:15 P.M.	Panel Discussion
2:30-3:30 P.M.	Concurrent Breakout Sessions 9-12 Search Engine Optimization Building a Team for Growth Part 1 Sales, Customer Acquisition & Loyalty Leadership: Building Buy-In & Culture
3:45-4:45 P.M.	Concurrent Breakout Sessions 13-16 Business Continuity Planning Building a Team for Growth Part 2 It's Your Estate, Are You in Control? Product Marketing & Branding
6:00-6:45 P.M.	Vet50 Reception
7:00-9:00 P.M.	Vet50 Dinner & Program in Partnership with Inc.5000 KEYNOTE SPEAKER: Medal of Honor Recipient, Jack Jacobs, Colonel (USA Retired)
SUNDAY, MARCH 3, 2019	
8:00 A.M.	Breakfast
9:00-10:00 A.M.	Main Session: KEYNOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway
10:15-11:15 A.M.	Concurrent Breakout Sessions 17-20 Contracting & Partnerships Using Financial Statements to Make Smart Business Decision Marketing & Public Relations Digital Marketing
11:30-12:30 P.M.	Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financing Growth
12:30-1:30 P.M.	Plated Lunch & Closing Remarks

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