

**LSET Class of 2006 Session III**  
**Thursday, March 23, 2006**  
**Creating Home-Grown Job\$ in SETX:**  
**A snapshot of the role of the entrepreneur**  
**7:30 a.m. to 3:30 p.m.**  
**Catfish Cabin Restaurant**  
192 South LHS Drive (Hwy. 69N/287 & FM 421)

**7:30 a.m. Registration, Continental Breakfast and Networking**

- Suzie Simmons, Wearable Art Merchandise

**8:00 a.m. Welcome, Acknowledgements and Current Events**

- Mary McKenna, LSET Chair

**Welcome to Lumberton**

- Mayor Don Surratt

**Welcome to Lumberton from session sponsors**

- Morris Moore Chevrolet-GMC-Pontiac Buick

**Rita Recovery Update and experiences in Washington & Austin**

- Suzie Simmons, 2<sup>nd</sup> VP, SETRPC

**Legislative Special Session, April 17<sup>th</sup>: scope of The Call**

- Terri Bivins, District Coordinator, Texas State Rep. John Otto, Dist. 18

**Placing your lunch order: menu card preferences**

- Tim and Susan James, Catfish Cabin

**Overview of class session: Flattening World to local entrepreneurship**

- Kim McMurray, Program Chair, LSET

**9:00 a.m. The State of Entrepreneurship in the Region: venture "catalysts", leveraging resources, risk capacity, branding, franchising ... who, what, where, when?**

- Gene Arnold, former director, Small Business Development Center, Lamar University
- Interactive Q & A

**9:45 a.m. Break**

**10:00 a.m. Someone Who's Been There!**

- Todd Christopher, Entrepreneur, Crown Team Texas
- Interactive Q & A

**11:00 a.m. Someone Else Who's Been There, too!**

- Angie McClelland, C.A.W. Enterprises (Ya-Ya Club, Urban Hillbilly)
- Nick Carter, SouthHampton Resources, Inc.
- Interactive Q & A

**12:00 Noon Seated Lunch, Catfish Cabin**

**12:45 p.m. Overview of Exploding Lumberton**

- Roger Fussell, Lumberton MUD
- Tim James, Catfish Cabin
- Rickey Simmons, III, Triple "S" Industrial and Lumberton Industrial Development 4B Corporation

**1:15 p.m. Class Discussion: What Needs to be done to stimulate Entrepreneurial Spirit in region? Share your experiences**

- Moderated by Judge Rick Williams, former director, Nederland EDC

**2:00 p.m. Break**

**2:15 p.m. Entrepreneurial Options and Choices: *the ED Game***

- Laura Wilson, LLWilson ED Consulting
- Kim McMurray, Entergy Economic Development

**3:15 p.m. Closing Wrap-up, Announcements and Session Comments Forms**

- Tom Henry and Kim McMurray

**Preview of Session IV/Graduation, May 18<sup>th</sup> bus field trip to Liberty Co.**

- Laura Wilson, Session Coordinator IV

**3:30 p.m. Early Adjournment**

- Mary McKenna, LSET Chair

**Session III Planning Committee**

Kim McMurray, LSET Program Chair;  
Russ Waddill, Entrepreneurship, Lamar University (Institute of Entrepreneurial Studies,  
Small Business Development Center); Roger Fussell, Lumberton MUD;  
Don DeMartino, DDM Marketing & Consulting, Lumberton;;  
Andy Kelley, Lumberton City Council/ Allstate;  
Bessie Chisum, LSET; Kimberly Watts, LSET/POST

## ***SPECIAL APPRECIATION TO SESSION SPONSORS***



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