

WHAT IT TAKES TO BE A SMALL BUSINESS OWNER

2017 is the year to start or expand your business. Come meet our local and national experts who can help guide you thru it.

Join us for an interactive panel of successful small business owners who will focus on understanding your needs. Each attendee will have an opportunity to have their questions answered and if need be assigned a coach who will provide guidance as needed in person or on-line at no cost. Your success is our success!

PANEL MODERATOR:



Adrian Madrigal
El Paso SCORE Chapter

Mr. Madrigal is a native El Pasoen and holds a MAIS Graduate Degree with studies in organizational development from the University of Texas at El Paso. He is an Army veteran and served in Germany for two years and at Fort Bliss, Texas for one year. He worked at William Beaumont Army Medical Center for ten years in Hospital Information Systems and

worked with Burroughs Corporation for three years in sales and marketing. From 1990 to 2013 worked for the U.S. Small Business Administration with positions of Business and Economic Development, Public Information Officer and Veteran Affairs Officer. His background includes organizational development, marketing, financing, business and economic development, public and media relations. He's has been supporting small businesses since 1985 and now serves as the Marketing Coordinator for the El Paso SCORE Chapter.

PANEL MEMBERS:



Sue Malone
President of Strategies for
Small Business

Sue holds an MBA from St. Mary's College and is a serial entrepreneur having started over seven businesses. She helped fund over 41,000 SBA loans and her goal is to fund 100,000 small businesses, and was the number one lender in loan volume to women-owned businesses. She has been recognized as one of the "hardest working women in America," and has been featured on national television shows and news channels.

For over ten years, Sue served as the CFO and Vice-President of a commercial and industrial real estate firm in Northern California. In addition, she was the first women-parking operator in the United States with seven parking facilities in San Francisco. Sue sits on several national boards focused on

veterans and entrepreneurship.

In addition, she makes sure small businesses voices are not forgotten in Washington DC, after all, America is great because of small businesses!



Suzanne Michaels
Suzanne Michaels
Communications (SMC)

Suzanne lives and works in Las Cruces, NM, where she owns and operates SMC, a New Mexico Public Relations Firm. Suzanne worked as a News Anchor and Reporter for 20-years at three of El Paso's major network affiliates including (NBC) KTSM-TV Channel 9; (ABC) KVIA-TV Channel 7 and (CBS) KDBC-TV Channel 4. Today SMC provides Public Relations Consulting to the South Solid Central Waste Authority of Las Cruces and Las Cruces Utilities. SMC specializes in Education and Outreach, Media Relations and Community Involvement. Outreach includes developing strategies for connecting with communities, writing and photography for newspaper articles for Green Connections and Utilities Connections published in the Las Cruces Sun-News and My Las Cruces. Services include working with the media in public outreach, coaching client staff in on-camera and public speaking presentations, writing and distributing press releases and organizing press conferences. Suzanne holds a BA in English and Biology from Texas A & M University.



Lorraine Wardy
Life Master Coach and Orange
County, California SCORE Mentor

Ms. Wardy is a native El Pasoan and now resides in Orange County, California. A self-made entrepreneur herself for 40 years having owned multiple small businesses including a clothing design and manufacturing company and Sarabia's Portable Johns and Blue Sanitation. An entrepreneur, speaker, author and Life Master Coach offering transformation workshops around the country. She serves as a SCORE mentor providing guidance in person or on-line. She was inducted to the El Paso Business Hall of Fame in 2014.
