

**hola EMPRENDE**  
**CONFERENCE &**  
**BUSINESS**  
**EXPO** | **2025**

CREATED TO INSPIRE AND CONNECT  
YOU WITH A FUTURE OF POSSIBILITIES

**AGENDA | DAY 1**

**SEPTEMBER 19 | CONFERENCE**

**8:00 AM - 5:00 PM**

**Morning - Building your Business**

**8:00 a.m. - 8:30 a.m.**

Check-in

**8:30 a.m. – 9:00 a.m.**

Opening Remarks - City of Jacksonville, Bank of America

Monica Hernandez | Vice President, Global Markets, Bank of America | President, FCHCC

Yanira Cardona | Hispanic Outreach Coordinator, City of Jacksonville

**9:00 a.m. – 10:30 a.m.**

**PANEL 1 - Bilingual:**

Family Businesses: How to create, manage, and grow a successful family-run business.

Vanessa Garcia | Owner, Raices

Jessica Mendez | Co-Founder Real 4 Jax

Silvia Pulido | Owner, Havana Jax

Coley Jones | Senior Vice President Business, Banking Bank of America

**10:30 a.m. – 10:45 a.m.**

**Coffee Break**

**10:45 a.m. – 12:00 p.m.**

**Workshop 1:** Lead Generation - How a Podcast can improve your business

Breakout Room 157 | \*Bilingual

Jason Gueits | VP of Digital Sales, iHeart Media

Angelo Baquerizo | Account Executive - Bilingual, iHeart Media

**Workshop 2:** Protect your Business Intellectual Property

Camille Wilson | Wilson Dutra Innovation Law - Breakout Room 158

**Workshop 3:** Better Money Habits | Bank of America - Breakout Room 159

**12:00 p.m. – 1:00 p.m.**

**Networking Lunch**

**Afternoon - Expanding your Vision**

**1:00 p.m. – 2:00 p.m.**

**Keynote Speaker - JSEB Entrepreneurship Initiative**

Gregory Grant | Administrative Director Office of Economic Development City of Jacksonville

**2:00 p.m. – 3:00 p.m.**

**Workshop 1:** Knowing your customer Breakout Room 157

Anamaria Contreras | Executive Director, JAX Chamber Foundation

**Workshop 2:** The U.S. Economy: Challenges and Opportunities. Breakout Room 158

Andres Gallo | Earle Traynham Professor of Economics, Director, International Business Flagship

Program, Acting Chair, Department of Economics and Geography Coggin College of Business at UNF

**Workshop 3:** Shark Tank - Learn to pitch your ideas to financing institutions Breakout Room 159

Jonel Hein | SBA North Florida District Director

**3:00 p.m. – 4:00 p.m.**

**PANEL 2:** Understanding Employment Law and Human Resources for Small Business Owners.

Stewart Subjinski | Attorney at Jimerson Birr, P.A.

Chad Sorenson | President of Adaptive HR Solutions

Doreen Lund | Apprenticeship Manager at CareerSource Northeast Florida

**4:00 p.m. – 5:00 p.m.**

Closing ceremony, certificate presentation, and networking

**SUCCEED NOW**

\*Schedule subject to changes

More information: [www.fchcc.com](http://www.fchcc.com)



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# AGENDA | DAY 2

**SEPTEMBER 20 | BUSINESS EXPO**

**10:00 AM - 4:00 PM**

## Open Business Expo for the Public

10:00 a.m. - 10:30 a.m.

**Registration**

10:30 a.m. – 11:00 a.m.

**Opening Remarks**

12:00 p.m. – 3:30 p.m.

**Network and Explore**

100 Businesses, products, food, services & live demos.

11:00 a.m. – 12:00 p.m.

**Oportunidades de micro-préstamos para pequeños negocios (Spanish)**

**Breakout Room 157**

Julby Boutin | Small Business Consultant, Prospera Advancing Hispanic Business

Fabiana Estrada | Regional VP of Lending and Business Development, Ascendus

3:30 p.m. – 4:00 p.m.

**Closing Remarks**

Learn from experts, Apply what  
you learn, and showcase your brand!

## SUCCEED NOW

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