

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

CREATE TO INSPIRE AND CONNECT
YOU WITH A FUTURE OF POSSIBILITIES

AGENDA | DAY 1

SEPTEMBER 19 | CONFERENCE

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

9:00 a.m. – 10:30 a.m.

PANEL 1:

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

10:30 a.m. – 10:45 a.m.

Coffee Break

10:45 a.m. – 12:00 p.m.

Workshop 1: Protect your Business Intellectual Property

Camille Wilson | Wilson Dutra Innovation Law

Workshop 2: Lead Generation - How a Podcast can improve your business

Jason Gueits | VP of Digital Sales, iHeart Media

Angelo Baquerizo | Account Executive - Bilingual, iHeartMedia

Workshop 3: Better Money Habits

Bank of America

12:00 p.m. – 1:00 p.m.

Networking Lunch

Afternoon - Expanding your Vision

1:00 p.m. – 2:00 p.m.

Keynote Speaker

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

2:00 p.m. – 3:00 p.m.

Workshop 1: Knowing your customer

Anamaria Contreras | Executive Director, JAX Chamber Foundation

Workshop 2: The Us Economy: Challenges and Opportunities.

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

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



Supported by:



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AGENDA | DAY 2

SEPTEMBER 20 | BUSINESS EXPO

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
11:00 a.m. – 12:00 p.m.	Prospera Workshop
12:00 p.m. – 3:30 p.m.	Explore owned businesses, products, food, services & live demos. Networking
3:30 p.m. – 4:00 p.m.	Closure

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

SUCCEED NOW

***Schedule subject to changes**

More information: www.fchcc.com

