



I ILLINOIS



THE TEXAS A&M
UNIVERSITY SYSTEM

Agenda

OPTIONAL PRE-CONFERENCE EVENTS: Monday, June 17, 2019
aggiemap.tamu.edu

3:00-5:00pm

Check-in for ELLC attendees staying in White Creek Apartments

Pick up room keys in the lobby of White Creek Community Center (WCCC)
reslife.tamu.edu/wccc-is-open

- **Address:** 667 West Campus Blvd.

5:00-5:30pm

Walking tour of Texas A&M Teaching Gardens by White Creek Apartments

- **Address:** 556 John Kimbrough Blvd.
- **About:** The Teaching Gardens is a 27-acre sanctuary open year-round to the public. Texas A&M invested \$1.5 million in restoring and protecting White Creek, running through the gardens and sanctuary. gardens.tamu.edu

6:00-8:00pm

Roundtable Networking Reception



SPECIAL GUEST: Dr. Jorge A. Vanegas

Dean, College of Architecture, Texas A&M University
Research Professor, Texas A&M Engineering Experiment Station,
Texas A&M University System
Co-founder of Startup Aggieland

- **Burgers, BBQ & Beer at Chicken Oil Co. (\$\$)**
 - Food & Beverages on your own. Free Tijuana Fries. Casual attire.
 - **Address:** 3600 S. College Ave., Bryan, TX
- Limited car share from WCCC (Uber and Lyft service)

DAY 1: Tuesday, June 18, 2019

8:30-8:45am

Breakfast Tacos & Introductions

White Creek Community Center, WCCC 116
Market & Grill located in White Creek Community Center offers more options. (\$)

8:45-9:00am



Welcome | Christopher Murphy

Program Director, Innovation & Sustainability LLCs
University of Illinois at Urbana-Champaign

9:00-9:30am

*Time includes
10 min. at the
end for Q&A*



KEYNOTE | Dr. Korok Ray

TOPIC: Innovation & Entrepreneurship Within Higher Education: Building the Next Generation. Covering Higher Education Trends in Innovation & Entrepreneurship.

Executive Director, Mays Innovation Research Center,
Mays Business School, Texas A&M University

ELLC ROUND TABLE

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9:30-10:15am

*Time includes
10 min. at the
end for Q&A*



Presenter | Craig Hamilton, FAIA

**TOPIC: Place-Making for Innovation & Entrepreneurship
in Higher Education**

Principal, CannonDesign
(Firm that designed Lassonde Studios, University of Utah)

10:15-10:30am

BREAK

10:30-11:30am

*Time includes
10 min. at the
end for Q&A*



Presenter | Chris Westfall, MBA

**TOPIC: Leadership Language and How to Speak to
Student-Entrepreneurs**

Startup Aggieland Executive Business Coach
CEO, Westfall & Associates

11:30-12:30pm

*Time includes
10 min. at the
end for Q&A*



Workshop & Working Lunch | Dr. Dustin Grabsch

TOPIC: Best Practices for Student Success in LLCs

Assistant Director of Academic Support Initiatives,
Department of Residence Life, Texas A&M University
Assistant Lecturer & Co-Director/Leadership LLC (L3C)

12:30-2:30pm

Meet & Greet with Guided Tour | Zachry Building & Fischer Design Studio

Transportation: Shuttle Bus

2:30-4:30pm

Meet & Greet with Guided Tour | Biocorridor and RELLIS

Transportation: Shuttle Bus to A&M's new technology campus

4:30-5:00pm

Meet & Greet with Guided Tour | 100-Year-Old Ice House

Transportation: Shuttle Bus to Historic Bryan, TX

5:00-7:00pm

Dinner at Ronin's Farm-to-Table Restaurant at the Ice House

Meet Co-founder Amanda Light '18, a mother and former non-traditional student-entrepreneur who previously participated in the McFerrin Center for Entrepreneurship's Startup Aggieland. Casual attire. (\$\$\$) ronintx.com

- **MUST PREPAY FOR DINNER:**
www.eventbrite.com/e/private-event-tickets-62214354810
Password: ronintamu
- **Address:** 800 N. Main St., Bryan, TX

7:00-8:00pm

Software Cartel at Grand Stafford Theater in Historic Bryan, TX

Meet local startups.

- **Address:** 106 S. Main St., Bryan, TX
- Afterwards, Shuttle Bus will drop off guests at Texas A&M Hotel and White Creek Apartments.



DAY 2: Wednesday, June 19, 2019

8:30-8:45am

Breakfast Tacos & Networking

White Creek Community Center, WCCC 116

8:45-9:30am

*Time includes
10 min. at the
end for Q&A*



Workshop | Steve Guengerich, MBA

TOPIC: Blackstone LaunchPad, Capital Factory and the Art of Co-branding Strategies

Executive Director, Institute for Innovation and Entrepreneurship, Jindall School of Management, University of Texas at Dallas
Capital Factory Mentor, Clinical Associate Professor, Innovation & Entrepreneurship

9:30-10:15am

*Time includes
10 min. at the
end for Q&A*



Presenter | Shelly Brenckman

TOPIC: Overview of Texas A&M University's Global Entrepreneurship Ecosystem

Co-founder of Startup Aggieland and Startup LLC, McFerrin Center for Entrepreneurship 2012-2018, Former VP Aggie Angel Network, Taught Entrepreneurship in the Department of Management at Mays Business School, Currently working with Texas A&M donors on a new entrepreneurship initiative

10:15-10:45am

Roundtable - STUDENT LED

Student Development

- Buzz Kills & Distractions
- Authenticity & Culture

Roundtable - INDUSTRY LED

Program Sustainability

- Traditional vs. Experiential
- Fundraising & Sponsorships
- Curriculum Sharing

10:45-11:15am

Panel | Student Entrepreneurs

TOPIC: Creating a Strong Community and Real Value for Student Entrepreneurs

Students from the School of Innovation, Startup Aggieland, Startup LLC & more.

11:15-11:45am

Panel | Industry & GovTech

TOPIC: How to create better collaborations and value for industry/government partners

- **Steven Gonzales**, NASA Director of Acceleration/Aerospace
- **Vijay Manyam**, Facebook Senior Engineering Manager
- **Army Futures Command**

11:45-12:30pm

Working Lunch

Roundtable - STUDENT LED

Student Recruitment

- Get, Keep, Grow Students
- Stronger Value Proposition

Roundtable - FACULTY LED

Student Retention

- Measure What Matters
- Diversity & Inclusion

Conclusion | Cast Your Ballot for Host of the 9th Entrepreneurial Roundtable

ELLC ROUND TABLE

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Contact Information



RESEARCH, RELIS, INDUSTRY & TECH TRANSFER

Vice Chancellor of Research with The Texas A&M University System

Dr. Jon Mogford | jmogford@tamus.edu



ENTREPRENEURSHIP, INNOVATION & RESIDENCE LIFE

Mays Innovation Research Center

Dr. Korok Ray, Executive Director | korok@tamu.edu

McFerrin Center for Entrepreneurship at Mays Business School

Dr. Richard Lester, Executive Director | rlester@mays.tamu.edu

Blake Petty, Director | bpetty@mays.tamu.edu

Startup Living Learning Community & Blackstone LaunchPad at TAMU

Don Lewis, Director | dlewis@mays.tamu.edu

Startup Aggieland

Lauralee Hughes, Assistant Director | lhughes@mays.tamu.edu

Department of Residence Life

Dr. Dan Mizer, Associate Director | dan@reslife.tamu.edu

Engineering Incubator at Dwight Look College of Engineering

Rodney Boehm, Program Manager | rodneyboehm@tamu.edu

School of Innovation

Dr. Andy Morris, Dean | amorriss@tamu.edu

Innovation Living Learning Community

Sonia Jimenez | sjimenez@tamu.edu

ELLC Roundtable Host

Shelly Brenckman, Texas A&M University | aggieentrepreneur@tamu.edu