

## **Rio Bravo Technology Entrepreneurs Council**

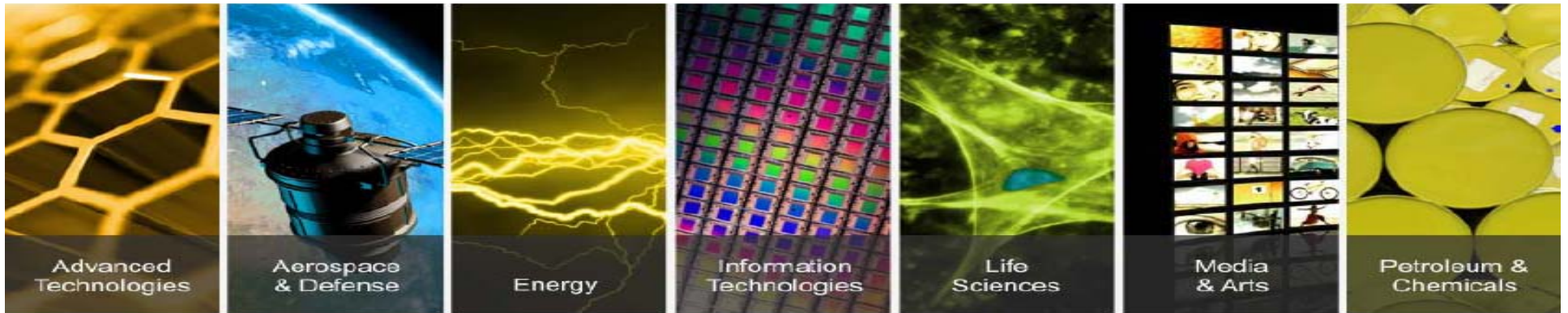
*The State of Entrepreneurship  
in the Paso del Norte Region*

Panelists:

Woody Hunt, Chairman/CEO of Hunt Companies

Lorenzo Rodriguez, CEO, Senda Micro Technologies

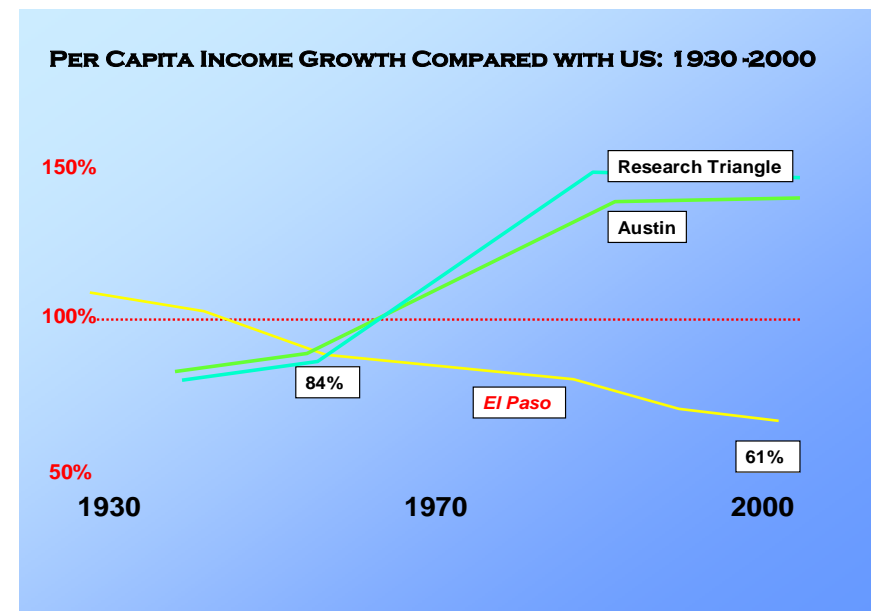
Dr. Richard Shoephoerster, Dean, UTEP College of Engineering



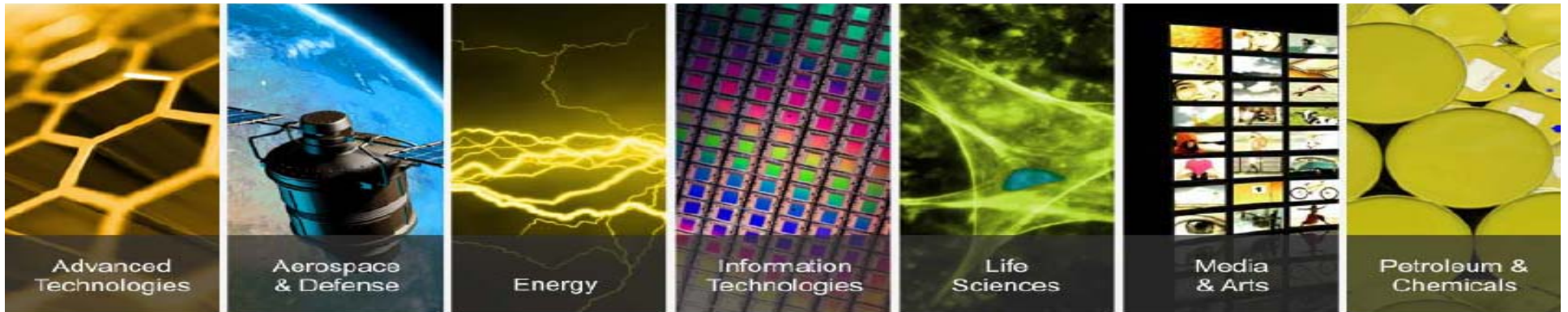
## Paso del Norte: A Rich History of Entrepreneurship

From its heyday as a wealthy playground in the thirties, the region arrived in the 21st century with a different face:

- Major manufacturing center
- Largest military base in the world
- Southern end of the one of the worlds great research corridors, \$6B annual federal research funding, most per capita
- Enhanced role in political processes at the state and federal levels



*...and becoming aware of the primary roles of innovation and entrepreneurship in its economic growth potential*

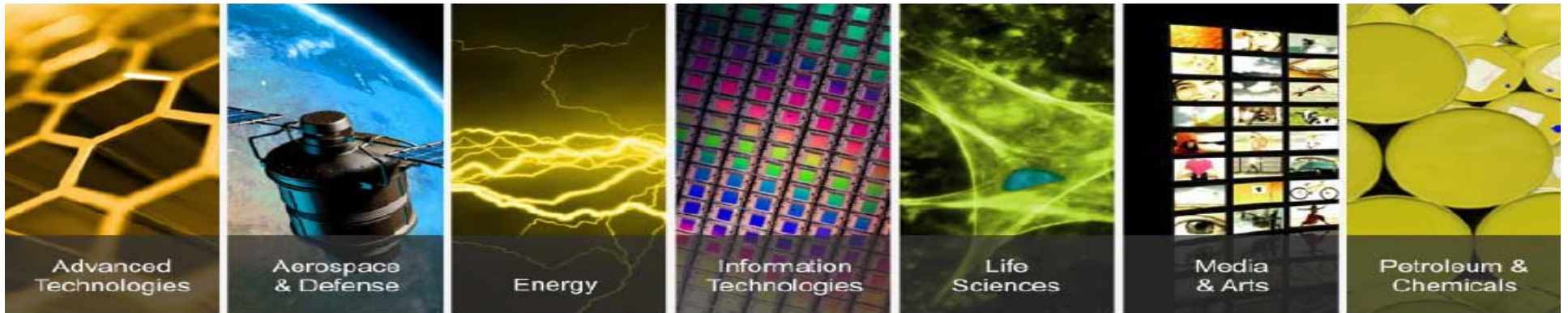


## Paso del Norte: Birthplace of Five Fortune 500 Companies

- El Paso Energy (1928, as El Paso Natural Gas)
- Hilton Worldwide (1929, 1946 – a complicated story!)
- Continental Airlines (1934, as Varney Speed Lines)
- HCA (1987, as Columbia Hospital Corporation)
- Western Refining (1993)

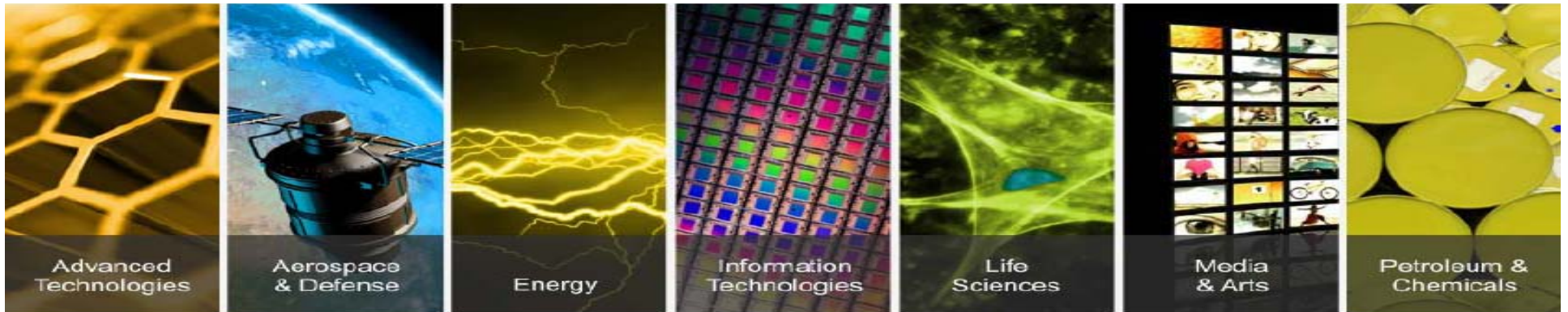
### *...And Other Major Success Stories:*

- Hunt Companies, Inc.
- Circle K
- Petro Stopping Centers
- Helen of Troy
- EDM
- Datamark



## Paso del Norte: Developing Entrepreneurial Infrastructure

- Camino Real Angels
- NMSU Arrowhead Center
- Bi-National Sustainability Lab
- NextGen Cabinet, Mayor's Lyceum
- Trans-Pecos/El Paso RCIC
- Camino Real Venture Competition
- Paso del Norte Group OECD study
- UTEP Center for Research Entrepreneurship and Innovative Enterprises
- Paso del Norte Group Innovation Economy Task Force
- Rio Bravo Entrepreneurs Council
- Texas ETF and CAPCO program; NMSIC-funded VCs
- First Regional Venture Capital Office



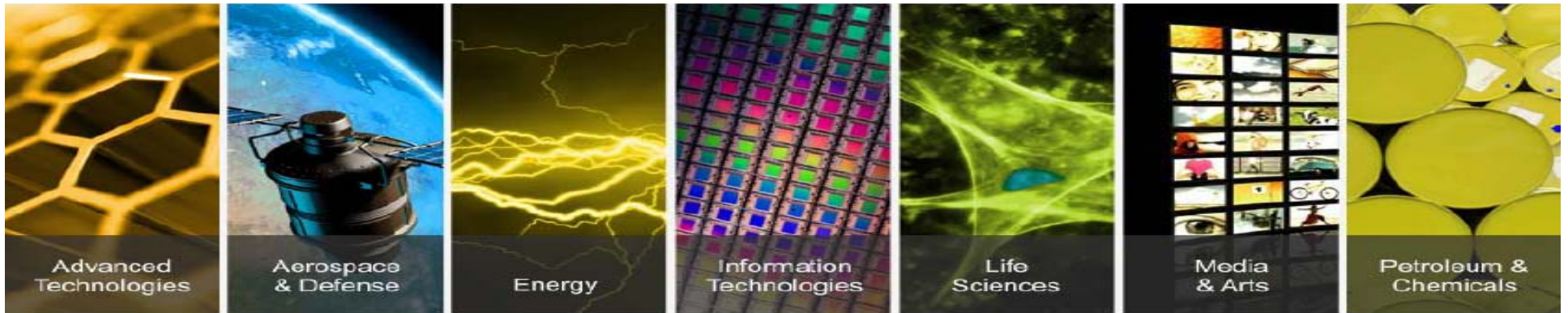
## Panelist: Woody Hunt, Chairman & CEO, Hunt Companies



Woody L. Hunt is chairman and chief executive officer of Hunt Companies, Inc. and its affiliated companies. Hunt Companies, Inc. is a diversified investment, development, management company. Founded in 1947, Hunt has become one of the nation's leading developers, headquartered in El Paso, Hunt has over 360 employees and has been operated by the Hunt family for four generations.

A member of numerous public and private boards, with a special interest in higher education, Mr. Hunt has been appointed to a six-year term on The University of Texas System Board of Regents by Governor George W. Bush in February 1999. Mr. Hunt and family have supported the creation and development of numerous institutions through their philanthropic and civic activities, including the Leadership Research Council, which evolved into the Paso del Norte Group, the UTEP Center for Entrepreneurial Development, Advancement, Research and Support; and the Jack and Dorothy Hunt Endowment for Entrepreneurship, which established a professorship in the College of Business. Mr. Hunt previously served as Chairman of the Texas Select Commission on Higher Education and Global Competitiveness, and is current President of the Medical Centers of Americas Foundation in El Paso

A sixth-generation Texan, Woody Hunt graduated with honors from The University of Texas at Austin, receiving both a B.A. and MBA, and an MA from Claremont.



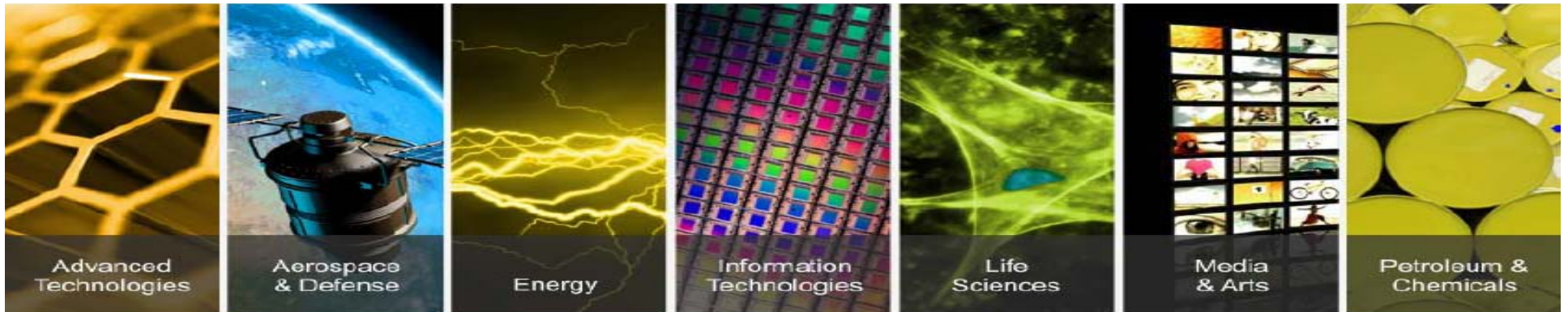
## Panelist: Richard Schoephoerster, Ph. D, Dean, UTEP College of Engineering



In 2007 Dr. Richard Schoephoerster accepted the position as Dean of the College of Engineering at The University of Texas at El Paso. Here he leads a college of over 2,500 students (including approximately 500 graduate students) in 17 different BS, MS, and PhD degree programs, and 80 faculty members in six different departments with approximately \$8 million in research funding from local, state, and national agencies and companies.

Dr. Schoephoerster maintains an active research program in the area of biofluid mechanics and cardiovascular devices, with a major focus on cardiac applications. He has over 80 journal publications and presentations of his research at regional, national, and international conferences. In 2008 he was elected a Fellow of the American Institute of Medical and Biological Engineering.

Dr. Schoephoerster received his B.S. in biomedical engineering and his M.S. and Ph.D. in mechanical engineering, all from the University of Iowa. He joined Florida International University (FIU) in 1990, rising in the ranks from Research Associate to Full Professor.(1992), serving as the initial director of the Cardiovascular Engineering Center and director of the Biomedical Engineering Institute. In 2005 Dr. Schoephoerster was named the Wallace H. Coulter Eminent Scholars Chair in Biomedical Engineering.



## Panelist: Lorenzo Rodriguez, CEO, Senda Micro Technologies



Lorenzo Rodriguez is the founder and CEO of Senda Micro Technologies, a high-tech MEMS start-up company located in El Paso, TX that is developing RF MEMS components for multiple market segments and has successfully raised seed funding for this start-up.

Prior to founding Senda, Lorenzo worked for Delphi Inc. at the Mexico Technical Center where he established and directed the advanced engineering group, the electronics competency and other product development teams. During his tenure at Delphi, his teams developed and introduced multiple automotive products into this market for the Sensors and Actuators product line.

Lorenzo Rodriguez holds a Bachelor Science in Electrical Engineering degree and a Masters of Science in Manufacturing Management degree.

He has been awarded eleven patents and one technology disclosure.

Lorenzo participates in several University and institutional advisory boards and is a member of the Paso del Norte MEMS Technology Cluster.



## Rio Bravo Technology Entrepreneurs Council

### *Upcoming Program Topics and Speakers*

- Raising Venture Capital
- Living with Sarbanes-Oxley
- Licensing Intellectual Property
- Using Stock Options to Attract and Retain Talent
- Developing a Fast-Growth Venture
- Taking Your Company Public
- Honing Competitive Advantage
- Company Valuation Methods
- Successful Mergers and Acquisition
- Polishing Your Brand
- Engineering/Licensing with NASA and the DOE National Labs
- Paul Foster, CEO, Western Refining
- Jack Cardwell, former CEO, Petro Stopping Centers
- Woody Hunt, Chairman & CEO, Hunt Companies
- Jerry Rubin, CEO, Helen of Troy