




"Hub Client Alka Genesis Set to Launch... | Happening this Weekend: GRO + Dynamica Expo 2014 | Join the Hub for an Entrepreneurial Panel | Take a Free Online Course from Y Combinator"

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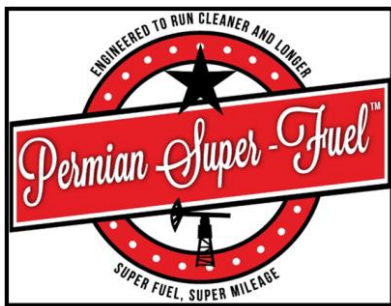


**The Incubator
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Inside The Hub**

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**Hub Client Permian Super
Fuel Set to Launch New
Product to Market**



Last year, the price of oil hovered around \$93.74 a

Upcoming Events

Bonding & Financing Seminar - [SBA](#)

Information for Contractors who are in need or interested on Bonding & Financing.

Date: November 11, December 9, 2014

Time: 9 am - 10:30 am

Location: 211 N. Florence, Ste 201, El Paso

**For more information or to register, call
915.834.4600**

Financing Your Small Business Seminar - [SBA](#)

Free information session on SBA loans, how to apply for an SBA loan, and start up information.

barrel. Today, that price has dropped to \$78.87 a barrel. With the breakeven point in extraction processes (such as hydraulic fracturing) between \$70 to \$80, this dramatic drop in price over the last year has had significant ramifications for oil producers in the US. Specifically, it means that drilling all but the most available oil is becoming unprofitable. This predicament is quickly making our nation's vast oil wells and resources inaccessible to the market for no other reason than it costs too much to get to it.

Enter El Paso based company, Permian Super Fuel. Permian Super Fuel has developed a new product, called Permian Super Fuel (PSF) Recovery Agent. PSF is designed to extract the oil that is currently only accessible through expensive extraction procedures like hydraulic fracturing (known simply as fracking). In three different field tests, PSF increased combined revenue by \$2.16 million, while only costing \$147,000. PSF brings back the profitability of tapping into much more of our nation's vast oil reserves by providing an inexpensive alternative to fracking and other costly procedures. Not only is PSF affordable and profitable, but it is completely organic, eliminating the use of harmful chemicals and waste resulting in a much more environmentally friendly oil-extraction technique. With such a beneficial alternative and extraction procedure, PSF is positioned to transform the way the US produces oil, allowing us to fully use our nation's resources.

Permian Super Fuel plans on releasing the PSF Recovery Agent as soon as possible with an estimated time table of 3-6 months before the product hits market.

Date: November 12, December 10 and 17, January 7

Time: 9 am - 10:30 am

Location: 211 N. Florence, Ste 201, El Paso

For more information or to register, call 915.834.4600

Defense Energy Summit & Innovation

Showcase - [Defense Energy](#)

Join the Nation's energy, business and defense leadership as they accelerate the development and deployment of new energy and infrastructure solutions for the US Military. This year, the conference is co-located with the Fall National SBIR/STTR Conference

Date: November 11 - 13, 2014

Price: Starting at \$345

Location: AT&T Executive Education and Conference Center, 1900 University Ave, Austin
Register [here](#).

Fall National SBIR/STTR Conference - [SBIR/STTR](#)

National SBIR/STTR conferences specialize in helping small businesses learn about participating in SBIR/STTR programs. This year, the conference is co-located with the Defense Energy Summit & Innovation Showcase.

Date: November 11 - 13, 2014

Price: \$445

Location: AT&T Executive Education and Conference Center, 1900 University Ave, Austin
Register [here](#).

Solving Business Problems - [Arrowhead](#)

Learn why it is important to build a financial model, and what it can do for you in your business.

Date: November 12, 2014

Time: 12:30 pm - 1:30 pm

Location: Arrowhead Center, 3655 Research Road, Genesis Center Building C, Las Cruces

For more information, email ati@nmsu.edu.

Dynamica Expo 2014 - [The Medical Center of the Americas Foundation](#)

This two-day conference is focused on disrupting traditional thinking in order to drive breakthrough

Join the Hub for a Special Entrepreneurial Panel Featuring Local Entrepreneurs



This month's Hub Works is set to feature two successful local businesswomen: Cecilia Levine, Director of MFI International and Chia Stewart, Co-owner of Table Occasions, who will share their entrepreneurial journeys in a special entrepreneurial panel.

Cecilia Levine

Cecilia Levine is a director of MFI International. MFI International is a leading provider of cost-efficient and flexible manufacturing services in Mexico. MFI helps international corporations stay competitive by leveraging economies of scale in the manufacturing sector, offering flexible Turnkey Contract Manufacturing and Shelter Manufacturing Services.

Ms. Levine has also served as a board member and co-chairman for the Federal Reserve Bank of Dallas, El Paso branch. She chairs Green 7 de Mexico, is active in global markets, and is a partner in Innovei Asia which has offices in Taiwan and relationships with manufacturing plants in China.

innovation in healthcare.

Date: November 14 - 15, 2014

Location: El Paso Convention Center, One Civic Center Plaza, El Paso

To register, click [here](#).

For more information, click [here](#).

GRO! El Paso - [US Green Building Council](#)

Join the US Green Building Council for a special two day event dedicated to expanding community outreach programs and expand sustainable living public education opportunities in the Paso Del Norte region.

Date: November 14 - 15, 2014

For more information, click [here](#).

To register, click [here](#).

Scaling Business Models - [UTEP CREIE](#)

Marketing research is key to determining your business strategies.

Date: November 19, 2014

Time: 1 pm - 3 pm

Location: UTEP CREIE, Burges Hall, Conference Room 411

Register [here](#).

Las Cruces Business Fiesta

The Las Cruces Business Fiesta is an educational experience designed to connect small business owners with local business resources and successful entrepreneurs

Date: November 19, 2014

Time: 8 am - 5 pm

Location: Community Enterprise Center, 125 N. Main Street, Las Cruces

Register [here](#).

Entrepreneur Panel - [The Hub](#)

Date: November 20, 2014

Time: 4 pm - 6 pm

Location: The Hub, 500 W. Overland Suite 230, El Paso

Please RSVP to Teri

at teri@hubofhumaninnovation.org

Elephant Hunting- [El Paso Chamber of Commerce](#)

Chia Stewart

Chia Stewart is co-owner of Table Occasions. Table Occasions serves to make personal events unforgettable. The company rapidly evolved from 10 table cloths to over 10,000. Chia graduated from Baylor University - Hankamer School of Business with a BBA in Entrepreneurial Studies.

Take this opportunity to learn from some of the best the Paso Del Norte Region has to offer! The panel will be held Thursday, November 20th from 4 pm to 6 pm and will include a Q&A time. This is a free event, however, due to limited space, registration is required. For more information, or to register, email Teri French [here](#).

Happening this weekend: GRO! El Paso Conference and Dynamica Expo 2014

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This weekend, November 14-15, two different two-day events are happening across El Paso. If you get a chance, check them out!



Dynamica Expo 2014

Formerly known as BIOMED, Dynamica is an annual two-day expo that aims to inspire

Learn how to get in the door with big companies.

Date: December 2, 2014

Time: 8 am - 10 am

Cost: \$95/session (non-members), or \$380 for the whole series.

Location: Greater El Paso Chamber of Commerce, 10 Civic Center Plaza, El Paso

Register [here](#).

For more information contact Minda at 915.629.6714

Small Business Development Programs (8(a), HubZone, & Woman Owned - [SBA](#)

Information on Small business development programs

Date: December 9,11, 18, and January 1

Time: 9 am - 11 am

Location: 211 N. Florence, Ste 201, El Paso

For more information or to register, call 915.834.4600

Fiesta Celebration & Pinata Bash - [El Paso Hispanic Chamber of Commerce](#)

Oakland A's Billy Beane will explore his innovative approach to management, looking at what it takes to succeed big with limited resources.

Date: December 5, 2014

Time: 6 pm

Cost: Starts at \$75 for members

Location: Grace Gardens, 6701 Westside Dr., El Paso

Register [here](#).

Holiday Open House - [The Hub](#)

Date: December 11, 2014

Time: TBA

Location: The Hub, 500 W. Overland Suite 230, El Paso

Please RSVP to Teri

at teri@hubofhumaninnovation.org

healthcare innovations in El Paso, the Paso del Norte region (Southern New Mexico, West Texas, and the Mexican state of Chihuahua). Dynamica is a call to action to shift focus from pure research to innovation. The Expo will feature keynotes with extensive experience in bringing healthcare innovation to market, round table discussions that will encourage regional collaborations to tackle global challenges, and lectures that will prime the clinical and academic audience for the cultural shift that must take place to compete both nationally and abroad

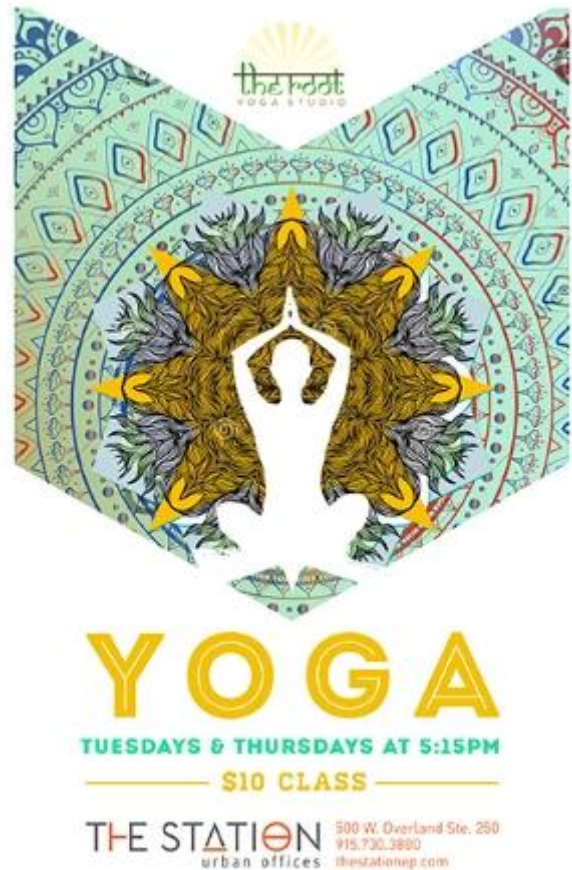
Dynamica Expo begins November 14th at 8:00 am, and will last until the end of the day on Saturday, November 15th and will be held at the El Paso Convention and Performing Arts Center located at 1 Civic Center Plaza in Downtown El Paso. For more information, click [here](#). To register, click [here](#).



GRO! El Paso Conference

GRO El Paso is a two-day event aimed at building awareness for sustainable environmentally-friendly community practices, and to create a stronger, healthier community. The goal: to move from a blueprint to policy and action for a resilient El Paso.

GRO begins on Friday, November 14th, at the Doubletree Hotel in downtown El Paso, and features key-note speakers, an exhibition, and a downtown tour all focused on sustainable building



Yoga at The Station

Unwind and relax after a long day at the office with Yoga at the Station.

Date: Tuesdays and Thursdays

Time : 5:15 pm

Price: \$10/class or \$60/month (8 classes)

Please visit [The Station](#) for more details.

and development strategies that emphasize best practices and ongoing lessons learned. Saturday, November 15th is a free all-day event open to the public featuring workshops, exhibitions, vendors, and activities for the whole family to enjoy. It takes place in Memorial Park at the corner of Copia and Copper. For more information, click [here](#). To register, click [here](#).

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