

The Incubator Monthly from The Hub of Human Innovation.

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The Incubator Monthly


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June 2014

Inside The Hub

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June Hub Works: Social Media + Web Marketing



**Demystify the world of social media
and online marketing.**

Join us at The Hub June 26th at 4pm for
our June Hub Works featuring Paz Garcia,
Digital Brand Manager at the El Paso



Upcoming Events

Storytelling to Investors - [UTEP CREIE](#)

What key points are investors interested in?

Date: June 18, 2014

Time: 1 pm - 3 pm

**Location: UTEP CREIE, Conference Room 411
Burgess Hall, El Paso**

Times. Paz's workshop will focus on teaching entrepreneurs the ins and out of social media and other forms of web marketing.

Paz Garcia is the Digital Brand Manager for the Texas New Mexico Newspaper Partnership, which include the El Paso Times and seven New Mexico properties. Her focus is to support the effort to produce "a new product every day".

The workshop is free and open to the public however, registration is required. Please RSVP to Teri at teri@hubofhumaninnovation.org.

The Hub Hosted a Kuwaiti Film Crew in Special Networking Event



The Hub hosted a Kuwaiti film crew on Thursday, June 5th. The film crew is developing a prime-time documentary entitled "Entrepreneurship: The Spirit and

Register [here](#).

Solving New Mexico's Small Business Challenges - [Arrowhead](#)

An informational session to learn how the New Mexico Small Business Assistance (NMSBA) Program at Los Alamos and Sandia National Laboratories can help your business grow.

Date: June 19, 2014

Time: 3:30 pm

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

Please RSVP to sfevans@sandia.gov

Social Media and Web Marketing - [The Hub](#)

Speaker will be Paz Garcia, Digital Brand Manager at the El Paso Times.

Date: June 26, 2014

Time: 4 pm - 6 pm

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

Please RSVP to Teri

at teri@hubofhumaninnovation.org

Deal Stream Summit Participation **DEADLINE** - [TechVentures](#)

Companies interested in participating in this event need to submit necessary paperwork by JULY 1, 2014.

Date: July 1, 2014

For more information regarding participation please click [here](#).

EA Workshop | Scott Maloney - [Arrowhead](#)

The Enterprise Architecture Workshop will be given by Scott Maloney, the Vice President of Strategy and Operations for @Pay.

Date: July 30, 2014

Time: 1 pm

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

Stimulating and Driving Innovation -

[UTEP CREIE](#)

Learn best-in-class innovation practices and

the Know How". The documentary will serve as an entrepreneurial guide for both the Kuwaiti people and government because, while the entrepreneurial spirit thrives in the US, many other countries struggle with the idea of entrepreneurship. In Kuwait, 80% of the population is employed by the government and there is no incentive for individuals to leave their job and create their own business. In order to encourage entrepreneurship in the region, the government of Kuwait is planning on launching an \$18 billion fund for entrepreneurs.

Peter Spatharis, CEO of Acagi, has served as an advisor on several other projects like this through the US Department of State. Peter guided the film crew to El Paso and The Hub. He said, "If you want to start a company, there are two to three places that are great places to start... Texas is one because they provide you with funding, they provide you guidance, they provide you with all kinds of things." Peter went on to say that El Paso was an ideal location to film due to its similarities with Kuwait in terms of the industry environment.

STEM Fiesta Huge Success Attracting Over 6500 from the Paso Del Norte Region

accelerate time to market.

Date: July 30, 2014

Time: 1 pm - 3 pm

Location: UTEP CREIE, Conference Room 411 Burges Hall, El Paso

Register [here](#).

Entrepreneur Rock Star - [The Hub](#)

Date: July 24, 2014

Time: 4 pm - 6 pm

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

Please RSVP to Teri

at teri@hubofhumaninnovation.org

Christmas in July - [SBDC](#)

Create a Social Media campaign with great tips and ideas. Get your customer ready for Christmas!

Date: July 10, July 17, July 24, 2014

Time: 8:30 am - 11:30 am

Location: Small Business Development Center, 9050 Viscount BLVD. Bldg. B. #B520, El Paso

Cost: Registration Fee: \$60, Walk-In

Registration: \$75 For information and to register call 915.831.7742 or visit elpasosbdc.net

Export Forum 2014 - [Foreign-Trade Zone No 68](#)

Export Forum 2014 El Paso, TX is a unique opportunity for leading OEMs in Mexico and potential suppliers to meet and identify new business partners.

Date: August 15, 2014

Time: 9 am - 1:30 am

Location: Wyndham Airport Hotel, 2027 Airway Blvd., El Paso

To register contact Dennis Melonas at (915) 771-6106 or melonasdt@elpasotexas.gov

Shaping a Product Concept - [UTEP CREIE](#)

Learn all about the patent process and the tricks of successful new product development.

Date: August 20, 2014

Time: 1 pm - 3 pm

Location: UTEP CREIE, Conference Room 411 Burges Hall, El Paso



The Hub got the opportunity to participate in El Paso's first annual STEM Fiesta on May 28th at the Judson F William Convention Center. Hosted by Workforce Solutions Upper Rio Grande, the STEM Fiesta attracted over 6,400 middle and high school students from all over the Paso Del Norte region. The event featured 18 workshops, 60 hands-on exhibits, and 3 competitions, and attracted over 200 volunteers.

The STEM Fiesta was designed by Workforce Solutions as part of their STEM initiative. The goal of this initiative is to attract students and spark their interest in careers focused in STEM fields (Science, Technology, Engineering, and Mathematics). Recent educational trends have shown that STEM programs are steadily in the decline in our public schools. El Paso's Workforce Solutions has determined to make the Paso Del Norte region one of the top leaders in STEM education and careers. With this goal in mind, the exhibits, workshops, and competitions at the STEM Fiesta and other STEM initiative events are all centered on displaying or encouraging creative and inspiring STEM applications, intended to motivate and stimulate an interest in students for STEM fields.

Register [here](#).

Financing-[The Hub](#)

Options to get your start up financed.

Date: August 28, 2014

Time: 4 pm - 6 pm

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

Please RSVP to Teri

at teri@hubofhumaninnovation.org

Succeeding with Numbers - [UTEP CREIE](#)

Compare and contrast the different types of financial statements and their uses.

Date: September 17, 2014

Time: 1 pm - 3 pm

Location: UTEP CREIE, Conference Room 411 Burges Hall, El Paso

Register [here](#).

Law School: Business Formations, Partner Agreements - [The Hub](#)

Presented by Cox-Smith, get information regarding the formation of your business and negotiating important agreements.

Date: September 25, 2014

Time: 3 pm - 6 pm

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

Please RSVP to Teri

at teri@hubofhumaninnovation.org

Deal Stream Summit - [TechVentures](#)

Technology Ventures Deal Stream Summit offers pre-selected entrepreneurs an opportunity to connect with private investors and form partnerships with these investors.

Date: October 7 & 8, 2014

Location: Anderson Abruzzo International Balloon Museum

9201 Balloon Museum Dr. NE, Albuquerque, NM

For more information, please visit www.techventures.org

Scaling Business Models - [UTEP CREIE](#)

The three competitions were designed to encourage students to stretch their imaginations, and compete with their ideas in various STEM fields. The competitions attracted 300 competitors and resulted in \$10,200 being awarded. The STEM challenge, an entrepreneurial competition, is now in its fifth year and is a recognized state-wide competition after being awarded the Texas Workforce Commission 2013 Industry Sector Outreach Award. Twelve STEM scholarships were also awarded to students, totaling \$18,500.

The STEM Fiesta was an exciting opportunity to watch the region's youth learn more about the world of STEM and of entrepreneurship, and we look forward to participating in future events.

Analyze the financial components of various business models.

Date: October 15, 2014

Time: 1 pm - 3 pm

Location: UTEP CREIE, Burges Hall, Conference Room 411

Register [here](#).

Law School II: Legal Issues, IP, Taxes, Ins, HR - [The Hub](#)

Presented by Cox-Smith. Learn about Legal Issues, IP, Taxes, and HR.

Date: October 23, 2014

Time: 3 pm - 6 pm

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

Please RSVP to Teri

at teri@hubofhumaninnovation.org

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

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



Board Member Dr. Ruth Perez announces publication in ACS Medicinal Chemistry Letters

Hub Board Member and Mentor, Dr. Ruth G. Perez, Associate Professor of Biomedical Sciences in the center of Excellence for Neurosciences at Texas Tech University Health Sciences Center at El Paso and Paul L Foster School of Medicine have published a seminal paper describing new compounds with potential for treating Parkinson's disease.

The manuscript, entitled "Novel FTY720-Based Compounds Stimulate Neurotrophin Expression and Phosphatase Activity in Dopaminergic Cells" was published May 30th in the

journal ACS Medicinal Chemistry Letters. The work was conducted in collaboration with Dr. Jeffrey Arterburn of New Mexico State University in Las Cruces. The co-authors of the paper include Javier Vargas-Medrano, Sesa Krishnamachari, Ernesto Villanueva, Wesley H. Godfrey, Haiyan Lou, Ramesh Chinnasamy, Jeffrey B. Arterburn, and Ruth G. Perez.

Please click [here](#) to access the paper.

Yoga at The Station



YOGA

TUESDAYS & THURSDAYS AT 5:15PM

— \$10 CLASS —

THE STATION 500 W. Overland Ste. 250
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thestationep.com

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