

How to Generate a Business Idea – Sandra Begay

New Mexico Rainforest University Center Spring Seminar Series

STC.UNM and the Innovation Academy are hosting their spring 2019 University Center Seminar series. The New Mexico Rainforest University Center provides entrepreneurial training and technical assistance at the University of New Mexico main- and branch-campus center sites. The seminars are free and open to the UNM community and the public via in-person or web access, but registration is required. A certificate program in entrepreneurial capabilities is available to UNM students and community members thru UNM's Innovation Academy. If interested in the certificate program as part of the seminar series, please contact Cecilia Pacheco at cpacheco@stc.unm.edu.

Date: February 18, 2019, 10am-11am

Location: UNM Gallup (705 Gurley Ave Gallup, NM 87301),
SSTC 200 OR online via Zoom <https://zoom.us/j/574987224>

Register: <https://UCBusinessIdea.eventbrite.com>

February Seminar Topic:

How to Generate a Business Idea – Sandra Begay

All great businesses start with an idea: an idea to create something new, serve the world, or solve a problem. Take the first step towards starting your own business by joining Sandra Begay and the New Mexico Rainforest University Center Program for February's seminar on "How to Generate a Business Idea."

In this hour-long lecture, you will learn how to engage in the brainstorming process, identify opportunities, validate your idea using market research and begin planning using the business model canvas. Your next business venture may be only an idea away!

This seminar can be accessed in person at UNM-Gallup or online via Zoom by visiting <https://zoom.us/j/574987224> at the designated meeting time. Please do not forget to register on Eventbrite! <https://UCBusinessIdea.eventbrite.com>

About the New Mexico Rainforest University Center

The University Center program is funded by the U.S. Economic Development Administration to provide entrepreneurial training and technical assistance to individuals or small businesses who are looking to start or grow their idea. The platform for the training will be e-commerce, designed to assist any business with its digital presence.



SPEAKER BIO:

SANDRA BEGAY

DIRECTOR OF THE ENVIRONMENTAL HEALTH DEPT.
CITY OF ALBUQUERQUE



A former Regent of the University of New Mexico, Ms. Begay was recently appointed by Mayor Tim Keller as the Director of the Environmental Health Department for the city of Albuquerque. In 1992, she joined Sandia National Laboratories, where she is currently on a special leave of absence as a Principal Member of the Technical Staff and head of Sandia's technical efforts in the Renewable Energy Program to assist Native American tribes with renewable energy development. Prior to this, she also worked at Lawrence Livermore Laboratories and at Los Alamos National Laboratory. Ms. Begay is a former Executive Director of the American Indian Science and Engineering Society (AISES), former chair of the AISES Board of Directors, and the recipient of the AISES Lifetime Achievement Award.

Sandra is the site mentor for UNM-Gallup. She is available as an interface for any questions and to serve as a connection point for resources related to your entrepreneurial endeavors or training.

skbegay@comcast.net