

Dr. Hector Gomez MacFarland appointed director of new Center for Entrepreneurship and Innovation continued from page 1

Innovation campus is an ideal location for the HT Center for Entrepreneurship and Innovation.

"It is in historic East Austin and will provide space for non- and for profits. And, just like HT, each organization will be exploring solutions to social issues, including education, access to health care, and poverty."

Currently, the Center is located in a small room on the first floor of the Agard-Lovinggood Building at HT's main campus, 900 Chicon Street. The new 6,600-square-foot building will be just five minutes from HT's main campus and 10 minutes from downtown Austin.

Just as Dr. Burnette repeatedly states, "Austin is a magical place," the magic is happening every day as business startups pop up in numbers all over town. Now, HT will have an even bigger hand in helping those startup numbers grow faster.

"CEI will offer entrepreneurial education, provide incubator services, and help women and minorities launch new ventures through classroom instructions, experiential learning, and on-campus incubation," Dr. Edmond said.

"CEI is designed to be a one-stop destination for entrepreneurs looking to take their business concepts from idea to launch to success."

The most recent updates on the progress include gifts to ease the costs associated with the relocation and naming of a director to lead the Center. One of the early gifts included a \$15,000 check from Frost Bank. Another gift came recently; it was an almost \$100,000 gift of furniture to the Center.

The Bread of Life, a Houston, Texas non-profit, generously donated more than 350 pieces of office furniture to the School of Business and Technology's Center for Entrepreneurship and Innovation. The gift of furniture, estimated to be worth nearly \$100,000, became a reality when the Community Development and Social Responsibility unit of Texas Capital Bank introduced the CEO of the Bread of Life to Dr. Edmond; Texas Capital Bank is an HT corporate partner.

Founded in 1992, the Bread of Life began modestly by serving impoverished persons one hot meal weekly. That charitable act grew to serving 500 meals per day to the homeless



Dr. Hector Gomez MacFarland

from the sanctuary of St. John's Methodist Church in Houston. Over the decades since its founding, Bread of Life has helped to improve the charitable landscape of Downtown Houston by providing an array of services to families in peril and homeless individuals.

"The Bread of Life's mission is to sustain and transform those living in poverty and low-income communities with compassion and dignity," said its CEO Ms. Catherine Flowers. "The Bread of Life has been at the forefront of providing solutions to food insufficiency, housing the homeless, and disaster relief. Donations from corporations, busi-

nesses, and individuals allow the Bread of Life to provide all those services."

The Bread of Life receives new and gently-used furniture donations from corporate clients of Fannie Mae, a United States government-sponsored mortgage loan company. Fannie Mae donates the furniture to avoid excessive landfill waste. In turn, the Bread of Life accepts the furniture and recycles it to non-profit organizations in the Houston community.

"We are overjoyed with this generous furniture gift by the Bread of Life," said Dr. Edmond. "This is a game changer. The monetary resources saved from not having to

purchase furniture will be used to offer more entrepreneurial and incubator services to women and minorities in the local community."

Dr. Hector Gomez MacFarland has been appointed the director of the new Center for Entrepreneurship and Innovation. MacFarland, currently serving as a marketing faculty member in the School of Business and Technology, will be tasked with carrying out the mission of CEI, which again is to provide women and minorities with transformative experiences through entrepreneurship and innovation.

MacFarland will serve as the primary point of contact and lead for all activities of CEI. He will work closely with Dr. Edmond to cultivate long-term relationships and to develop and deliver various entrepreneurial activities as well as manage the business incubator.

"With over 20 years of entrepreneurial and innovation experiences both in Mexico and in the U.S., MacFarland is the right choice to head CEI," said Dr. Edmond. "Additionally, MacFarland's ability to build partnerships, both in Mexico and in

the U.S., is needed for a successful launch and sustainment of CEI."

MacFarland received his doctorate from Tulane University in New Orleans, Louisiana. For nearly 15 years, he has taught marketing and entrepreneurship courses at the university level, both in Mexico and in the U.S.

In Mexico, MacFarland co-founded IDZ Technologies (Internet of Things solutions provider). When MacFarland relocated to Austin twelve years ago, he continued to oversee that company as well as others while honing his business startup skills with the Austin Technology Incubator; this is the startup incubator of the University of Texas at Austin's IC² Institute.

MacFarland, who is pleased to accept the appointment said, "I am looking forward to becoming a part of the startup and growth of CEI. Austin already has a rich entrepreneurial ecosystem from which to build and grow the Center. We will endeavor to partner with Austin's entrepreneurial community to help energize the economy of East Austin through the empowerment of women and minorities in business."

AGE to host free "Striking a Balance" caregiver conference

(AUSTIN, TX) - AGE of Central Texas and the Area Agency on Aging of the Capital Area are again partnering this year for the 17th Annual "Striking a Balance" Caregiver Conference on Saturday, August 25th, from 8:30 a.m. to 2:30 p.m. at the Doubletree by Hilton Hotel Austin. The free conference includes keynote presentations, breakout sessions, and community resources to support family members who are caring for a senior adult.

The largest, longest-run free caregiver conference in

Central Texas, the annual event helps to ease the challenges of caring for an aging family member by providing unpaid caregivers with relevant information and vital resources. The attendees will discover local resources, acquire skills to better manage their caregiving situation, and connect with other caregivers and local experts on aging. The day also includes workshops on topics related to caregiving, with experts available for questions.

This year's conference features author and caregiving expert **Dr. Barry J. Jacobs**, a

clinical psychologist and family therapist who is one of the country's leading thinkers, writers, and educators on family caregiving. His book *The Emotional Survival Guide for Caregivers: Looking After Yourself and Your Family While Helping an Aging Parent* pulls together several strands from his life - the knowledge gained from personal experiences as a child of a family caregiver, the writing skills honed in his years as a magazine journalist, and professional expertise gleaned during nearly 20 years as a clinician specializing in families and illness.

Registration for the "Striking a Balance" Caregiver Conference is free, and includes all presentations, breakout sessions, and lunch. Participants must pre-register by visiting <http://tinyurl.com/SABCC2018>, or by calling (512) 916-6182. Registration is now open and space is limited.

Free respite will also be available at the AGE of Central Texas Adult Day Health Center, located at 3710 Cedar Street in Austin. Requests for respite care must be made by calling (512) 600-9275 by Wednesday, August 22nd.



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