



**Starr County Industrial Foundation**

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**FOR IMMEDIATE RELEASE**

**STARR COUNTY CONFERENCE**  
***“Driving Our Local Economy to Global Success”***

STARR COUNTY - (August 17, 2011) - Starr County Industrial Foundation (SCIF) announces ***“Driving Our Local Economy to Global Success”*** a free conference scheduled for **Wednesday, August 24, at the South Texas College Starr County Campus Auditorium beginning at 8:00 am.** The event was designed to empower our business community by providing valuable sessions that include: Engaging Consumers through Social Media, The Importance of Marketing and Advertising, Rancher/Farmer Program Assistance, along with Border Security and our Economy. Every session is composed of expert panelists that join us in galvanizing the business community by encouraging innovative ways to capitalize on technology and foster economic opportunities. The Honorable Henry Cuellar, US Congressman for District 28 will serve as the keynote speaker and update the participants on current federal economic policies.

Rose Benavidez, SCIF President said, “the uncertainty of our current economy has left many of our local entrepreneurs, that have invested large amounts of time and money into their business, anxious about taking chances and spending on items such as marketing and advertising; we want them to take advantage of the many innovative tools available to help promote their business or product, utilize any programs that can assist them in their endeavors, and develop a strong working relationship with the media.” The Border Economy session will explore how government and industry can work together to ensure that our U.S.-Mexico borders are equipped with the technology and infrastructure necessary to enhance our shared

economies and bolster our security. Benavidez added, “the impact of the recent border crossing reductions has reverberated at every level throughout our region, we hope to collaborate with our federal, state and local agencies, in order to implement initiatives or strategies that will reinvigorate consumer confidence.”

SCIF partnered with the Office of Congressman Henry Cuellar, Texas Department of Agriculture, Workforce Solutions, RY Livestock and the Office of the Governor to bring this event to you. Registration information can be found at [www.starrcounty.org](http://www.starrcounty.org).

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Created in 1974 the Starr County Industrial Foundation (SCIF) is recognized as the prime motivating force for all economic development efforts directly and indirectly impacting Starr County. The SCIF is dedicated to business recruitment, retention, and expansion. SCIF also dedicates itself to regional and public service advocacy. To learn more please visit [www.starrcounty.org](http://www.starrcounty.org).