

# **GOVERNORS WORKING GROUP**

## **WOMEN VETERANS IN NORTH CAROLINA**

**Terri Kane  
NC WMVC**

**Annette Stevenson  
VP, NC VetBiz**

**February 22, 2018**

# COMPARISONS

- According to the National Center for Veterans Analysis and Statistics (2016 report), North Carolina was 8<sup>th</sup> in the nation for the number of veterans – 6<sup>th</sup> in the number of women veterans. **We are projected to be 4<sup>th</sup> in the number of vets by 2027.**
- The total veteran population is decreasing at a rate of 1.5% per year, while the women veteran population is **increasing at a rate of 1% per year.**
- Our women veteran population as of October 2016 was **86,791.**
- So what?

# MARCH 16, 2013 - GRASS ROOTS EFFORT



NC WoWs presents:

## *From Boots to Heels* Conference for Women Veterans

Fayetteville State University  
Capel Arena  
Fayetteville, NC



**Featuring educational sessions & resources for:**

- VA Benefits
- Career Development
- Entrepreneur Opportunities
- Health Management
- Housing

...and more!

*A great opportunity to network with other veterans, active duty military, corporate representatives, and community members!*



# Empower. Educate. Enrich.

History was made in 2014:

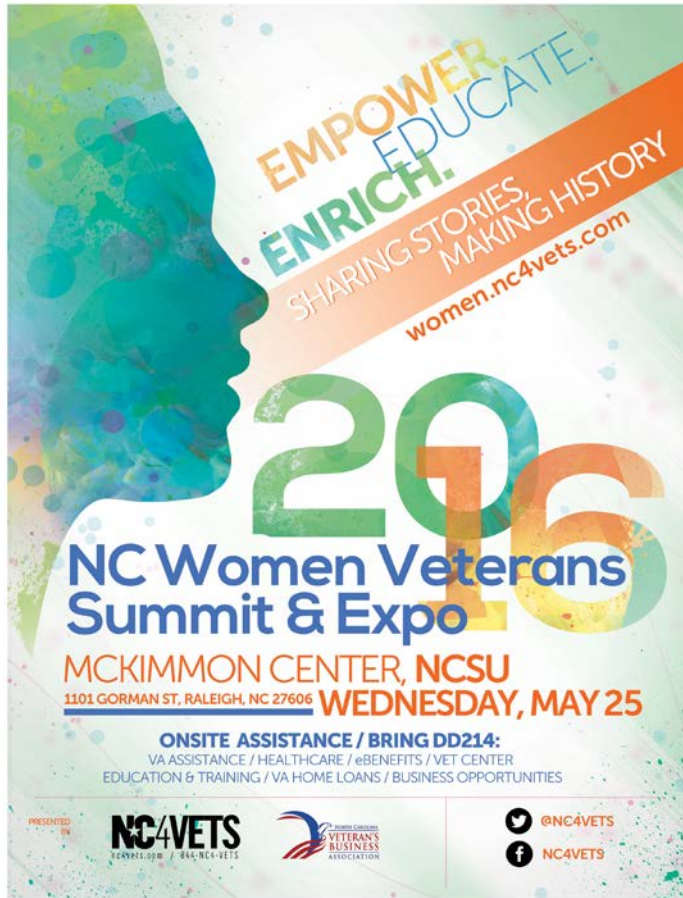
Federal, State, Corporate and Non-Profits partnered to present the first statewide Women Veterans Summit and Expo with full support from Governor McCrory.

- Proclaimed Women Veterans Day
- Announced plan to offer in-state tuition for veterans in community colleges
- Established Governor's Working Group
- Presented the first NC driver's licenses with "Veteran" identification

# “Sharing Stories, Making History”

Federal, State, Corporate and Non-Profits again partnered to conduct the second statewide Women Veterans Summit and Expo with support of the new Secretary of NC DMVA-General Wilson.

- Experienced the power of a collaborative network.
- Gave a platform for voices of women veterans to be heard in all areas: victories-barriers-challenges
- Most attended breakouts: “Healing thru the Arts” and “Entrepreneurship”.
- Expanded Exhibitor Hall enabled access to resources and great networking.



EMPOWER ENRICH. EDUCATE.

SHARING STORIES, MAKING HISTORY

women.nc4vets.com

2016

NC Women Veterans Summit & Expo

MCKIMMON CENTER, NCSU  
1101 GORMAN ST., RALEIGH, NC 27606 WEDNESDAY, MAY 25

ONSITE ASSISTANCE / BRING DD214:  
VA ASSISTANCE / HEALTHCARE / eBENEFITS / VET CENTER  
EDUCATION & TRAINING / VA HOME LOANS / BUSINESS OPPORTUNITIES

PRESENTED BY

NC4VETS  
NC4VETS.COM / 844-NC4-VETS

NORTH CAROLINA VETERAN'S BUSINESS ASSOCIATION

@NC4VETS  
NC4VETS

A vertical poster for the 2018 Women MilVets Summit & Expo. The background features a stylized profile of a woman's head in shades of blue and purple, with a map of North Carolina overlaid. The text is arranged in a clean, modern layout. At the top, the words 'EMPOWER. EDUCATE. ENRICH.' are stacked in blue. Below that, a blue banner contains the text 'SAVE THE DATE' in white. The year '2018' is prominently displayed in large, light blue and white numbers. Underneath, 'Women MilVets Summit & Expo' is written in blue. The date and location, 'WEDNESDAY, MAY 2<sup>ND</sup> MCKIMMON CENTER NCSU RALEIGH', are listed in blue. At the bottom, a blue banner says 'Registration opens February 1', and contact information is provided in small blue text.

**EMPOWER.  
EDUCATE.  
ENRICH.**

**SAVE THE DATE**

**2018**

**Women MilVets  
Summit & Expo**

**WEDNESDAY, MAY 2<sup>ND</sup>  
MCKIMMON CENTER  
NCSU RALEIGH**

Registration opens February 1

919.895.2256 • [ncwomensvets@nc.gov](mailto:ncwomensvets@nc.gov) • <http://women.nc4vets.com/>

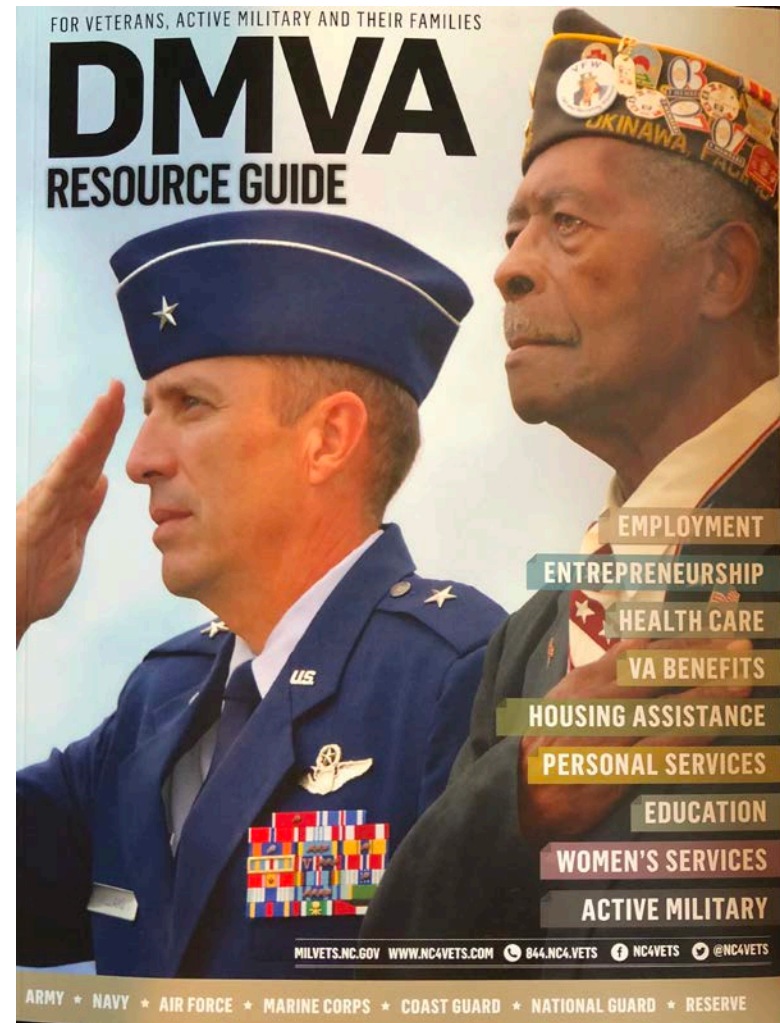
## **“I Served. My Voice Matters.”**

Federal, State, Corporate and Non-Profits will again partner to conduct our third statewide Women MilVets Summit and Expo with support of the new Secretary of DMVA-Secretary Larry Hall.

- Impact and change lives with relevant resources, breakouts & keynote conversation
- Strengthen our outreach to active, Guard and reserve women entering civilian life soon
- Reach all generations of women milvets
- Focus on mental health, supporting suicide prevention – a top priority for VA and DHHS

# VOSBs and SDVOSBs

- U.S. SBA recognizes impact that veterans have on the American Economy.
  - \* One VOSB for every Ten veterans
  - \* Veterans are more 45% more likely to be self-employed than non-veterans.
- Entrepreneurship is an alternate path to traditional employment.
- Need to provide resources AND access to procurement opportunities.
- As VOSBS and SDVOSBs are successful, data shows that veterans will hire veterans.
- Biggest barrier is lack of access to capital.



# Roadmap to ENTREPRENEURIAL SUCCESS



## HAVE ANY QUESTIONS? NEED HELP?

The mission of NC Vet Biz is to **SUPPORT, EDUCATE**, and **CONNECT** all veterans in commerce with resources to become successful in business. We work closely with Resource Partners at all levels (National, Federal, State/Local, Non Profit and Corporate America) to connect you with the free resources available to assist your business.

Feel free to contact us for more information at [info@ncvetbiz.org](mailto:info@ncvetbiz.org)

1

## KNOW YOURSELF

Is this journey for you?

Participate in programs designed to highlight the basics of business ownership – help yourself discover whether or not entrepreneurship is right for you. Examples include:

- SBA Boots To Business
- The VET To CEO Program
- NC Small Business Center Programs

Also consider programs that identify opportunities in Farming, Agribusiness or owning a Franchise.

**NOTE:** If entrepreneurship is NOT for you, you can seek assistance from NC4Vets, NC4ME or NCServes.

2

## KNOW YOUR BUSINESS

How will you operate?

Take the necessary steps to properly establish your business. Choose a business name. Determine which business structure is right for you. Register your business with the appropriate agency. Obtain your EIN (if necessary), apply for any required business licenses, register to pay the appropriate taxes. Some resources to start-up or grow your business include:

- The Small Business Administration
- System Award Management (SAM)
- Business Link NC (EDPNC)
- NC Secretary of State
- Small Business Technology Development Center (SBTDC)

You may also consider employing an attorney, bookkeeper, or CPA. Explore traditional and nontraditional funding options.

3

## KNOW YOUR OPPORTUNITIES

Who are your potential customers?

Understand who your customers are and the opportunities available. What supply chain are you entering? Are you looking to sell to government agencies, corporations, B2B, or B2C? How do you find and market to them? Once you know, select your path to connect.

### FEDERAL GOVERNMENT

- Federal Bus. Opportunities (FEDBIZOPS)
- NC Military Business Center (NCMBC)
- NC Procurement Technical Assistance Center (NCPTAC)

### STATE /LOCAL GOVERNMENT

- NC Dept. of Purchase & Contract
- Local government websites

### CORPORATE AMERICA

- Corporate websites

4

## KNOW YOUR CERTIFICATIONS

What can help you win business?

Pursue certifications relevant to where you are seeking to do business. Obtaining a certification demonstrates that you own, operate and control your business. Certifying organizations may or may not charge a fee, however, there should be NO FEE to obtain assistance in completing your certification application.

### FEDERAL GOVERNMENT

- Small Business Administration
- WOSB, SDB, HUBZONE, 8(a)
- Dept. of Veterans Affairs, CVE
- VOSB, SDVOSB
- Department of Transportation
- DBE, SB

### STATE OF NORTH CAROLINA

- Dept. of Admin. HUB Office
- HUB
- Dept. of Transportation
- DBE, SB

### CORPORATE

- NVBDC: VOB, SDVOB
- NMSDC: MBE
- WBENC: WBE

5

## KNOW YOUR NETWORK

Who are the people that can help you?

Look for teaming, partnering, and mentoring relationships. Consider joining Business Associations, Networking Groups, and Chambers of Commerce. Signup for free business newsletters and business training sessions. Look to serve on a program committee or on a board to develop relationships. Remember, people do business with people they know!





# 2014 RECOMMENDATIONS

- Establish a Women Veterans Program for the State of NC with a Full-Time Program Manager
- Promote Women Separating from Military Service to stay in NC by:
  - Providing business and entrepreneurship opportunities
  - Building on job skills learned in the military and training for additional skills
  - Representing them on advisory and legislative committees
  - Connecting them with resources and other veterans for support
- Track Women Veterans to Determine Needs and Evaluate and Improve Services

# 2018 RECOMMENDATIONS

- Maintain and strengthen the advances on the 2014 recommendations.
- Through partnerships, secure grant(s) to fund a NC Women MilVets Program with the following mission:

***“We strive to influence our culture to accept women who have served our country and to treat them with dignity and respect. We meet military women and veterans where they are - to improve awareness and connect them with benefits, services and other women milvets. We partner with like-minded organizations to serve women milvets and their families. We encourage feedback and commission research to determine the state of available supports, and take action to create change where needed.”***