The State of Veteran Entrepreneurship in North Carolina
Governors Working Group
April 27, 2017

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ADVOCATING FOR VETERAN-OWNED BUSINESSES

NAVOBRA INFLUENCES OUR GOVERNMENTS

LOCAL  STATE  CORPORATE  FEDERAL
Kyle Winder, MWTM
(U.S. Air Force)

President & Board Chair, NC VetBiz
President, Flight Plan Financial
Kyle Winder

2017 N.C. Veteran’s Business Advocate of the Year
U.S. Small Business Administration (SBA)
OUR MISSION

To support, educate, and connect all veterans in commerce in North Carolina with resources to become successful in business.

SUPPORT
We support our membership through the recognition of veteran service, and we work to empower business success by advocating on key issues that affect veteran-owned businesses in North Carolina.

EDUCATE
We provide educational opportunities focused on relevant information for business owners: marketing, finance, business growth and development, certification, methods for accessing capital, etc.

CONNECT
We connect veteran-owned businesses and professionals with each other—inspiring mentoring and collaboration. We also connect our members to key contacts in corporate America, as well as state and local government.
Why Support Veteran-Owned Small Businesses (VOSBs)?

Small Business is the driver of the economy.
Veteran-Owned Small Businesses are overrepresented in the State.
Veterans represent 7.8% as a percentage of the state’s population.
Veteran businesses represent 10.6% as a percentage of all businesses.

Veteran Unemployment is Higher than US Average, especially post 9/11 veterans.
Veterans hire Veterans (“understand the value of a veteran”).
Entrepreneurship as Employment.
Solution for those who don’t want to work for corporation.
Solution for those that can’t work for corporation (Mental or Physical Disability).

Is the Veteran Business Owner Disadvantaged?
How do we value a veteran’s time in service? (Opportunity Costs)
The role of the veteran spouse? (Opportunity Costs)
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Health & Wellness

Education & Employment

Housing & Support Services

Entrepreneurship
Case Study 1

**ROVE**
Technology Consultants

**Dave Brown – Founder, CEO**
**Army (Captain) Signal Officer/SF**

**Employment**
30-40% of the current workforce is veterans.
Careers spanning across all roles and disciplines
Sales, Engineering, Technical Implementation, Management, C-Suite

**Volunteerism**
Company-wide engagement in quarterly service projects with veteran-specific non-profits in the local community. Examples include:
* Charlotte Bridge Home *
* Patriots Path *
* NC VetBiz *
Fosters an environment with core values and service mentality.
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Case Study 2

Full Lotus Wellness  
Warrior Wellness Solutions  

Elijah Sacra—Executive Director  
Marine Corps (Corporal)

For Profit  
Functional Medicine Health Coaching, Integrative Nutrition, Personal Chef Services, and Healthy Prepared Meals, Mindfulness Training, Personal Fitness Training, and Rehabilitative Exercise

Non-Profit  
501(c) 3 nonprofit organization delivering health and wellness services to thousands of North Carolina’s Wounded, Ill, and Injured service members, veterans, and their families in their homes, at Camp Lejune and Ft. Bragg, the Triangle, and beyond with a focus on Functional Medicine Health Coaching that includes:

- Improving physical and mental health, reducing dependency on medications, ultimately mitigating risk of suicide
- Rehabilitative exercise programs to reduce chronic pain and inflammation, improve tissue repair, and restore functional movement
- Reducing and mitigating the symptoms of traumatic brain injury (TBI), post-traumatic stress (PTS), blast overpressure, heavy metals toxicity, chronic stress, environmental exposures and sleep deprivation.
Case Study 3

Creative Management Staffing Services
Staffing Services- specializes in hiring veterans
Durham, NC

The Solar Connection
Solar Panels & LED lights
Mars Hill, NC

NC Div. MH/DD/SAS
Access To Recovery
SAMHSA Grant

Martin Woodard
U.S. Air Force (Retired MSgt)
Project Director

Craig Gorham, President
Navy (Retired)

Bill Boyle, President
Navy Veteran
Case Study 4

NC Brookhaven Behavioral Health (SDVOSB)
Asheville, NC

Fred Baker, President
Army Veteran – Vietnam Era
Purple Heart Recipient

Kevin Rumley
Marine Corps Veteran – Iraq War
Purple Heart Recipient

Johari Family Services (SDVOSB)
Fayetteville, NC

Joy Inniss, President
Navy Veteran

Health & Wellness
Education & Employment
Housing & Support Services
Entrepreneurship
Kevin Rumley

The Journey
North Carolina should do everything in its power to support this community!

Can we all agree?
Is Your State Vetrepreneur Friendly?
NaVOBA is working with states across the country to generate legislation that creates opportunities for vetrepreneurs. State governments spend more than $1.5 trillion annually. NaVOBA’s State Tracker keeps you up-to-date on the latest news about opportunities in your state.

Legend
- Dark blue: Have established mandates that set aside a 3% or greater spending goal for either SDVOBs, VOBs, or both.
- Blue: Offer some type of preference to VOBs SDVOBs in procuring state contracts.
- Light blue: No set-asides or preference for VOBs or SDVOBs. Some legislation giving VOBs or SDVOBs a minor business advantage.
- Light green: Pending States
- Light yellow: No Activity
MOU Signing Ceremony at the NC DMVA
Roadmap to Entrepreneurial Success

1. KNOW YOURSELF
   Is this journey for you?
   - Participate in programs designed to highlight the basics of business ownership – help you 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 NC-Serves.

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)

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, 8(a), 19a, or DC? 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, SDV, HUB/ONE, 8(a)
   - Dept. of Veterans Affairs, CVE
     - WOSB, SDVOSB
   - Department of Transportation
     - DRF, SB
   - State of North Carolina
     - Dept. of Admin. HUB Office
     - Dept. of Transportation
     - DRF, SB
     - Corporate
       - NVRBDV, WOSB, SDVOSB
       - 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. Sign up 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!
North Carolina Needs a Deliberate Strategy to Support Veteran Entrepreneurship

- Encourage Veteran Entrepreneurship.
- Minimize/Remove Barriers to Entry.
- Provide Access to Procurement Opportunities.
- Develop a Spend Goal for State Agencies and Primes.
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Bob’s Smokin’ Southern BBQ Sauce

VISIT US AT
SMOKINSOUTHERNBBQ.COM
REFRIGERATE AFTER OPENING

TOMATOES, WATER, VINEGAR, SALT, GARLIC, SPICES, RED WINE VINEGAR, DARK BROWN SUGAR, LEMON JUICE, MOUSSE, SUGAR, ONIONS, ANCHOVIES, CLOVES, TAMARIND EXTRACT, CHILI PEPPER EXTRACT, RED CAYENNE PEPPER, CORN SYRUP, VEGETABLE GUM, CARAMEL COLOR, HYDROLYZED SOY PROTEIN, MUSTARD FLUID, TAMARIND, ORANGE, CUMIN, CAYENNE PEPPER, SODIUM BENZOATE AND POTASSIUM SORBATE (ADDED TO PRESERVE FRESHNESS). CONTAINS ANCHOVIES AND SOY.

“BOOTS TO BBQ!”

From jumping out of airplanes to serving in Iraq, with my oldest son Dan, my 31 years of military service has been full of excitement and challenges and now it’s time for the next challenge: BBQ! Whether it’s the neighborhood “Pig Pickin” or feeding friends and family, everyone enjoys BBQ. Bob’s Smokin’ Southern BBQ Sauce is a smooth blend of North Carolina’s best sweet and tangy seasonings that will bring your BBQ to the next level. My unique sauce along with your BBQ skills will make everyone smile and keep them coming back for more! Be the BBQ Hero! Enjoy!
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Veteran Farm of NC & V2V Connections
Green Panda Farms