GOVERNORS WORKING GROUP

WOMEN VETERANS
IN NORTH CAROLINA

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According to the National Center for Veterans Analysis and Statistics (2016 report), North Carolina was 8th in the nation for the number of veterans – 6th in the number of women veterans. **We are projected to be 4th 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!
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
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.
“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

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 Tools To Business
   - The VTZ To CEO Program
   - NC Small Business Center Programs
   Also consider programs that identify opportunities in farming, agriculture, or owning a franchise.
   NOTE: If entrepreneurship is NOT for you, you can seek assistance from NCOVets, NC4ANE, or NC4Serves.

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 (FEDSOCP)
   - NC Military Business Center (NCMBC)
   - NC Procurement Technical Assistance Center (NCPTAC)
   STATE/LGGOVERNMENT
   - NC Dept. of Purchases & 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, SDVOSB
   - HUB
   - Department of Transportation
   - DBE, SB
   STATE OF NORTH CAROLINA
   - Dept. of Admin, HUB Office
   - HUB
   - Department of Transportation
   - DBE, SB
   CORPORATE
   - HUB
   - VOSB, SDVOSB
   - NSBE, MBE
   - WBEVOSB

5. KNOW YOUR NETWORK
   Who are the people that can help you?
   Look for teaming partners 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.

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.
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.”