



# MONEY SMART

for Small Business

Town Hall  
Webinar  
Fourth Quarter,  
2019

December 12, 2019  
2-3 PM ET



U.S. Small Business  
Administration



Web Team  
Marketing  
Strategy  
Creative Group  
Statistics

Mike ✓  
Amie ✓  
Jonathan ✓  
Scott ✓  
Daphne ✓  
Scarlett ✓  
Andrew ✓  
John ✓  
Alec ✓  
Miranda ✓

# MONEY SMART for Small Business

## Your hosts:

### **Nathaniel Bishop**

SBA Washington DC  
Program Manager,  
Office of  
Entrepreneurship  
Education

### **David Ramos**

FDIC Washington DC  
Community Affairs  
Specialist  
Outreach and  
Program Development

### **Paola Diaz**

FDIC Washington DC  
Senior Community  
Affairs Specialist  
Community Affairs

Submit your questions to “Panelists”  
Message Joan Gustafson [JGustafson@fdic.gov](mailto:JGustafson@fdic.gov) for troubleshooting



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# AGENDA

- Welcome remarks SBA and FDIC
- University of Texas at Arlington Veterans Business Outreach Center
- Veterans Business Resource Center in St. Louis, Missouri



# Disclaimer

Reference to any specific organization does not constitute an endorsement, a recommendation, or a favoring by the FDIC or the United States government.



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The screenshot shows the Cisco WebEx Event Center interface. At the top, the title bar reads "Cisco WebEx Event Center". Below it is a menu bar with "File", "Edit", "View", "Communicate", "Participant", "Event", and "Help". The main content area is divided into several sections: "Event Info" (with "MSSB\_TownH..." selected), a "01: Town Hall Webinar" window, a "Participants (69)" list (showing NB N Bishop, AW Angela Wu, MB Manuel Battle, MA Mark Allio), and a "Q&A" section. The Q&A section has a sub-section "All (0)" and a text area with the instruction "[Poll Questions will be in this area]". Below the text area is a dropdown menu labeled "Ask:" with "All Panelists" selected. A "Send" button is located at the bottom right of the Q&A section. A "Recording" indicator is visible in the bottom left corner, and a "Connected" status is in the bottom right corner. Numbered callouts (1-9) are placed over the interface to identify specific components: 1 (WebEx icon), 2 (Menu Bar), 3 (Chat icon), 4 (Q&A icon), 5 (Participants icon), 6 (Ask dropdown), 7 (Q&A text area), 8 (Send button), and 9 (Poll Questions area).

## Webinar Platform components:

1. WebEx Icon
2. Menu Bar
3. Chat Function
4. Q&A Function
5. Participants List
6. Panelist (Speakers) List
7. Typing window
8. "Send" to transmit your message
9. Poll



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# Did you know?

[www.fdic.gov/smallbusiness](http://www.fdic.gov/smallbusiness)

- [FDIC Small Business Lending Survey](#)
- [Small Business Hotline\\_1-855-FDIC-BIZ](#)
- Links to download MSSB Modules and flyers in English and Spanish
- Join Money Smart Alliance
- Find MSSB Town Hall Meeting records
- Updated MSSB Banking and Credit Module



# Poll 1

1. My organization serves veterans.
2. I am interested in learning how to collaborate with organizations serving veterans.
3. I am here just to learn more about MSSB.



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# Which Resource Partner is Right for You?

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## What's your Why?





# Which Resource Partner is Right for You?

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If you are a veteran of the U.S. military or a military spouse in need of:

- **Counseling or Transition Assistance**
  - **Training and Advice** to start or grow your business, or purchase a new business
  - **Resource Referrals**
- 



**Veterans Business Outreach  
Centers**



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## MONEY SMART FOR SMALL BUSINESS PROGRAM

**Patrick E Alcorn**

**Director**

**Arkansas | Oklahoma | Texas**

<https://www.uta.edu/vboc/>



"Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA."

# PATRICK E ALCORN, Director, UTAVBOC

- 15 years of small business development Experience
- 30 years of training experience
- 3 years teaching and referring MSSB to partners
- Business Owner
- MBA, Business Management- LeTourneau University
- BS, Engineering Management, US Military Academy at West Point



# SBA RESOURCES FOR VETERANS

- **[Office of Veterans Business Development](#)**: Programs and services [to support and empower](#) aspiring and existing veteran entrepreneurs and military spouses. SBA provides training, mentorship, access to capital, procurement assistance, connections with commercial supply chains and disaster relief assistance. Each year, SBA serves over 200,000 veterans, service disabled veterans and military spouses across the United States and at military installations around the globe.
- **[Veterans Women Igniting the Spirit of Entrepreneurship \(V-WISE\)](#)**: An SBA funded program provided by the Institute for Veterans and Military Families for online training; conferences for women veterans and female military spouses; and mentoring.
- **[The National Center for Veterans Institute for Procurement](#)**: Extends entrepreneurship training offered in TAP on military installations to veterans of all eras in their communities.
- **[Veterans Business Outreach Center \(VBOC\)](#)**: Provide entrepreneurial development services such as business training, counseling and mentoring for eligible veterans owning or considering starting a small business.



## Why Does SBA Invest in Veteran Entrepreneurs?



- ★ Veterans are **45 percent** more likely to be self-employed than non-veterans.
- ★ According to the U.S. Census, about **2.4 million or 9% of American businesses are veteran-owned.**
- ★ Veteran-owned small businesses **generate over \$1.4 trillion in sales** each year.
- ★ They employ nearly **6 million workers.**



# SBA FOR VETERANS - VBOC

- **Services**
  - Pre-Business Plan Workshops
  - Concept Assessments
  - Entrepreneurial Training and Counseling
  - Other Business Development Related Services
- **Referral to SBA resource partners**
  - Comprehensive Feasibility Analysis and Research
  - Business Plan Preparation
  - Mentorship
  - Lender Relations
  - Certification and Government Contracting

<https://www.sba.gov/offices/headquarters/ovbd/resources/362341>

# UTA VBOC'S MISSION

- Increase **awareness** of entrepreneurial development services through the Boots to Business Transition Assistance Program (TAPS) and other training and outreach activities.
- Facilitate **access** to entrepreneurial development services in collaboration with SBA resource partners, including federal, state and local entrepreneurial development entities.
- Inspire **action** that leads to entrepreneurial business development, economic freedom, personal and professional well-being.



# UTA VBOC PROGRAMS

“Business  
beyond the  
battlefield”



Third Thursday Think Tank



#NVSBW





# TURN YOUR COURAGE INTO OPPORTUNITY

Transitioning Military Skills Into Small Business Success

## Money Smart for Small Business Program

### VBOC @ Veterans Business Resource Center

St. Louis, Missouri

Serving Missouri, Iowa, Nebraska, Kansas, Southern Illinois

(314) 531-VETS (8387)

admin@vetbiz.com



U.S. Small Business  
Administration



U.S. SMALL BUSINESS ADMINISTRATION



VETERANS BUSINESS OUTREACH CENTERS

## Darcella Craven President/Chief Fear Conqueror

- 25 years of Small Business Development
- 30 years of training experience
- Working with MSSB for over 5 years
- Small Business Owner Nonprofit Consulting Firm
- Service Connected Army Veteran
- Webster University, MA Management emphasis Adult Learning

<https://www.linkedin.com/in/darcellacraven/>



# VBRC Veteran Entrepreneur Process



**Our process is designed to move clients through assessment to a decision efficiently and effectively.**

The trained and experienced staff will guide you discover your strengths and challenges in starting your new business venture or expanding a company.

The VBRC specializes in providing small businesses the skills for start-up and/or expansion through:

- Practical and informative workshops & seminars
- Online and face-to-face counseling
- Mentoring by successful Veterans in our community

These include local, state and federal government procurement, financial literacy, business education and presentation skills. VBRC offers impactful training designed to build strong businesses and strong communities.














**We help transition military skills into small business success** through deep industry experience, strategic insight and pragmatic solutions. We help bridge the gap between idea and execution!

# Programs and Services

Over 36,000 people educated, trained or counseled since 2004

Boots 2 Business	Bootstrap Training	1-1 Consulting & etc.
<p>Educate Veterans, transitioning military &amp; military families around entrepreneurship</p> <ul style="list-style-type: none"> <li>• 10,000 ft view of entrepreneurship</li> <li>• Held on 7 military post with other resource partners – 150 volunteers</li> <li>• One-on-One counseling and consulting</li> <li>• Online training via SBA, SCORE, Mississippi State and others</li> </ul>	<p>Lean Cycle Business Plan Creation w/Pitch Practice</p> <ul style="list-style-type: none"> <li>• Strong emphasis on soft skills and definitions</li> <li>• Emphasis on mind set change</li> <li>• One day seminar with focus on the Lean Canvas format</li> <li>• Individual emphasis on marketing, financial planning and pitching</li> </ul>	<p>Business consulting with clients via face to face, Skype or phone conversations</p> <ul style="list-style-type: none"> <li>• In person/Zoom meeting</li> <li>• CEO Roundtable for growth clients</li> <li>• Annual Veterans Summit On Entrepreneurship in two states</li> </ul>

## MSSB Modules

-  [Is Owning a Business a Good Fit for You?](#)
-  [Planning for a Healthy Business](#)
-  [Banking Services](#)
-  [Organizational Types](#)
-  [Time Management](#)
-  [Financial Management](#)
-  [Recordkeeping](#)
-  [Strong Business Credit](#)
-  [Risk Management](#)
-  [Insurance](#)
-  [Tax Planning and Reporting](#)
-  [Selling Your Business and Succession Planning](#)
-  [Managing Cash Flow](#)

## Key Metrics-VBOC MO

- In 2019, we served 537 clients of those 78 Startup and 99 in business (over 1 year). Remaining 360 are in Ideation Stage
- Held B2B and Reboots with 514 attendees on or near military post.
- Participated in many outreach events with 229 attendees .
- Our clients reported securing \$3,729,500.00 in funding.

**VBRC stays with client throughout the entire lifecycle of the business.**

# UTAVBOC MSSB MODULES & KEY METRICS

- \* [Is Owning a Business a Good Fit for You?](#)
- \* [Planning for a Healthy Business](#)
- \* [Organization Types](#)
- \* [Financial Management](#)
- \* [Strong Business Credit](#)
- \* [Selling Your Small Business and Succession Planning](#)
- \* [Managing Cash Flow](#)



... more than **3000**

**133** Boots to Business and Reboot

**103** Outreach and training events

**35** *Third Thursday Think Tank* mastermind sessions, *Walk-through Wednesday* and *Strategies on Saturdays* radio and internet podcasts



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# MONEY SMART for Small Business

## Question Segment 1

**Paola  
Diaz**

FDIC Washington DC  
Senior Community  
Affairs Specialist

**Nathaniel  
Bishop**

SBA Washington DC  
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**Darcella  
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Veterans Business  
Resource Center in St.  
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# PARTNERSHIPS



## PARTNERS





# SUSTAINABILITY



**BUSINESS** BEYOND  
**THE BATTLEFIELD**™  
C O N F E R E N C E



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# GREAT TEAMS MAKE ALL THE DIFFERENCE...

We Help You Go From A Single Person To A Dream Team

## Collaborations with financial institutions:



St. Louis,  
Missouri



# Other Partnerships:

## Financial Planning And Education

- University of Iowa
- University of Missouri
- Webster University
- Dubuque University
- Iowa State
- Bellevue University
- University of Nebraska
- St. Louis Community College \_\_\_\_\_
- St. Charles Community College

## Balance Sheet

The 3 main parts of a balance sheet.

- Assets
  - What the company *owns*
- Liabilities (Debt)
  - What the company *owes*
- Owner's Equity (Net Worth)
  - Amount *owned* by the owners



# MONEY SMART for Small Business

## Question Segment 2

**Paola  
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## Poll 2

1. What I learned today will be helpful in materializing collaborations with Veteran Serving organizations.
2. I need assistance to implement what I learned today. Please contact me.
3. I plan to implement what I learned, I need no assistance.



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# Thanks for your participation!!

**MSSB National Point of Contact: David Ramos**

[daramos@fdic.gov](mailto:daramos@fdic.gov) 202-898-6950

or FDIC Community Affairs contacts  
nationwide at:

[www.fdic.gov/communityaffairs](http://www.fdic.gov/communityaffairs)

For more information go to:

[www.fdic.gov/moneysmart](http://www.fdic.gov/moneysmart)

[www.fdic.gov/smallbusiness](http://www.fdic.gov/smallbusiness)

[www.sba.gov/moneysmart](http://www.sba.gov/moneysmart)