Town Hall Webinar
Fourth Quarter, 2019

December 12, 2019
2-3 PM ET
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 for troubleshooting
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.
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
Did you know?

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.
Which Resource Partner is Right for You?

What’s your Why?
Which Resource Partner is Right for You?

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
"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."
• 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

https://www.linkedin.com/in/alcornttg/
• **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.
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.
• 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
• 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.
“Business beyond the battlefield”
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
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/
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

<table>
<thead>
<tr>
<th>Boots 2 Business</th>
<th>Bootstrap Training</th>
<th>1-1 Consulting &amp; etc.</th>
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<tbody>
<tr>
<td>Educate Veterans, transitioning military &amp; military families around entrepreneurship</td>
<td>Lean Cycle Business Plan Creation w/Pitch Practice</td>
<td>Business consulting with clients via face to face, Skype or phone conversations</td>
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<tr>
<td>• 10,000 ft view of entrepreneurship</td>
<td>• Strong emphasis on soft skills and definitions</td>
<td>• In person/Zoom meeting</td>
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<td>• Held on 7 military post with other resource partners – 150 volunteers</td>
<td>• Emphasis on mind set change</td>
<td>• CEO Roundtable for growth clients</td>
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<td>• One-on-One counseling and consulting</td>
<td>• One day seminar with focus on the Lean Canvas format</td>
<td>• Annual Veterans Summit On Entrepreneurship in two states</td>
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<td>• Online training via SBA, SCORE, Mississippi State and others</td>
<td>• Individual emphasis on marketing, financial planning and pitching</td>
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### 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.
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
Question Segment 1

Paola Diaz
FDIC Washington DC
Senior Community Affairs Specialist

Nathaniel Bishop
SBA Washington DC
Program Manager, Office of Entrepreneurship Education

Patrick Alcorn
University of Texas at Arlington
Veterans Business Outreach Center

Darcella Craven
Veterans Business Resource Center in St. Louis, Missouri

Submit your questions to “Panelists”
OR Joan Gustafson
GREAT TEAMS MAKE ALL THE DIFFERENCE...

We Help You Go From A Single Person To A Dream Team
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
Submit your questions to “Panelists”
OR Joan Gustafson
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.
Thanks for your participation!!

MSSB National Point of Contact: David Ramos
daramos@fdic.gov  202-898-6950

or FDIC Community Affairs contacts nationwide at:

www.fdic.gov/communityaffairs

For more information go to:

www.fdic.gov/moneysmart
www.fdic.gov/smallbusiness
www.sba.gov/moneysmart