

NaVOBA

NATIONAL VETERAN-OWNED BUSINESS ASSOCIATION
FRANCHISE MEMBERSHIP



Vetpreneurs Mark Molina, Robert Flores, Patricia Evans and Robert Jones in Little Caesars Veteran Program training with David Scrivano, President, Little Caesars Enterprises, Inc.

NaVOBA MISSION

Vetpreneur magazine is the official magazine of NaVOBA (National Veteran-Owned Business Association). Since 2004, *Vetpreneur* magazine, formerly *Veterans Business Journal*, has served as the mouthpiece for the veteran business movement nationwide.

■ WHAT IS NaVOBA?

NaVOBA reaches out to and unites future vetpreneurs as well as the nation's 3 million existing veteran business owners by providing information and a unified voice. The lessons learned and lived in military service like leadership, teamwork, competitive spirit, confidence and tenacity are the same attributes needed for success in business ownership. Data showing a veteran over-representation in small business ownership supports this. One in seven small businesses is owned by a veteran and one in four working age veterans currently owns a small business.

Veteran-owned businesses, prospective veteran-owned businesses, large corporations and franchises are all eligible to become members of NaVOBA. NaVOBA also publishes *Vetpreneur* magazine, several newsletters and maintains a website at www.navoba.com.

THE VETERAN FRANCHISEE ADVANTAGE

■ THE BUSINESS CASES FOR VETERAN-FOCUSED FRANCHISEE DEVELOPMENT

A recent SBA study found that over 20% of veterans are currently purchasing a business, starting a new business, or considering one of these options. With 15 million working-age veterans in the U.S today, that's 3 million prospective franchisees!

BUSINESS CASE #1: MILITARY TRAINING

The military teaches you how to execute a plan. Veterans bring this know-how in execution of the franchise business plan. Currently one out of every seven veterans owns a business, compared with one out of every 14 non-veterans own a business. But this over-representation should come as no surprise. The military teaches leadership, teamwork, integrity, resolve and ingenuity. These also happen to be the most important ingredients for success in running a business. These intangibles constitute what makes corporate America want to hire veterans as employees; and the same essence of what makes them so attractive as franchisees.

As a result, military training is truly a proving ground for America's business community. The fact that our nation's military has churned out some of the most successful vetpreneurs in American history helps illustrate this point:



Chick-fil-A founder and CEO
Truett Cathy, U.S. Army



Little Caesars founder
Michael Ilitch, U.S. Marine Corps



Mail Boxes, Etc. (now UPS Store) founder
Jim Amos, U.S. Marine Corps



Play-N-Trade Video Games
Ron Simpson, U.S. Marine Corps

BUSINESS CASE #2: RENEWABLE TALENT POOL

Veterans are a renewable pool of franchisee talent. Stop playing the zero sum game with other franchise companies sourcing from the same talent pool. A successful outreach strategy includes four key areas of recruitment opportunity:

- At the point of transition from military service to civilian life, 400,000 military members per year are looking for the right next step.
- Veterans looking to become vetrepreneurs – 100,000 will become business owners every year.
- Vetrepreneurs looking for additional investments or franchise opportunities. Over 3 million vetrepreneurs exist in the U.S. today.
- Outreach to current military spouses planning the next steps for themselves and their families represent a population of over 1 million strong.

BUSINESS CASE #3: YOUR CUSTOMERS

Veterans are your customers; they should also be your franchisees. Demographic data shows that the U.S. veteran population includes:

- 25 million veterans
- 20 million spouses
- 45 million siblings
- 55 million children

The purchasing power of the U.S. veteran population is well over \$1 trillion annually. What are you doing to connect with this vast & loyal consumer group?

■ BUILD A SUCCESSFUL FRANCHISE PLATFORM AND THEY WILL COME, RIGHT?

With roughly 4,500 active franchise organizations in the U.S. today and hundreds being added annually, it becomes even more difficult to stand out in the crowd. In addition, most experts forecast that baby boomer retirements will cause a 12 million person labor shortage by 2010. Think today's franchisee market is competitive? Just wait a few years. Veterans are a successful and renewable source of franchisee talent.

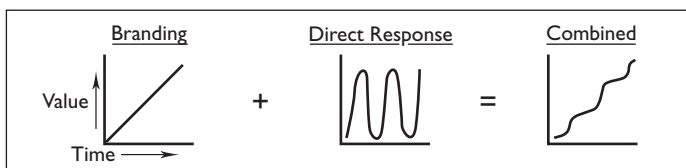
■ HOW WILL YOU MAKE YOUR FRANCHISE OPPORTUNITY STAND OUT?

Clearly, franchises that establish proven veteran pipelines of franchise talent will enjoy a sustainable competitive advantage over other franchises in their industry. Proactive and targeted NaVOBA branding efforts lead franchising firms to differentiate themselves from the industry as a whole.

■ BRANDING AND DIRECT RESPONSE ADVERTISING

Your company sells its products and services by using a predominance of brand/image advertising. You pay sophisticated ad agencies to preserve your company's brand to your customers and consumers. Your marketing department realizes that brand building advertising is the long term anchor and direct response advertising fills short term needs.

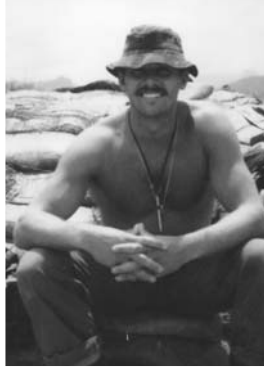
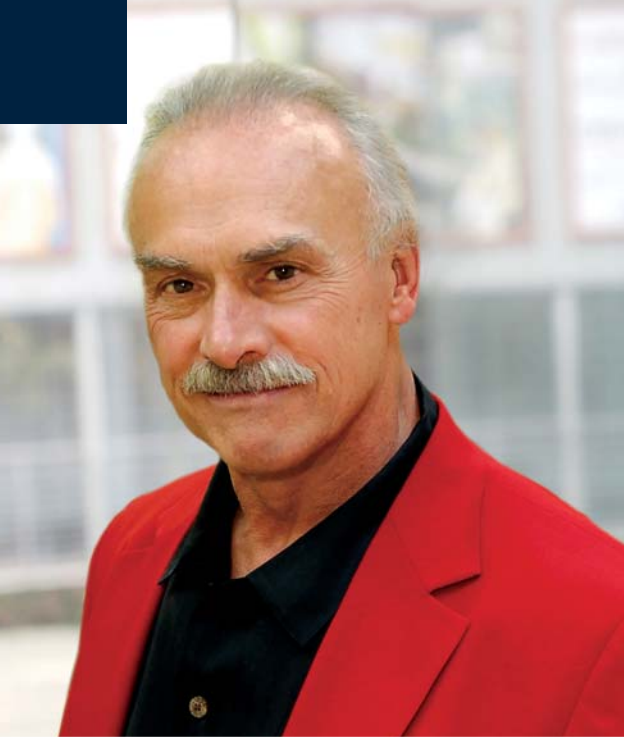
So, are you treating the marketing of your company to future franchisees differently?



"From the Naval Academy on up, they just pounded into us the idea of doing things the most efficient way possible, and documenting everything. The military really set us up well for franchising."

JOHN MANN & JOE DONDERO
ROLLY POLLIES FRANCHISE FOUNDERS
U.S. NAVY VETERANS





Teamwork and trust propelled Rocky Bleier's Pittsburgh Steelers to four Super Bowls. *Pittsburgh Steelers Photo*

■ A MESSAGE FROM NAVOBA'S NATIONAL SPOKESMAN

My name is Rocky Bleier. I was wounded in Vietnam and doctors told me I may never walk again. They were right. I didn't walk. I ran. I ran to four Super Bowl victories with the Pittsburgh Steelers. Today, I own and operate a small business. I am a vetrepreneur. My life story was made into a book and a movie. But my story is not unlike many other vetrepreneurs.

One in four working age veterans owns a small business. This over-representation is not surprising. My military training and experience, like my fellow vetrepreneurs, was instrumental in developing the work ethic, discipline and ingenuity that makes me a successful business owner. Veterans can execute a plan. And they have the resourcefulness to accomplish the mission when things don't go precisely as planned. In short, franchise ownership is a natural progression of post-military service.

Veterans have both the know-how and the credit history to be great franchisees. They will likely become your most successful and productive franchisees. I urge you to connect with my NaVOBA staff as you expand your franchisee search into the veteran community.

It's not the right thing to do for veterans, it's the right thing to do for your franchise.

Rocky Bleier
NaVOBA National Spokesman

NON-PROFIT SUPPORT

NaVOBA strongly supports military charities and non-profit organizations that advocate and lobby for veteran-owned businesses (VOBs) and veterans in general. Financially, NaVOBA donates 10 percent of non-corporate membership dues towards their support. From an outreach perspective, NaVOBA provides an editorial voice, event promotion, and all at no cost to the non-profit entities that NaVOBA supports.

■ SOME OF THE MILITARY CHARITIES AND NON-PROFIT ENTITIES THAT NAVOBA SUPPORTS:

- Wounded Warriors
- Fisher House
- Association of Procurement Technical Assistance Centers (APTAC)
- Association of Service Disabled Veterans (ASDV)
- Association of Small Business Development Centers (ASBDC)
- California DVBE Alliance
- National Association of State Directors of Veterans Affairs (NASDVA)
- Rolling Thunder
- SBA Veterans Advisory Committee
- Service Corps of Retired Executives (SCORE)
- The Elite SDVOB Network
- The Veterans Corporation
- VET-FORCE

THE POWER OF VICTORY MEDIA

Victory Media can help you reach the military audience in a way like no other. We publish three nationally distributed, military-niche magazines: *Vetrepreneur*, *G.I. Jobs*, and *Military Spouse*.



NaVOBA FRANCHISE MEMBERSHIP

Franchise memberships come in four levels, from Four star (highest) to One star, each with varying levels of benefit. Benefits include:

- VOB Community Outreach
- Internal Corporate Education

■ VOB COMMUNITY OUTREACH

The primary component of VOB Community Outreach is through NaVOBA's print, electronic and event media:

VETREPRENEUR MAGAZINE

Since 2004, *Vetpreneur*, formerly *Veterans Business Journal*, has been the authority in leading and reporting on the veterans business movement. Published 10 times per year, it is distributed to all NaVOBA members, trade shows, newsstands, all members of Congress, and other locations.

VETREPRENEUR E-NEWSLETTER

Distributed bi-weekly via email to all NaVOBA members, the *Vetpreneur* e-newsletter provides news updates to members.

VETERAN-OWNED BUSINESS EXPO

Since 2005, the Veteran-Owned Business Expo has been one of the premier national events in the veteran business community, combining educational tracks, networking opportunities, business matchmaking and star power. The next Veteran-Owned Business Expo is scheduled for 2009 or 2010, location TBD.



NAVOBA FRANCHISE MEMBER LOGO

NaVOBA Franchise Members get full use of the NaVOBA Franchise Member logo for use on their company Web site, marketing brochures and any other company materials.



■ INTERNAL CORPORATE EDUCATION

Selling your corporate leadership on the value of recruiting veteran franchisees is paramount to your success in implementing the sale of a franchise.

- *Vetpreneur* magazine subscriptions
- Bi-weekly e-newsletter



Donald Harrington
Franchisee
Pump It Up
U.S. Army veteran



Patricia Evans
Franchisee
Little Caesars Pizza
U.S. Navy veteran



Andrew Stocklausner
Franchisee
TSS Photography
U.S. Marine Corps veteran



Alina Gutierrez
Franchisee
Glass Doctor
U.S. Army veteran

FOUR STAR FRANCHISE MEMBERSHIP

VOB COMMUNITY OUTREACH

<i>Vetpreneur</i> Magazine Advertising.....	10 Two-Page Spread Ads
<i>Vetpreneur</i> Magazine Franchise Member Listing.....	Yes
NaVOBA Franchise Member Logo	Full Use Of Logo
Advertising Discount in <i>G.I. Jobs & Military Spouse</i> Magazines	20%

INTERNAL CORPORATE EDUCATION

<i>Vetpreneur</i> Magazine Subscriptions.....	30 Qty.
Franchisee NaVOBA Membership Discount.....	10%

PRICE\$50,000



THREE STAR FRANCHISE MEMBERSHIP

VOB COMMUNITY OUTREACH

<i>Vetpreneur</i> Magazine Advertising.....	10 Full-Page Ads
<i>Vetpreneur</i> Magazine Franchise Member Listing.....	Yes
NaVOBA Franchise Member Logo	Full Use Of Logo
Advertising Discount in <i>G.I. Jobs & Military Spouse</i> Magazines	15%

INTERNAL CORPORATE EDUCATION

<i>Vetpreneur</i> Magazine Subscriptions.....	15 Qty.
Franchisee NaVOBA Membership Discount	10%

PRICE\$25,000



TWO STAR FRANCHISE MEMBERSHIP

VOB COMMUNITY OUTREACH

<i>Vetpreneur</i> Magazine Advertising.....	5 Full-Page Ads
<i>Vetpreneur</i> Magazine Franchise Member Listing.....	Yes
NaVOBA Franchise Member Logo	Full Use Of Logo
Advertising Discount in <i>G.I. Jobs & Military Spouse</i> Magazines	10%

INTERNAL CORPORATE EDUCATION

<i>Vetpreneur</i> Magazine Subscriptions.....	10 Qty.
Franchisee NaVOBA Membership Discount	10%

PRICE.....\$15,000



ONE STAR FRANCHISE MEMBERSHIP

VOB COMMUNITY OUTREACH

<i>Vetpreneur</i> Magazine Advertising	2 Full-Page Ads
<i>Vetpreneur</i> Magazine Franchise Member Listing.....	Yes
NaVOBA Franchise Member Logo.....	Full Use Of Logo

INTERNAL CORPORATE EDUCATION

<i>Vetpreneur</i> Magazine Subscriptions	5 Qty.
Franchisee NaVOBA Membership Discount	10%

PRICE\$7,500



FRANCHISE INFORMATION:

Company Name: _____ Date: _____

Primary Contact Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Secondary Contact Name: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

WEB INFORMATION:

Web Address: _____

Name of contact for web site information and logo usage: _____

Phone: _____ E-mail: _____

Will you link your franchise information page at your Web site to NaVOBA? Yes ____ No ____

Are you interested in serving on a committee? Yes ____ No ____

Franchise Member benefits: *Vetpreneur* magazine, and *Vetpreneur* e-newsletter.

A complete roster of recipients for Franchise Member benefits will be requested via email.

PAYMENT INFORMATION:

NaVOBA Annual Dues Amount: (Please check one):

- | | |
|--|--|
| <input type="checkbox"/> Four star \$50,000 | <input type="checkbox"/> Two star \$15,000 |
| <input type="checkbox"/> Three star \$25,000 | <input type="checkbox"/> One star \$7,500 |

Please invoice me.

Check here if different invoicing address and indicate below:

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Name of authorizing person: _____

Signature authorizing person: _____

How were you referred to NaVOBA? _____

* Fax completed form to 412-269-1646.

* Membership term is 12 months from sign-up date.

* 5% surcharge will be added to all purchase card and credit card purchases.

* *Term of Franchise Membership is one year.*

* *Vetpreneur publishes 10 times per year.*

* *Additional Franchise Membership packets, which include Vetpreneur subscription, Vetpreneur e-newsletter subscription, may be purchased for \$25 each.*

PLEASE INDICATE
DESIRED
VETPRENEUR
MAGAZINE AD
INSERTION DATES:



**TO JUMPSTART THE VETERAN PORTION
OF YOUR FRANCHISEE RECRUITMENT PROGRAM,
BECOME A NAVOBA FRANCHISE MEMBER TODAY.**

National Veteran-Owned Business Association
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Coraopolis, PA 15108

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membership@navoba.com

www.NaVOBA.com

NaVOBA is owned and operated by Victory Media,
a veteran-owned small business.