



## NAVOPA MISSION

In the past three years, the inclusion of veteran and service-disabled veteran suppliers into corporate supplier diversity programs has gone from sporadic to a majority of large corporations. Veteran business is truly the hot topic in diversity today. The power of over 3 million veteran-owned businesses, or vetrepreneurs®, becomes more prevalent every day.

NaVOBA corporate membership should serve as the foundation to the veteran-owned business leg of your supplier diversity program. Akin to your company's membership in NMSDC (for minority suppliers) and WBENC (for women suppliers), NaVOBA gives your company a presence in the veteran supplier market, outreach to your key customers and a growing base of knowledge regarding veteran-owned businesses.

*Vetrepreneur* magazine is the official magazine of NaVOBA. Since 2004, *Vetrepreneur* magazine, formerly *Veterans Business Journal*, has served as the voice of the veteran business movement nationwide. Grow with us. Don't get behind schedule on implementing veterans into your supplier diversity program. Take the first step today. [Join NaVOBA.](#)

### ■ NAVOPA...THE VOICE OF THE VETERAN BUSINESS MOVEMENT

As the national voice for the veteran business movement, NaVOBA creates opportunities for the nation's three million veteran-owned businesses. Through its outreach efforts and nationally published *Vetrepreneur* magazine, NaVOBA:

- Galvanizes the veteran business community through outreach to fraternal business groups and veteran groups nationwide.
- Advocates for veteran business inclusion into corporate America's supply chain.
- Reports on and advocates for government adoption and attainment of veteran business goals.
- Encourages consumer patronage of veteran-owned businesses...Buy Veteran.

## THE "BUY VETERAN" ADVANTAGE

### ■ THE BUSINESS CASE FOR USING VETERAN-OWNED BUSINESSES

Corporate America has long been the beneficiary of the freedoms and business practices fought for, secured and preserved by our American fighting men and women. Three million of those brave patriots now fuel our economy as vetrepreneurs in businesses they own. The ones still in uniform represent tomorrow's vetrepreneurs.

But while the veteran and disabled-veteran business movement may have been borne out of this duty to give back to those who protected the freedoms we all enjoy, it continues and flourishes because military training provides corporate America with competent and efficient suppliers.

Our staff will help you establish or grow your veteran supplier diversity program with sound business cases. The business case for using veteran business suppliers is encapsulated in The Buy Veteran<sup>SM</sup> Advantage, which includes five pillars:

1. The "stuff" that makes them veterans just happens to be the same "stuff" that makes them great business owners!
2. Veterans are YOUR customers! PENDING POWER!
3. Attract veteran talent as employees
4. Win government business
5. Overall economic benefit

# BUY VETERAN

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■ A MESSAGE FROM OUR 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. 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. My story illustrates the foundation of what we call the Buy VeteranSM Advantage. It forms the business case for proactively engaging veteran-owned business (VOB) suppliers for your company; a business case as strong as the veterans it represents.

The veteran business movement is sweeping the country. Most large corporations already include veteran businesses, to accompany their women and minority-owned supplier diversity goals. And those that do not are avidly forming ones. I urge you to connect with my NaVOBA staff as you bring your supplier diversity program up to a level that includes veterans.

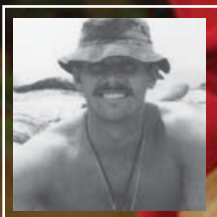
It's not the right thing to do for veterans, it's the right thing to do for your business.



Rocky Bleier  
NaVOBA National Spokesman



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



U.S. Army, 2 yrs.



**BUSINESS CASE #1:**

The “stuff” that makes them veterans happens to be the same “stuff” that makes them great business owners!

Military training teaches attributes like leadership, teamwork, discipline and ambition. Veterans, unlike any other diverse business group, come armed with an education from the best business school in the world: the U.S. military. And veterans bring the value of this education and experience to your company as suppliers. Want some proof? 1 in 7 veterans owns a business while only 1 in 14 Americans owns a business. Want some more proof? Some of our nation’s greatest entrepreneurs also happen to be vetrepreneurs:



Nike founder and CEO  
Phil Knight, U.S. Army Reserve



FedEx founder and former CEO  
Fred Smith, U.S. Marine Corps



EDS and Perot Systems founder  
Ross Perot, U.S. Navy



Little Caesars Pizza founder  
Mike Ilitch, U.S. Marine Corps



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

Veterans’ training, accountability and diversity enable them to drive innovation for your company.

“I saw *Veterans Business Journal* (now *Vetrepreneur*) at the local Barnes & Noble for the first time and was impressed with the magazine. I purchased a copy and spent the weekend following your advice of registering at various government and corporate sites. You have provided me and my company an invaluable resource to help grow my company. Thank you!”

PAUL SMALLWOOD  
PRESIDENT  
FLOWSENSE, LLC  
U.S. AIR FORCE VETERAN



“Woodward was hoping that our partnership would provide us with more exposure to Veteran and Service Disabled Veteran Owned Businesses. Boy, has it! Our advertisement and the tremendous article that *Vetrepreneur* wrote about our program in the April 2008 issue has already generated nearly 100 new contacts. So many that I am still catching up with them.”

MARK J. SCHNORENBURG  
FEDERAL REGULATION COMPLIANCE MANAGER



## BUSINESS CASE #2:

### Veterans are YOUR customers! SPENDING POWER!

There are 25 million veterans in this country; or roughly 1 in 5 adult males. Add 20 million spouses and 55 million children and that number grows to 100 million, or 1/3 of the entire U.S. population! And Americans, in today's patriotic times, regardless of veteran status, demand that corporations be military and veteran-friendly. That's a lot of spending power buying your company's products and services! The veteran consumer market is engaged, proud and will insist upon you using veteran suppliers! Your company must brand itself as military and veteran-friendly. Buying from veteran-owned businesses is essential in today's American economy.

## BUSINESS CASE #3:

### Attract veteran talent as employees

With baby boomer retirements starting, experts predict a 10 million person labor shortage by 2012. Companies who establish proven pipelines of "renewable" talent will win. Those who don't will be left behind. The military produces 400,000 new veterans each year. This talent pool is second only to new college graduates and arguably the most attractive talent pool available. Sourcing "renewable" labor pools, as opposed to competing for talent with a fixed supply, ensures that you won't get into a zero sum game situation and bidding wars with competitors for top talent. A veteran-friendly supplier diversity program helps you tap that military talent pool.

## BUSINESS CASE #4:

### Win government business

The federal government has mandated veteran-owned business usage since 1999 and many states and local governments now have similar requirements. If your veteran supplier diversity program is poor or non-existent, you risk losing government contracts.

## BUSINESS CASE #5:

### Overall economic benefit

Veterans have personally sacrificed to preserve the free enterprise economy that all of our companies operate in. They have clearly earned the right to compete for your business. Buying from veteran-owned business, as opposed to outsourcing overseas, drives domestic economic growth. In turn, this creates incremental domestic wealth, income and jobs. This growth raises domestic consumer spending on your company's own products and services. "Buy Veteran" – "Buy American." Using veteran suppliers is truly an investment in America which helps the U.S. economy and your corporate image.

"Magazine ads produce a big bump in measures like brand recall. Advertisers are looking for a way to bust through the ad clutter, to cut through all the noise. With this study, print is finally getting its due."

SOURCE: GFK STARCH STUDY, PHILIP W. SAWYER, MARKETING DAILY, 2/23/07



"When I was looking for a Veteran Organization to join, I wanted to find an organization that was not stuck in the past. I wanted one that reflected the values and mission of my organization: forward-looking, agile and leading the charge. I get all of the above from my membership in NaVOBA and my subscription to the *Veterans Business Journal* (now *Vetpreneur*). It is just a good business decision!"

WALTER COTTON  
CEO AND OWNER  
MR~IT SOLUTIONS



"I am very excited that the *Veterans Business Journal*, now *Vetpreneur*, is establishing a single source that will empower veteran businesses in their endeavors to be taken as a serious resource within both the government and corporate sectors. An organization such as NaVOBA will clearly have the ability and influence to achieve the goals of promoting veteran-owned businesses. The mission of NaVOBA will clearly affect businesses' bottom line in a positive manner."

KEVIN KUTINA  
PRESIDENT & CEO  
KEYCON, INC  
U.S.. MARINE CORPS VETERAN

## 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 regular membership dues towards their support. From an outreach perspective, NaVOBA provides an editorial voice, event promotion and exposure on our Web site, 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 SDOB Network
- The Veterans Corporation
- VET-FORCE

### ■ STRATEGIC PARTNERSHIPS & ALLIANCES:

- IFA VetFran
- American Chamber of Commerce Executives (ACCE)
- Virginia Minority Supplier Development Council
- Diversity Information Resources (DIR)
- Association of Small Business Development Centers (ASBDC)
- Service Corps of Retired Executives (SCORE)
- Transition Assistance Program (TAP)

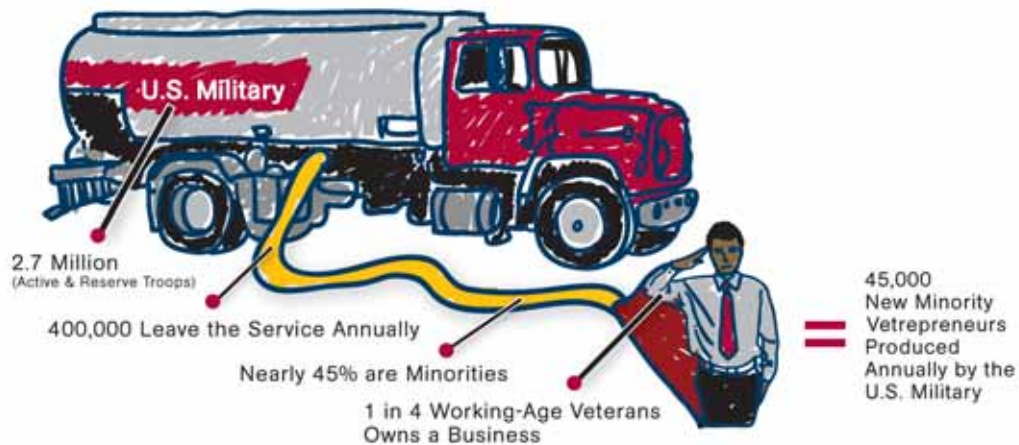



"We've found NaVOBA to be the best source as we launch the veteran leg of our supplier diversity program. NaVOBA corporate membership enables Microsoft to really plug into the veteran business community and will be vital as we grow our program. "

FERNANDO HERNANDEZ  
SUPPLIER DIVERSITY DIRECTOR

**Microsoft**

## The Military is a Pipeline for Successful Minority Suppliers



A man with short, light-colored hair is smiling at the camera. He is wearing a dark suit jacket, a white dress shirt, and a patterned tie. Over his suit, he wears a tan tactical vest. The vest has several pockets and pouches. In his right hand, he holds a blue handgun. On his left wrist, he wears a silver watch. On his left ring finger, he wears a diamond ring. The background consists of horizontal window blinds.

"I am very excited about NaVOBA, and the potential benefits to all veterans and our businesses.

Together we served our country and as our training and experiences taught us ... we always knew we were stronger together than we were on our own. That premise still applies today; our collective voices can accomplish much more than one or two individuals championing the cause for Veteran owned business."

"Our company has definitely benefited from networking with organizations like the NaVOBA, who have worked tirelessly to promote our enterprises. Our TEAM at Source One look forward to partnering with NaVOBA to the mutual benefit of all Veterans."

MARK LLANO  
PRESIDENT AND CEO  
SOURCE ONE DISTRIBUTORS, INC  
U.S. MARINE CORPS VETERAN

# OUTREACH THROUGH NAVOBA

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, *Vetpreneur* has been home to the supplier diversity outreach message of hundreds of companies. It is distributed to all NaVOBA members, trade shows, newsstands, all members of Congress, corporate buyers, chambers of commerce, rotary clubs and in other locations.

## ■ VETREPRENEUR E-NEWSLETTER

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

## ■ NAVOBA EVENTS

NaVOBA has tentative plans for events in 2009, including the Veteran-Owned Business Accountability Summit (VOBA Summit) put on jointly by NaVOBA and the U.S. Department of Veterans Affairs. VOBA Summit is set to be held in June 2009 in Washington, DC. NaVOBA is also considering its owned Expo events, more details to follow.



## ■ NAVOBA CORPORATE ADVISORY COUNCIL

The mission of NaVOBA's Corporate Advisory Council (CAC) is to enhance the prevalence and magnitude of corporate supplier diversity programs inclusive of veteran-owned businesses (VOBs). This eleven member council, comprised of corporate supplier diversity, overall diversity and procurement leaders, steers NaVOBA's policy towards further veteran supplier usage. Through their extensive network, NaVOBA's CAC proliferates use of vetpreneurs within corporate supply channels. NaVOBA also has a Government Advisory Council (GAC) and a VOB Advisory Council (VAC).

## ■ NAVOBA CORPORATE MEMBER LOGO

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



## ■ INTERNAL CORPORATE EDUCATION

Selling your purchasing department and your company's leadership on the value of using VOB suppliers is paramount to your success in implementing a full program. To help you in that endeavor, NaVOBA will send you a NaVOBA Corporate Membership plaque along with the following items for internal constituents:

- *Vetpreneur* magazine subscription
- *Vetpreneur* e-newsletter subscription



"As the founder and owner of a portfolio of boutique hotels, I am in the people and hospitality business. The leadership, discipline and team-building skills I learned in the military have enabled my company to grow into one that now employs nearly 300 with over \$30 million in annual revenues. Membership in NaVOBA and my subscription to *Vetpreneur* magazine keep me connected with fellow veteran-owned businesses and aware of where the veteran business movement is going."

LARRY BROUGHTON  
CEO  
BROUGHTON HOSPITALITY  
U.S. ARMY VETERAN

# CORPORATE MEMBERSHIP

NaVOBA Corporate Membership shows the veteran business community that you're serious about using veteran suppliers. To be eligible for NaVOBA Corporate Membership, your company must, at a minimum, have a supplier diversity policy inclusive of veteran-owned or service-disabled, veteran-owned businesses. And, through our assistance, we will work towards full company buy-in and adoption of the program throughout all buying levels of your organization. Our membership benefits are used to help develop and mature your veteran supplier diversity program.

Corporate memberships come in four levels, from four star (highest) to one star, each with varying levels of benefit.

## ■ FOUR STAR CORPORATE MEMBERSHIP

### VOB COMMUNITY OUTREACH

<i>Vetpreneur</i> Magazine Advertising .....	10 Two-Page Spread Ads
<i>Vetpreneur</i> Magazine Corporate Member Listing.....	Yes
NaVOBA Web site Corporate Membership Listing.....	Listing
NaVOBA Corporate Member Logo.....	Full Use Of Logo

### INTERNAL CORPORATE EDUCATION

<i>Vetpreneur</i> Magazine Subscriptions .....	30 Qty.
Membership Plaque .....	1

**CALL FOR RATES 412-424-0164 X125**



## ■ THREE STAR CORPORATE MEMBERSHIP

### VOB COMMUNITY OUTREACH

<i>Vetpreneur</i> Magazine Advertising .....	10 Full-Page Ads
<i>Vetpreneur</i> Magazine Corporate Member Listing.....	Yes
NaVOBA Web site Corporate Membership Listing.....	Listing
NaVOBA Corporate Member Logo.....	Full Use Of Logo

### INTERNAL CORPORATE EDUCATION

<i>Vetpreneur</i> Magazine Subscriptions .....	15 Qty.
Membership Plaque .....	1

**CALL FOR RATES 412-424-0164 X125**



## ■ TWO STAR CORPORATE MEMBERSHIP

### VOB COMMUNITY OUTREACH

<i>Vetpreneur</i> Magazine Advertising .....	5 Full-Page Ads
<i>Vetpreneur</i> Magazine Corporate Member Listing.....	Yes
NaVOBA Web site Corporate Membership Listing.....	Listing
NaVOBA Corporate Member Logo.....	Full Use Of Logo

### INTERNAL CORPORATE EDUCATION

<i>Vetpreneur</i> Magazine Subscriptions .....	10 Qty.
Membership Plaque .....	1

**CALL FOR RATES 412-424-0164 X125**



## ■ ONE STAR CORPORATE MEMBERSHIP

### VOB COMMUNITY OUTREACH

<i>Vetpreneur</i> Magazine Advertising .....	3 Full-Page Ads
<i>Vetpreneur</i> Magazine Corporate Member Listing.....	Yes
NaVOBA Web site Corporate Membership Listing.....	Listing
NaVOBA Corporate Member Logo.....	Full Use Of Logo

### INTERNAL CORPORATE EDUCATION

<i>Vetpreneur</i> Magazine Subscriptions .....	5 Qty.
Membership Plaque .....	1

**CALL FOR RATES 412-424-0164 X125**







We think **“Buy Veteran<sup>SM</sup>”** has a nice ring to it.  
The 150 million veterans and their supporters  
think it sounds good too.

### **Does your company “Buy Veteran”?**

To jumpstart the veteran-owned business portion  
of your **supplier diversity** program, become  
a NaVOBA Corporate Member today.

National Veteran-Owned Business Association  
429 Mill Street  
Coraopolis, PA 15108

412-424-0164 x115  
membership@navoba.com

[www.NaVOBA.com](http://www.NaVOBA.com)

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