



**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