



VETERAN ENTREPRENEURSHIP AFTER ACTION REPORT

Sessions: 2 Panels, and 1 Breakout for the 2021 Veteran Small Business Entrepreneurship Forum, Hosted by Fiserv and America's Warrior Partnership

Date/Time: August 19th 2021, 2:30PM – 5:30PM

Overview: The goal of this forum is to support **#veteranownedbusiness**. We connected veteran business owners/entrepreneurs, veteran corporate leaders, business resources and other industry leading nonprofit advocates together from across the U.S. to discuss problems, needs, and potential collaborative solutions to better empower veteran owned small businesses.

Target Audience: Veteran Small Business Owners and Entrepreneurs

Notes from Event:

Garrett Cathcart served as the Master of Ceremonies for the forum. He is the former Executive Director for Mission Roll Call and now serves on the board of Veterans for Political Innovation.

Jim Lorraine, Retired US Special Operations Command, Deputy Command Surgeon, Founder & CEO of America's Warrior Partnership, opening the forum with a message of optimism about collaboration and greetings for the guests.

Meg Hendricks, Head of Military Affairs for Fiserv and former Army Officer, welcomed the audience as well, and expressed thanks to the panelists, participants, military resource providers, and veteran entrepreneurs in attendance. She introduced Charlynda Scales, Air Force veteran and founder of Mutt's Sauce.

Charlynda spoke about the importance of bringing her team together, servant leadership, and transparency as she reflected on the trials and triumphs of starting her business. She also gave tribute to her grandfather, Charlie "Mutt" Ferrell, Jr., by whose military call sign the company is named.

Joshua Wilson, Marine Corps Veteran and Corporate Relationship Manager at America's Warrior Partnership moderated the first panel, "Empowering Veteran Entrepreneurs". They discussed the importance of networking through participation in fellowships, cohorts, external training, and peer support groups. They also discussed



the need for assessing demand, and as Blake Hogan from Bunker Labs noted, the importance “having customers”, as a key indicator that a business is on the right track. Organizations like Dog Tags have opportunities for business owners to process your ideas into action. The SBA has local offices all over the country who can serve as mentors and help you secure funding, and IVMF has programs as well to boost your business IQ. Your network is key and the people in the room with you are necessary to learn from. Nurture your network, and as Meg Hendricks notes, “Your network is your net worth”. Further, the panel noted that when your business experiences hardships and strategy gaps, don’t live in the past and don’t dwell on the failures. This panel agreed that it’s imperative to monitor and master your cash flow, burn rate, and be ready to pivot on how you might reach your customers as technology and communicative norms change.

Meg Hendricks, Former US Army Officer and Head of Military Affairs at Fiserv moderated a second panel discussing the lessons learned by some of the successful veteran business owners who graciously dedicate some of their time supporting new entrepreneurs when not growing their business. As an introductory note, they explained that it’s better to get started on your idea by putting as much of it in action as possible than it is to perpetually build infrastructure. It is extremely important to set fair expectations from family and friends, as their involvement may be more or less than what you initially anticipated. Further, take the time to continuously collect data and metrics to help make decisions as instinct has its limitations. There is never an absolute perfect time to start your business, so the commitment has to be to seeing it through. Further, to improve your business and yourself, it is imperative to be a constant learner. We encourage all of those who enjoyed their lessons and advice to sample our veterans products and services, and we have included links below to support them.

Thank you for attending the **2021 Veteran Entrepreneurship Forum** hosted by [America's Warrior Partnership](#) and [Fiserv](#). After attending this forum, we hope you were able to bring back knowledge, relationships, and skills to help your small business run more effectively, efficiently, and collaboratively. We hope that we addressed the needs and concerns in your business and identified barriers and triumphs.

If you enjoyed this event, America's Warrior Partnership will also be hosting the [2021 Warrior Community Integration Symposium](#) on October 25-27, 2021. Please visit our website for more information and to register for free.

Thank you to our speakers and participating organizations for making this event possible. Here is a list of resources from the **2021 Veteran Entrepreneurship Forum** :

[\(SBA\) Small Business Association & Veterans Business Outreach Center \(Preparation, Analysis, Counseling, and Mentorship\)](#)

[SBA search by zip code](#)



[SBA Lender Match](#)

[Boots to Business via TAP program](#)

[The Institute for Veterans and Military Families at Syracuse University \(Career Training, Entrepreneurship Support, and Community Services\)](#)

[ARSENAL Entrepreneurship by IVMF](#)

[VWISE Entrepreneurship for Women Veterans by IVMF](#)

[EBV Entrepreneurship for Disabled Veterans by IVMF](#)

[Dog Tag Fellowship Program \(Business Education, Veteran Networking, and Delicious Baked Goods\)](#)

[Certificate in Business Administration, Networking, and Training with Dog Tag, LLC, in partnership with Georgetown University](#)

[Dog Tag Bakery – carryout or delivery in Washington, D.C](#)

[Bunker Labs – \(Mentoring, Training, Networking, Community Outreach\)](#)

[Launch Lab Online – An interactive online site designed to help you turn your business concept into a marketable good or service](#)

[Veterans in Residence- \(6 Month Startup Incubator\)](#)

[CEO Circle – An annually selected cohort of 40 company CEO's who are selected based on their growth position and sector disruption potential and work together to discuss the strategy of the future](#)

[Corporate Veteran Initiative- Consulting for Military Affairs programs, Benefits for Veterans and Military Connected Employees, Community Integration with America's Warrior Partnership. Enrollment for Benefits](#)

[CLOVER HEALTH: All-in-One point of sale credit card processing for Small Businesses](#)

[NaVOBA \(National Veteran Owned Business Administration\)- Certify your business, Source from Top Companies, and Networking](#)

[The Rosie Network – Supports military veterans and spouses with training, mentorships, and chapter opportunities nationwide. 16 Week Virtual Cohort and Training](#)

[The Rosie Network - Locations Near You](#)



The Russell Innovation Center for Entrepreneurs – Executive Leadership, residing in the state of Georgia may become a RICE stakeholder to support the Black business community in Atlanta and create a sustainable and strategic business plan for your business

Mutt's Sauce – Order online

Ms. Jo's Petite Sweet's & Ms. Jo's
For Corporate Catering
To Gift some sweets

Semper Sanitize – Operating in the D.C Area

Applied Leadership Partners – Executive Coaching & Team Alignment Workshops

Objective Area Solutions – Aviation, Organization, and Infrastructure support and consulting

CONNECT

Our keynote speaker Charlynda Scales shared her information to any audience member who might like to connect with her at charlynda@muttssauce.com

Larry Prince, JR is the owner of Common Royal Properties in the Miami area, and you can reach him to get connected to homebuying opportunities or if you are interested in investing in his business.

For Georgia Residents and those interested in owning a home in Atlanta, Georgia:

Nyala Allen, Realtor®

Phone: 470-601-7107

Cell: 570-777-1377

Nyala@HighYieldRealty.com

Louis Stout is a US Army veteran investigating franchising. He can be reached at

Louisstout@gmail.com — 360-228-8835

www.AmericanVeteransChamber.org

Cristie Rimmel with the American Veterans Chamber is looking to support veteran business owners and collaborate with those who help veteran entrepreneurs. Please reach out to her at: 214.714.5344 — cristie@amvcc.org

Franchising Opportunities for Veterans

Mike Halsey is hiring veterans. He can be reached at mike.halsey@twimail.com — 360-207-0707



Amerivet Securities is hiring an executive assistant. If you want to know more, please contact Sidney Covington at scovington@amerivetsecurities.com.

For Indiana Residents, Salon Osborne shared the [Indiana Department of Veterans Affairs State Benefits page](#)

For California Residents, Bill Cunningham Orange County (CA) Veterans In Business Boot Camp — bill.c@BERTinc.org