

U.S. SMALL BUSINESS ADMINISTRATION

ADVISORY COMMITTEE ON VETERANS BUSINESS AFFAIRS

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9:20 a.m.

Eisenhower Conference Room
Small Business Administration Building
Washington, D.C.

Diversified Reporting Services, Inc.

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1 PROCEEDINGS

2 MS. LYNCH: All right, good morning everybody.
3 We're going to go ahead and get started. Good evening
4 for some, good morning for others, those joining
5 remotely or those over stressed. Good evening or good
6 morning.

7 All right. Well, as you know, Jeff is unable
8 to attend today's meeting, so you're stuck with me, the
9 timekeeper extraordinaire. So watch out, efficiency.

10 But welcome, welcome. Thank you for taking
11 time to attend. I'm going to kick it over to Bill
12 Elmore to get us started with his great words of wisdom
13 and introductory remarks.

14 MR. ELMORE: Well, the basic words of wisdom,
15 since we're starting slightly late, is I think most of
16 you know where the restrooms are and what the process
17 is for getting in and out of the door if you need to.
18 The door is open. If it gets closed, there's my pass.

19 Second, I will not be with you this afternoon.
20 Dick Snyder will come down. Dick is my deputy. But
21 I'm actually flying back to St. Louis this afternoon.
22 So I'm going home to negotiate with my wife, to make

1 sure that I can be here a little while longer.

2 Third, I don't have any earth shattering,
3 really important things to share with you. I think you
4 heard most of what we're working on a couple of months
5 ago. I will touch on that.

6 The next round of VYs is going to be in
7 Baltimore, towards the end of September. And for
8 Marylyn and I and anybody else who was at the first VYs
9 conference down in San Antonio, it was an -- and you as
10 well -- sorry, Courtney. Because Courtney was a
11 presenter. It was incredibly energizing, engaging. I
12 am not sure how else to describe it.

13 If you find yourself with time and you want to
14 sit in on a really profound event, and you want to come
15 up to Baltimore to sit in on that, I think that you
16 would be welcome.

17 With that I think I'll just -- oh, one other
18 thing I will mention. We passed around copies. This
19 is not to gig my friends at VA, but there was an IG
20 report that came out of the Department of Veteran's
21 Affairs Monday, which has gotten a lot of attention,
22 and I also attached a copy of the Department of

1 Veteran's Affairs press release about that as well.

2 I passed it around because it's really timely.

3 It's timely in the context of the VA's national
4 conference in New Orleans next month and it's timely in
5 the context of how difficult it is, that there seems to
6 be only one or two ways to deal with federal
7 procurement, and that is a self-certified system that
8 is subject to fraud and abuse, that every federal
9 procurement is subject to that same fraud and abuse,
10 and everyone who has been investigated and found to
11 have it -- or to have what many would describe as a
12 pretty onerous system that the VA has put in place,
13 because Congress told them to, that is still subject to
14 enormous fraud and abuse, but also subjects veteran and
15 disabled veterans, small business owners, to a level of
16 intrusive scrutiny that a lot of veterans really don't
17 like.

18 So I'm not asking you to have a big discussion
19 about that. If you choose to that's up to you. But I
20 wanted you to see sort of the latest from the VA side
21 of the house, on what the VAIG has in fact discovered
22 and figured out. It just reinforces that there is no

1 simple way to deal with insuring that the small
2 businesses who secure government contracts are in fact
3 small businesses owned by the people who represent
4 themselves as the owner.

5 It's just a really tough conundrum that
6 Congress gives us authority to implement, but typically
7 doesn't give us the resources to implement or do
8 properly.

9 Yes, Terry.

10 MR. SCHOW: Bill and Madam Chair, I wonder in
11 light of that if it might be appropriate to invite the
12 VA people who are in charge of the Vet Biz thing over
13 there and have them come to our next meeting, let us
14 hear from them.

15 MR. ELMORE: I've -- you know, if that's what
16 you would like to have done, I'm okay with that. I'm
17 sure that when you read through the report, and it's a
18 pretty comprehensive report, you'll see there's a lot
19 of steps they're taking. I'm sure this will be a big
20 subject of discussion down in New Orleans at the
21 national conference.

22 There's a hearing up on the Hill this morning

1 at House Veterans' Affairs that includes, if not
2 focuses, specifically on this. So I'm sure that by the
3 time the next meeting happens they will be a lot
4 further down the road on whatever steps they're taking
5 to deal with this.

6 MR. RENTERIA: You know, I have to echo Bill,
7 Terry, because I hear a lot of complaints too. And I
8 was talking -- he hasn't reviewed it yet, but I've done
9 mine twice. It's a lot of information. And the
10 problem with it -- because it resembles the 8A program
11 if you will. The real thing I think they're trying to
12 narrow down is affiliation, because that's where fraud
13 comes in. You know, if you're affiliated with big
14 business your records ought to clearly say you are.
15 Because if you are that's where, you know, the backing
16 comes from. They're not backing you because they like
17 you. They're backing you because they want a piece of
18 that pie.

19 MS. LYNCH: I agree. I made a note here, too,
20 that we'll discuss in our working session, as we plan
21 our agenda for October, if that's definitely someone we
22 want to have come in. It looks like that's where we

1 want to go.

2 MS. HARRIS: I want to -- for the record I
3 want to agree to that too. I think that would be good.

4 MS. LYNCH: Okay, great. And then we'll just
5 frame our request, what context we would like them to
6 speak in, when we send the invitation.

7 MR. WHITE: Just one quick question or maybe
8 two. One, I want to --

9 MS. LYNCH: Just one is enough.

10 MR. WHITE: -- I want you to stick around,
11 Bill.

12 Then two, when the -- they expect, what, 3,000
13 veterans to attend that?

14 MR. ELMORE: Yes, I would assume somewhere in
15 that range.

16 MR. WHITE: And it's -- you know, what is
17 that, half of 1 percent of the veteran business owners?

18 MR. ELMORE: It's targeting procurement,
19 procurement, procurement, and it's representative of
20 how many people are showing up to that.

21 Has anybody considered doing a national
22 veterans' business conference where procurement was a

1 session and not the whole thing? I mean, how
2 people -- some of us I guess here might do government
3 stuff, but the majority of veterans don't and
4 shouldn't.

5 MR. ELMORE: I will give you my biased opinion
6 on that, Steve.

7 Prior to this year SBA was generally excluded
8 from participating robustly in that conference
9 because -- I think partially because we continued to
10 advocate that veteran entrepreneurship is not the same
11 as disabled veteran procurement in the federal sector.
12 But all the sort of political rhetoric and the heat in
13 this town is always around procurement.

14 So I agree with you personally that I think
15 when we focus too much on procurement we exclude
16 arguably 97 percent of our community. That to me
17 doesn't make sense.

18 This year SBA is involved a lot more than it
19 has been previously, and we actually tried to push into
20 the agenda more functional resource, and delivery, and
21 discussion about entrepreneurial resources, not just
22 procurement. But you're right. That's what is going

1 to draw probably 90 percent of the people to New
2 Orleans, is the role that someone plays, real or not,
3 in the whole federal procurement system, specifically
4 for service disabled veterans.

5 It's really the crux of the argument we had
6 back, Steve, when you and I were involved in helping to
7 craft what became the public law. You know, I
8 sometimes sort of wish that procurement had not been in
9 the law at all because I think it has taken the broader
10 community of veteran entrepreneurs off of the target of
11 what we try to do in this town and has put procurement
12 front and center, which based on VA, based on every
13 report we've ever had issued on us, it's always fraught
14 with problems for exactly to a great degree the point
15 that Albert made, and that is that the affiliation
16 between big businesses and small businesses, the
17 ability to secure government contracts, tends to taint
18 this whole arena.

19 Now if later in the day you want to have a
20 discussion about what I believe the original intent
21 behind government procurement was based on the Small
22 Business Act compared to what it is now based on, what

1 has essentially been the 8A application of the entire
2 federal procurement system, I think that discussion is
3 worthy to have.

4 You know, I'm not able to change that mind
5 set. That's going to take a lot more than me. Sorry
6 for rambling but --

7 MR. WHITE: The second question I have,
8 actually it was the first one --

9 MR. ELMORE: Oh, am I -- how much longer for
10 me? I'm leaving this afternoon to fly to St. Louis.

11 MR. WHITE: Are you coming back?

12 MR. ELMORE: My wife and I are going to engage
13 in discussion for a while, and I'm driving her back to
14 D.C. next week. So I expect that drive is going to
15 help determine how much longer I'm going to be here.

16 MR. WHITE: That could be a long drive.

17 MR. ELMORE: Yes, it could be. So I am
18 preparing. I have had -- and I won't get into detail,
19 I've had what I would call preliminary discussion with
20 people in the Administration about what role, if any, I
21 would play going forward if I do retire, but certainly
22 nothing concrete, nothing affirmed, and nothing

1 settled. That doesn't mean I'm trying to hold myself
2 up as anything.

3 You know, bluntly I'm tired of working in D.C.
4 You know, eleven years of this is about eight years
5 more than I wanted.

6 The tenor of the kind of discussions or lack
7 of discussions we seem to have from a policy
8 perspective, especially when it engages Congress, I
9 just don't think I've got the patience to hold my
10 tongue. So I'm going to get out of here while I've
11 still got my integrity intact, and that's not -- that's
12 not anything cast at the agency. It's really more cast
13 at the process we find ourselves in the middle of
14 politically.

15 So I don't have a good answer for you. That's
16 my long winded -- I'm being abused.

17 MR. WHITE: You have been here too long. You
18 sound like a politician.

19 MR. ELMORE: Yes. I know how to do my job and
20 not talk about it in a way to get caught doing it, but
21 I think that's what I'm running out of patience for.
22 I'm a little -- I tend to be too blunt, and being

1 forthcoming in this town when decisions are being made
2 for reasons other than rational thought and discussion
3 is the point I'm at.

4 MR. WHITE: Do you think you're going to be
5 here for the next meeting, how about that?

6 MR. ELMORE: I think there's probably a good
7 chance that's the case. My tentative date is somewhere
8 in September.

9 MR. WHITE: Thank you.

10 MR. ELMORE: Now a little more personal
11 information. My anniversary is in September and my
12 wife's birthday is in September. I've already been
13 warned that my retirement date will not mirror those
14 dates. We'll just leave it at that.

15 I anticipate becoming a SCORE volunteer when I
16 retire. That's one good thing I expect I'll do.
17 Because I intend to continue to share whatever I know,
18 whatever value it is, to our community.

19 So with that --

20 MS. LYNCH: On that note let's head into what
21 you have to say about the board. Thanks for joining us
22 today. We really appreciate.

1 MR. ELMORE: And thank you, Devin.

2 MR. JOPP: Sure thing. I'm already
3 recruiting.

4 MS. LYNCH: We like your selection.

5 MR. JOPP: Thank you.

6 You know, I think the last time I came and had
7 the opportunity to present with you all it was really
8 bringing you up to speed about, you know, what does
9 SCORE look like today. So I won't go over all of that
10 material again, but just to say that since we've
11 spoken, you know, a lot has transpired even again.

12 And so I'm going to particularly focus in on a
13 new program that we joined up with the White House,
14 with Bill's group, the Veteran Business Outreach
15 Centers, called Veterans Fast Launch. It was part of
16 the White House joining forces initiative that the
17 First Lady has been spearheading.

18 But before I go into that, I just kind of want
19 to talk about some other things that are going on at
20 SCORE that I think might be very valuable to the
21 veterans and the community.

22 You know, as we had started growing our

1 program I'm pleased to tell you that as of October
2 we're going to be introducing a new volunteer
3 certification program that will be required for all new
4 volunteers. This is a really big move for us. We have
5 spent two years studying successful business outcomes
6 with Gallup, with our -- looking at what makes
7 successful engagements. We've built that into our new
8 volunteer process certification program.

9 And so I think it's going to be a great
10 opportunity for us to help if you will sharpen the
11 spear of SCORE and the ability of our folks that may
12 have been great executives or business owners to
13 actually know what it means to actually mentor when
14 they come in. It's not to say that they're not great
15 mentors when they come in, but this is really kind of
16 that next level.

17 So that's one big area that we are launching.
18 We also this past spring launched our new website. If
19 you go to score.org, if you go to any chapter website,
20 we actually are now using one common looking field.
21 This is the whole concept around trying to get more
22 consistent about our branding and our client

1 experience. Particularly for folks that come in any
2 door, it looks the same now. That's kind of a great
3 opportunity to drive people into workshops, into our
4 mentoring program, far easier than it has been
5 historically.

6 So we've been working on access at the same
7 time we've been working on the training side.

8 We also have a new program that came out that
9 I think I mentioned last time, but it is up. In fact
10 Steve and I were just talking about this. It's called
11 ebusinessnow.org. This is a really neat program that
12 was a genesis with the FCC, the Small Business
13 Administration. And they asked SCORE to lead a
14 public/private partnership with leading technology
15 firms, like Cisco, Microsoft and others.

16 That has progressed since the last time we
17 talked to where that website now has a number of very
18 simple how to guides and videos, all aimed at helping
19 small business owners actually use technology. It
20 doesn't start it from the technology side, it starts it
21 from I need clients, you know. I need to increase my
22 sales. I have cash flow problems. It takes it from a

1 very common sense approach and backs into the
2 technology that's going to support it.

3 So some really great stuff out there that I
4 think veterans will also benefit from using now.

5 So the other thing I just wanted to do was to
6 pass thanks. You know, Steve recently got us connected
7 with the Robin Hood Foundation in New York. We're
8 going to be helping out veterans locally. The Robin
9 Hood Foundation is actually supporting our efforts.
10 And, thank you, Steve, for your connection there.

11 MR. WHITE: You're welcome.

12 MR. JOPP: You know, it was one of those
13 things where I found out about it and Steve goes, "By
14 the way, my fingerprints were at the bottom of that."

15 I said, "I should have known, I should have
16 known."

17 And then I also just want to thank Bill
18 Elmore. You know, when we started getting into
19 the -- getting more serious about the veteran space,
20 and not that we haven't been, but getting more so with
21 this new initiative, Bill spent almost a half day
22 schooling me on the ins and outs of the veteran

1 community. I have to tell you, what I didn't know was
2 frightfully scary and probably what I still don't know,
3 Bill. But as a SCORE volunteer I can tap you anytime,
4 so it's great.

5 So with that being said, this new initiative
6 came up. And we got a phone call from the White House
7 that asked, "Hey, what are you all doing around
8 veterans?" You know, you always get those questions,
9 right.

10 You say, "Well, funny. You've been here for
11 years but, you know, what else can we do in support of
12 the joining forces initiative?" The whole concept of
13 joining forces was helping veterans and their family
14 members, as you all know, with -- around different
15 aspects of healthcare and education.

16 And what they realized was a gap in their
17 program, was that they had nothing aimed at small
18 business. And so we actually were the only program
19 really geared towards helping small businesses with
20 veterans and their family members.

21 So that was really kind of the niche that we
22 began filling out with this new program called the Vets

1 Fast Launch. So we went back out to our private
2 partners and asked them how could you all support this,
3 not financially, but what kind of, you know, discounts,
4 programs, services that you have that we can give to
5 the veteran community? At the same time we would like
6 to take our simple steps to start a business program,
7 which is a series of workshops with mentoring, and make
8 that for free to veterans and their family members. It
9 would be almost like a paid scholarship. It's only
10 about \$125.

11 So the Wal-Mart Foundation stepped forward to
12 support that effort. And so we put together this
13 program, and the next thing you know it ended up as
14 part of that joining forces effort.

15 So we were proud to be at the launch event. I
16 think Kevin was right behind Obama. You could feel he
17 was on a -- there was electricity coming off of him for
18 about a week.

19 But it was really great just to be a part of
20 that and knowing that that's just the beginning of what
21 we need to do. You know, we've committed to try to
22 help over 16,000 veterans and their family members

1 through this program. I want to blow that out. I
2 don't think that's nearly enough to what we can do.

3 So we're really trying to get serious about
4 partnerships and building awareness. I told Steve
5 earlier, you know, it's the first time that SCORE has
6 ever hired a program manager specifically to focus on
7 one segment of our business. So we have hired a
8 gentleman named Michael Townsend. Michael is now our
9 permanent, or at least as long as our funds hold up,
10 you know, our permanent veteran coordinator. His goal
11 was to drive this program, just spread awareness, to
12 drive partnerships.

13 Michael comes to us as a former SCORE client,
14 a SCORE entrepreneur and a veteran. So he speaks the
15 language. He's done a lot of training at Walter Reed
16 and military bases. I think he'll be a great asset.
17 So before you leave I've got to get the two of you
18 together.

19 So that's kind of the basics of kind of how
20 the program came into beginning. What it specifically
21 is is again scholarships. It's free programs and
22 services offered by the technology and service firms.

1 It's a series of tools and templates that we're gearing
2 towards the veteran community.

3 You know, Ken has to hold me back sometimes.
4 I get a little too excited about it. But I think what
5 this can be is really to grow into a full, robust
6 website for veterans wanting to start a business. You
7 know, the tools and templates and melding that with our
8 mentoring and workshop programs I think are really a
9 natural fit.

10 I continue to think that SCORE has a real role
11 in being able to help support the efforts and the
12 discussions of self-employment as an alternative to
13 employment. We've talked a lot about that. I think
14 that's the avenue that really we're trying to go
15 towards.

16 You know, so one of the things, if we're going
17 to be tapping you all and we would like to ask you for
18 help, is obviously meeting with different organizations
19 and spreading the word out about how we can help and
20 how we're available. You know, it's one of those
21 things where we're successful when we can -- when
22 there's awareness. We hate it when people say, "Gee,

1 we never knew SCORE existed," you know. That is
2 something that we're really working hard to try to
3 defeat.

4 The program itself launched in April. We've
5 been doing a preregistration process. As of August
6 1st -- actually the scholarships and everything are
7 actually going to be available on line. The veteran
8 actually goes and registers on the website. They get a
9 coupon that they take to their local SCORE chapter, and
10 they have immediate access to all of those services.

11 I do want to stress again it's also for family
12 members. So IT can't be your great uncle served in the
13 Civil War but, you know, immediate family members
14 obviously.

15 The other thing that we're really going to be
16 working on now, between now and the fall, is collateral
17 material for our chapters. What we have found was we
18 have some chapters that already do extraordinary stuff
19 in the veteran community, some that don't, and some
20 that fall in the middle. What we want to do is create
21 a series of materials, you know, in terms of how do you
22 work with your local TAP Units, you know. Who are the

1 different organizations that you need to really work
2 with?

3 We have really tried to teach our chapters to
4 become much more savvy around what we call shoe leather
5 marketing, you know. You have your talent and your
6 experience and that's great, but if nobody knows you
7 exist then it doesn't help the community.

8 So this all going to be tied into that, around
9 teaching our folks how to reach out to the military
10 community and really start to engage them rather than
11 waiting for the military community to engage us. I
12 think that's going to be a really important part of our
13 ability to make this program successful.

14 We also are going to be leading a pretty large
15 recruiting campaign this upcoming year, and one of the
16 areas that we're actually going to specially focus on
17 is trying to bring veterans in also as SCORE
18 volunteers. We have about 26 percent right now
19 that -- at SCORE that are veterans, that are in SCORE
20 today. I think there is a lot more opportunity for us
21 to grow that number.

22 We natively grow about a thousand volunteers a

1 year. Since our new website, in two months we got an
2 extra 400 applicants to be SCORE volunteers. So I
3 think we've got a huge opportunity to really
4 significantly grow the volunteer core. At the moment
5 we're at 13,700 and growing.

6 So I think when I started six years ago we
7 were at 10,500. So the numbers continue to pile up.

8 We also this year are going to be launching a
9 lot more activity into the E space or the on line
10 space. We're going to be introducing in the spring
11 chat and Skype mentoring, and we also are working on
12 believe it or not a mobile mentoring app that you can
13 use and actually, you know, engage on line through your
14 smart phone with a SCORE mentor, sign up for workshops.

15 So, you know, mobile is on the rise and we
16 want to make sure that that's there. And obviously
17 this will all be tied into the veterans program and
18 easily accessed from one source point.

19 The other thing that we're doing internally,
20 as you all know we're structured with chapter chairs
21 and district directors. So we're trying to build
22 program awareness in our volunteer leadership structure

1 because, you know, our -- if you go to every chapter,
2 depending on the leader, right, depends on what gets
3 focused.

4 So we're really trying to make sure that we
5 hit this program hard. You know, I was out in
6 Minneapolis recently and I started talking about the E
7 Business Now program. They're all looking at me
8 strangely. And I said, "You haven't heard about this,
9 have you?"

10 And everybody shakes their head no. That's
11 after hundreds and hundreds of e-mails and phone calls.
12 It's just tough in a large organization to get, you
13 know, the message down. But we're going to start with
14 our district directors and chairs to make sure that
15 they are talking about this regularly at their chapter
16 meetings and really try to make a sustained effort to
17 keep this at the top of our conversation.

18 So that's kind of where we are at the moment
19 with the launch of the new program. It's still new. I
20 think we've got the basic infrastructure now in place.
21 Now we've got to go deliver. We are going to be
22 tracking outcomes of veterans particularly. We're

1 going to be building this into our Gallup economic
2 impact study with the idea that we can actually trend
3 and track the outcomes of the folks that come through
4 this program, and I think that's really important.

5 You know, it's one thing to say that we're
6 going to mentor and it's another thing for us to
7 actually show that our -- that folks are benefitting
8 from the program.

9 Yes, sir?

10 MR. RENTERIA: Yes, I've got a question here,
11 two things. One, when you say scholarship, I heard you
12 say coupon, so is that scholarship -- is it a coupon
13 for workshops that you would buy?

14 MR. JOPP: Yes.

15 MR. RENTERIA: So every veteran by right of
16 applying will get that or do you have --

17 MR. JOPP: Yes.

18 MR. RENTERIA: -- a percentage that you can
19 afford to give to?

20 MR. JOPP: We don't have -- we're not capping
21 it right now, and so we're going to keep handing them
22 out. And, you know, like I said, a million dollar

1 budget so --

2 MR. RENTERIA: So it's nationally, so
3 everybody that's a veteran owner can go there --

4 MR. JOPP: Yes.

5 MR. RENTERIA: -- and obtain -- because some
6 of your workshops cost \$20 or whatever.

7 MR. JOPP: Yes.

8 MR. RENTERIA: So if we get this word out and
9 saturate you -- because a million dollars can go real
10 quick, you're proposing to do that now or --

11 MR. JOPP: Yes.

12 MR. RENTERIA: Okay.

13 MR. JOPP: And by the way, the series is \$125,
14 it's for five classes, and so they'll get it for free.

15 MR. RENTERIA: So the scholarship is limited
16 to those five classes only, one time?

17 MR. JOPP: Yes.

18 MR. RENTERIA: A one off lifetime opportunity.

19 The second thing, I was at the Ninth District
20 in Santa Ana and Hilda was assigned one of the
21 underserved communities. I forgot the name of the
22 program, part of the SBA. Her first step as one of the

1 two key members, just like us but SDOB, reached out to
2 the community to talk about defining underserved.

3 What that prompts me to say this, is SCORE
4 capable of taking wherever we come from and say invite
5 us to do something similar? Because this is a voice of
6 many SDOBs. Does what -- what you just said
7 is -- we're all volunteers in here and we speak on
8 behalf of some constituency out there and all SDOBs. I
9 think if you can incorporate that -- and I think Cheryl
10 passed out this list of where we're all located. So you
11 can take that list of ours, and I certainly will
12 volunteer to sit there and talk about what we're
13 talking about here, to recognize -- a lot of our
14 veteran owners just don't have a clue.

15 As a matter of fact I met with Patricia Sands.
16 She lost her husband 22 years ago at 100 percent. She
17 has a good product but didn't realize that she could
18 transfer that 100 percent SOB to her. She'll be here
19 this afternoon to talk about that. I don't know if
20 you'll be here, but there's a lot of programs we're
21 just not tapping into.

22 The spouse qualifies based on the rating, in

1 this case 100 percent, to inherit all of that. And she
2 has a fabulous product and hopefully, I mean, she works
3 her AW2. So I'm going to talk to her colonel tomorrow
4 because there's all these federal agencies that are
5 talking about TAP, transitioning. We're not passing
6 this information on to them to say here's how you fit
7 it all together.

8 So if we can -- if we can be part of your
9 process --

10 MR. JOPP: Great.

11 MR. RENTERIA: -- you have 15 members here
12 based on their district that could influence that, and
13 then you've got 15 Bill Elmores.

14 MR. JOPP: That's great. That's great. I
15 will take you up on that. That was a very --

16 MS. HARRIS: I want to tailgate on what Albert
17 said. My name is Marylyn Harris, and I live in
18 Houston, and our major county, Harris County, we have
19 over 185,000 veterans, and specifically in Harris
20 County 17,000 women veterans. I have a picture from
21 V1, it's the event, Veteran Women Igniting the Spirit
22 of Entrepreneurship, so you can put a picture on the

1 veterans, the women veterans specifically that are out
2 here in the communities across this country.

3 My concern is a lot of these women veterans
4 have not been utilizing SCORE services. I think that
5 there has to be some image changing also. because I
6 know my office is in a building with the SCORE office
7 and I know those gentlemen. You know, I've worked with
8 them closely over the years. But a lot of the veterans
9 have had experiences and will have experiences, and
10 SCORE has to be more friendly from image -- from
11 Washington across the country for these people, not
12 only the women but the men too, to come in the offices
13 and take advantage of these kind of programs.

14 MR. JOPP: Yes.

15 MS. HARRIS: So I wanted to put that on
16 record.

17 MR. JOPP: And, you know, it's a good point
18 and it's one of the things that I think I've talked a
19 little bit last time I was here, which is, you know,
20 changing a 45 year old organization is tough business
21 and it's -- you know, I've got the scars to show for
22 it. But our -- we're making progress.

1 You know, about 50 percent of our clients are
2 actually women today, but our volunteer base is not
3 representative of that. And so we've been working on
4 that. But our new volunteer corps that's coming in is
5 much more diverse. That's where the battle gets won,
6 is how do we make sure that the folks that are going
7 aren't just -- in essence don't -- you know, if you ask
8 an old white man to go recruit somebody they're going
9 to go typically and do the phonebook exercise, right?
10 Well, I know my golf buddies, I know --

11 What we're trying to do now is partner much
12 more around going back to our client base, which is
13 much more diverse, and also going out to other anchor
14 organizations, partnering with churches and other
15 organizations to try to find people that have -- you
16 know, that are more diverse, that are more -- even
17 diverse from a skill perspective. Because we also face
18 that even with technology issues. So, you know, one is
19 obviously looking like and the other is actually being
20 relevant.

21 MS. HARRIS: I think you're on the right track
22 with bringing more veterans in. If you're going to

1 have a program, veterans talk best to veterans. So I
2 think you're on the right track with that, bringing in
3 more veteran SCORE volunteers --

4 MR. JOPP: Yes, I think you're --

5 MS. HARRIS: -- women and men.

6 MR. JOPP: Yes, clearly.

7 MR. ELMORE: One of the points that I talked
8 about when we sat down to discuss this earlier is, and
9 most of you who know me well know I feel this way, I
10 think the largest untapped community of support for
11 veteran entrepreneurship is the already successful
12 veterans.

13 And SCORE has always been there. And the
14 membership of SCORE has been mostly old white guys, but
15 that's changed fairly significantly and it's going to
16 continue to change. I'm really hopeful that the effort
17 that they're undertaking and that the visibility that's
18 happening around that with White House support and so
19 on -- and part of the places they have to go to get
20 this done, is going to bring our community of veterans
21 into SCORE.

22 So I'm encouraged to hear you talk about a

1 recruiting effort, because I think the contemporary
2 base of knowledge that this community embodies -- you
3 know, we talk a lot about this at this advisory
4 committee. There's an ethos about this community of
5 veterans as entrepreneurs that isn't always so mirrored
6 in the rest of the small business community. It goes
7 back to that common military service, and how to sort
8 of bring that into SCORE in a contemporary way is a
9 challenge, and I think an opportunity.

10 So I thank you, Al, for offering. I think the
11 more that you all can help SCORE understand how to
12 engage us, and how to get us to engage them, and to not
13 just learn from them but also begin to offer what we
14 know -- I mean, I would hope Marylyn at some point if
15 you're not yet you'll become a SCORE volunteer.

16 MS. HARRIS: I volunteer already.

17 MR. ELMORE: Amongst the 112 things you do,
18 you know. He already asked me to be a volunteer.

19 MR. RENTERIA: And that's my direction because
20 we're going to enlist the SCORE volunteers to volunteer
21 for our effort, because it's got to be bi-directional.
22 Are you going to be here after today, or after this

1 time, or do you have to take off?

2 MR. JOPP: I've got to take off this morning
3 but, you know, I'll leave my contact information.

4 MR. RENTERIA: Yes. The reason I ask that is
5 because August 17th of next year this committee is 12
6 years old, okay. In 2010 there was a 23 percent
7 report, of which we own 3 percent, was missed by 1.1,
8 which suggests every point is \$6 million. So for 12
9 years veterans had an \$18 million a year business
10 opportunity, which totals up to \$216 billion. On
11 average I think it's half a point that we've achieved,
12 and that's only 36 billion. So we've lost \$100 billion
13 of business opportunities.

14 I share that with you because, mainly because
15 that's the incentive for your volunteers. When you
16 really talk about the real numbers, and that is
17 everybody in this room let go \$100 million, or to share
18 with our brothers and sisters that have served, because
19 that's the bottom line of the day equationally, is how
20 much money did we not go get.

21 We've had progressively -- I don't know what
22 the point is today, but it's a little over a point or

1 two, correct?

2 MR. ELMORE: For FY '10 it was 2.5.

3 MR. RENTERIA: Yes, okay. So it's
4 progressive. But half a point is still a lot of money.

5 MR. JOPP: It's big money.

6 MR. ELMORE: The other point of that is, and
7 it goes back now to the integrity of what we report to
8 the different agencies, but the VA as it reports
9 itself -- and I'll just give you a snippet of the VA
10 report.

11 The VAIG is estimating that somewhere between
12 1/7 and 4/7 of all the government contracting that VA
13 has done with disabled veterans and veterans may have
14 been to fraudulent or ineligible organizations.

15 So the whole area of federal procurement, and
16 we kind of touched on that earlier, tends to -- we tend
17 as policy to end up pushing into this federal
18 procurement but we don't deal with the much broader
19 arena of veteran entrepreneurship. So I -- while I
20 agree with you, I think there's a role for SCORE there,
21 I would argue against SCORE becoming the primary go to
22 around federal procurement expertise simply because I

1 think it's almost unwinnable, an untenable process the
2 way it is structured and the various laws that we have
3 from Congress. I don't see Congress fixing it.

4 MR. RENTERIA: You bring up a very valid point
5 because --

6 MR. ELMORE: How do we build exactly? How do
7 we build our community of entrepreneurs out, which we
8 build anyway without help from any of the systems like
9 SCORE? And SCORE I think is a great model because you
10 are low dollar and high volunteer, which this community
11 embodies volunteer. So how do we -- how do we bring us
12 to SCORE and bring to SCORE to us is really the trick?

13 MR. RENTERIA: Well, Bill, you bring a valid
14 message because there's a flushing process right now.
15 When you flush the drain there's a lot of space left,
16 and we're certainly prime right now to get the
17 legitimate veteran business owners to fill that gap.
18 You know, it's about to surface.

19 MR. ELMORE: It's about to open up.

20 MR. RENTERIA: That's right. And I think this
21 is timely, because again that's how you inspire the
22 process. What are the chances of me getting it? Well,

1 if we let the illegitimate continue to beat us there's
2 a very low chance. But since the system has cleaned
3 that up, if you're not in there now creating your past
4 performance and your presentation and your pricing, you
5 know, it may be two years, three years before you
6 achieve that first contract. But you're going to have
7 that door open, wide open.

8 MR. JOPP: This is key.

9 MR. ELMORE: And indirectly what SCORE does I
10 think is you open another avenue, and perhaps a really
11 important and potentially a very big avenue, for how
12 our community begins to take ownership of our own
13 future. Because it is SCORE and it is voluntary, you
14 know, I -- a little side bar.

15 Last week I went upstairs to our legislative
16 library and I went and looked at the 1971, 1972, and
17 1973 annual reports for the agency. In those reports
18 there was lots of discussion about SCORE. There wasn't
19 a word in there about SBDCs because they didn't exist.

20 There's a heritage and a legacy as well that
21 you guys and gals bring into this arena of small
22 business ownership in America that most government

1 funded programs don't. And I think it embodies our
2 community more than most of the others, which have a
3 sort of come here and we'll help you. Yours is let's
4 engage and see how we can help you, and from that maybe
5 you'll engage and offer your help to somebody that
6 comes after you. That's the model I really like.

7 MR. JOPP: It's interesting watching all this
8 unfold for the past couple of years with the economics.
9 And, you know, our folks are so proud to serve because
10 it's the one thing you can do, that you can literally
11 go out and do in your community that economically makes
12 a difference. Right?

13 I mean, you can go to other organizations and
14 help with different, various aspects of the community,
15 but it's the one thing that you can economically do to
16 help be a part of the solution. And they really do
17 get, see that as their role. So this is really a
18 logical extension, talking about the veterans coming
19 back and the needs of the veteran community. It's an
20 easy sell. I mean, that's what gets my folks excited
21 about -- the reasons why they give.

22 MR. WHITE: A couple of things. One is I know

1 that you're redoing the website. You used to have a
2 pretty good section on veterans. But when is the
3 veterans website section going to be up and robust
4 again?

5 MR. JOPP: Well, we're adding -- we're
6 actually -- by this fall, probably by September, we'll
7 have it up.

8 MR. WHITE: Okay.

9 MR. JOPP: But actually we have this new
10 vetsfastlaunch.org website, which is actually a veteran
11 specific website.

12 MR. WHITE: It doesn't link to it right now.
13 If you go to your site and you click on veterans --

14 MR. JOPP: Yes.

15 MR. WHITE: -- after all the publicity goes
16 out, and people go to look at it, and they go, well,
17 there's nothing here.

18 MR. JOPP: Yes. We're going to build all the
19 linkages in September.

20 MR. WHITE: Yes.

21 MR. JOPP: Because we have a lot of content on
22 the SCORE site that need to link.

1 MR. WHITE: Sure.

2 MR. ELMORE: What's the name of that website
3 again?

4 MR. JOPP: It's vets, plural, fastlaunch.org.

5 MR. WHITE: The other thing is that, you know,
6 the fact that you got 13,000 volunteers is amazing.
7 But we've got at least 3-1/2 million veteran business
8 owners, existing business owners out there now, and
9 it's -- how do we get the word out to them to identify
10 themselves to somebody so that they become part of the
11 talent pool, become -- that should be our mentor
12 base --

13 MR. JOPP: Totally.

14 MR. WHITE: -- for any program that's doing
15 that. We've talked about how you identify veteran
16 business owners for 20 years, and they didn't like my
17 idea of saying all you have to do is have the IRS say
18 if you've ever served click here and take 50 bucks off
19 your tab. Then we would know right away, one shot.
20 Right?

21 But that's not going to happen. So it's going
22 to be voluntary, and who's going to raise their hand?

1 Because nobody walks around with a V on their head in
2 business. So you've got to identify yourself.

3 So if we can somehow take advantage of SCORE,
4 the new veteran's program, the Veteran Fast Launch,
5 it's also the place where employment issues can get
6 solved. We've got less jobs now than there were. So
7 where are the jobs going to come from for veterans
8 coming back? I think it's going to come from the
9 veteran business community.

10 MR. JOPP: Agreed. Are there are
11 organizations that represent the veteran business
12 owners or is it just kind of --

13 MR. WHITE: It's all -- there's no one.

14 MR. ELMORE: There's no one entity, there's no
15 one organization. It's a private decision for a
16 veteran to disclose that they're a military veteran.
17 There's probably a half a dozen membership
18 organizations that claim to represent veteran
19 businesses at this point. They're really sort of niche
20 trade associations from my perspective, generally with
21 maybe a few hundred or a few thousand people signed up.
22 But they don't carry the voice of this community.

1 You know, one of the things, and Terry I'll
2 throw this to you because I expect you and I have
3 probably touched on it, because I've downloaded on him
4 for four hours and I know you walked out with a big
5 bucket of stuff. Terry is the state director of
6 veterans affairs from the State of Utah, and obviously
7 part of the national community of state directors

8 As John Garcia used to say when he was on this
9 committee, every state has significant and ongoing
10 outreach into their state veteran's affairs. They may
11 be one of the best vehicles to begin to reach, and
12 identify, and engage with the vets that are either
13 wanting to start a business or are already, like many
14 of these members business owners who are interested in
15 giving something.

16 So, Terry, I'm kind of throwing that to you,
17 brother.

18 MR. SCHOW: Well, that's a valid point. As an
19 example, we publish a newspaper that's distributed four
20 times a year. That newspaper is available on our
21 website. We have service officers that travel around
22 the state, north, south, east and west. They help

1 veterans and their families file claims for benefits.
2 We link with the workforce folks, you know, the vet
3 reps through LPRs. It is a logical extension to help
4 get the word on that.

5 We do informational benefit fairs. We do
6 employment fairs. We do -- in conjunction with the
7 PTAC in Utah we do an event each November for veterans
8 that want to start or grow their own business and those
9 kind of things.

10 So the states are a logical way to go. I
11 mean, I view the partnership, that the federal VA
12 offers the healthcare, and us and the VSOs push the
13 veterans to get enrolled. And the VA obviously does
14 help with home loans, all those other kind of things,
15 and we help the veterans and their families apply for
16 those benefits.

17 The same thing is true with the business side
18 of it. In many states I think a logical partnership is
19 with the economic development offices, because I've
20 told our Governor's office the same thing. You know,
21 veterans starting up businesses -- and we just got
22 funding to build a couple more nursing homes. That's

1 \$36 million. Those create jobs. I emphasized trying
2 to hire veterans for those and their families, and so
3 those kind of things.

4 So I think that is a very logical approach.
5 And I know we invited Bill to come to talk to the state
6 directors, because I just think that's a great
7 outreach.

8 MR. ELMORE: You might want to grab him before
9 you leave and let him help you get around if you're not
10 in that circle yet.

11 MS. HARRIS: If you were out visiting Houston
12 and talking about starting a business, if you go to the
13 VA they're going to send you across the campus to
14 what's called the regional office. That's where all
15 the veteran service organizations are.

16 So if you go there and you talk to someone and
17 say, "Well, I'm interested in starting a business. I'm
18 not here for a client, I'm not here to get an
19 eligibility statement to purchase a home and get VA
20 funded," what they do is send you back out into the
21 lobby. And at the counter, where the receptionist is,
22 there's a pile of papers, and it's a business card,

1 copy, of our SBA veteran's rep. That's the extent of
2 your instructions.

3 MR. JOPP: That's actually a lot more -- I'm
4 still disappointed.

5 MR. SCHOW: Well, that's better than some
6 areas. There's a lot of folks that go ahead and say I
7 want to start a business, and they say what? They
8 might push them over to the state veterans, to us,
9 because most of them do have a body located at the ROs.
10 Most of you are the ROs is family liaison, Purple
11 Heart, and state veterans' office space there help to
12 process claims.

13 MS. HARRIS: Right.

14 MR. SCHOW: So often they will push folks over
15 to them. But I think your point is a valid one and
16 it's obvious for us to --

17 Bill, several times the person in charge of
18 veterans for SBA in each state wears multiple hats.
19 So, you know, they're really fragmented in terms of
20 what they can do and funding. We've all had this
21 conversation about how much money is out there.

22 We invite them to all of our events. When we

1 do information events SBA is there. We bring them in
2 as just a natural part of what we do, and to a lesser
3 degree SCORE. The SCORE guy in Utah, I don't know if
4 it's still the same guy, a World War II veteran, that
5 kind of hands out -- Lloyd Rasmussen used to work with
6 him.

7 MR. ELMORE: I think he's still around.

8 MR. SCHOW: I think Lloyd is now the SCORE
9 person, one of the SCORE people in Utah. I work fairly
10 closely with Stan McConnell, the administrator or, you
11 know, the state director there.

12 MR. ELMORE: I think there's another hint
13 there about how do we sort of crack into those 57 VA
14 regional offices.

15 MR. JOPP: Well, one of the things -- we
16 actually met -- I went over to the VA recently and
17 we're trying to set up a conference call with their
18 whole field, with the counselor, the employment
19 counselors at the VA, to actually reintroduce them to
20 SCORE. So we're trying to do that.

21 As I understand it, the VA is working
22 on -- they've got a number of initiatives around

1 entrepreneurship. I don't know if they -- you all
2 probably know this. So we're trying to make sure that
3 what they're doing and what we're doing is, you know,
4 consistent.

5 MR. ELMORE: Another thing I might throw out.
6 We did a conference call on the V-WISE, and the
7 Enduring Grow, and the other programs we're doing
8 through Syracuse, about a month ago with the VBDOs,
9 with our veterans outreach centers and anybody else who
10 wanted to join. We had 70-some odd people on the
11 phone.

12 We've been getting calls from some of those
13 same people saying they've heard about Fast Launch.
14 Will we facilitate another call like that with SCORE?
15 We obviously haven't done that yet. So, you know, you
16 might want to consider either perhaps the same call
17 with the VA, where we might get some dialogue going
18 between all of these different pieces of these puzzle,
19 or perhaps a separate one that simply goes out to the
20 SBA resource base to help them understand what you're
21 doing and to understand perhaps some of the role they
22 could play in supporting that.

1 MR. SCHOW: John Garcia could maybe help with
2 that because, you know, John, who used to be a member
3 of this committee -- Tammy Duffworth has left
4 intergovernmental affairs but John is the number two
5 person at intergovernmental affairs. John would be a
6 logical link. I'm actually meeting with John tomorrow.
7 But he would be --

8 MR. JOPP: Oh, great.

9 MR. SCHOW: -- a logical linkage on that,
10 because in the VA world you've got three sides, NCA
11 cemetery, VHA health, and then the benefits side of the
12 house. But, you know, John is kind of up here at a
13 level that he could broach into all three of them.

14 The challenge you're going to have with vocal
15 rehab, and that's the VA program for disabled vets that
16 get education, is that they gear people primarily to
17 put them into jobs. They don't seem to have a real
18 business emphasis. But there's a possibility of an
19 opportunity because the DAV, all of their NSOs, have
20 went through the VA vocal rehab program. VA actually
21 pays the DAV money to have the service officer trainees
22 get a stipend while they're training as an NSO, and

1 then once they're done then it counts as a hire.

2 So maybe there's a way for an apprenticeship
3 or other opportunities in a business world where maybe,
4 you know, you get the VA to help pay, you know, a
5 little stipend for these guys while they partner, you
6 know, in something like that.

7 MR. JOPP: A protege type program.

8 MR. SCHOW: Yeah. But, I mean, you know,
9 give -- you know, give the employers kind of like a tax
10 break. But you say the employer, you know, well, we'll
11 give up to \$1,000 a month or something if you'll allow
12 this person to come in here and work with you to learn
13 this trade or something. It's a variation on the
14 apprenticeship program.

15 MR. WHITE: We've had some interesting
16 experiences recently with the VA, and I was trying to
17 get in touch with Tom Lanihan, the guy that's in charge
18 of small business for VA. I mean, I'm doing a
19 publication and I'm trying to get them on line just to
20 let them have it. They had -- it's been two months I
21 think that I've tried -- I've e-mailed the guy.

22 He called me back to say, "Is this the week

1 you're going to be in town?" He leaves a message. It
2 was three weeks after the week I was going to be in
3 town.

4 Then I go -- the last time that I was going to
5 be here, and I got referred to his appointment
6 secretary, who I got her message, and the appointment
7 secretary didn't even call me back. So I go, okay,
8 never mind. I'm just trying to give you something.
9 Forget about it.

10 But that's -- if that's any indication of the
11 responsiveness of what we're facing at the VA --

12 MR. ELMORE: Well, I think the challenge to
13 me, and this is what I kind of said in my many years
14 here in this town now, and Marylyn touched on it,
15 Albert you've touched on it, you've touched on it.
16 Trying to get a dialogue that leads to actual action
17 activity in D.C. is almost impossible. A lot of turn
18 over. I mean, we're on our third director over at VA
19 now in the last year-and-a-half or whatever it's been.

20 I think the real action is at the district
21 office level and the regional office level. The
22 regional office for VA is the equivalent of the SBA

1 district office, but it's about 100 times bigger. Now
2 that's the only real functional difference. We have 68
3 offices, they have 57.

4 So part of the approach is, yeah, you might
5 want to let VA know you're going to do this but don't
6 expect VA to reach out to their regional offices and
7 tell them to seek SCORE out. I think SCORE needs to go
8 sit down with the regional office manager and say
9 here's the resource that we are. We have a card out in
10 your lobby. We ought to be invited to whatever kind of
11 processes and programs. Your staff should know about
12 our existence.

13 So those individual veterans' benefits
14 counselors sitting in the veteran service center at the
15 regional office have a phone number at their lips or on
16 their desk that says, okay, here's the local SCORE
17 chapter. This guy mentions entrepreneurship. Well,
18 here's a starting point. It may not be your final
19 answer, but here's a starting point.

20 I want to touch on another thing if you don't
21 mind, And I know you're not shy, so I don't want to
22 steal your thunder. She whispered to me what I believe

1 is critical in this, and that is most veterans
2 typically the last thing they want to do is go to any
3 federal agency, and that includes -- and sometimes
4 especially the VA.

5 So veteran entrepreneurs are not going to the
6 VA. Veteran entrepreneurs are going to the bank.

7 MS. LYNCH: They're going to their -- they're
8 going to their lawyers, they're going to the referrals.

9 MR. ELMORE: So how do we build out that
10 community of practicing experts in the banking
11 community, in the accounting community, in the legal
12 community? There are veterans -- I could tell you
13 about the law firm in St. Louis that was started by a
14 Vietnam Vet Marine who only hires Marines. That guy
15 has been giving help to hundreds of veteran
16 entrepreneurs in St. Louis for 25 years.

17 Those are the people we need to somehow build
18 tentacles to, give them an opportunity to be part of
19 your network.

20 MS. LYNCH: I think a key way, a key way to
21 attract that is, you know, who are your leading SBA
22 lenders, who's using the Patriot Express vehicles? We

1 know the types of folks who are already veteran minded
2 and they're meeting veteran business owners.

3 When I want referrals to veteran business
4 owners I talk to bankers. That's the best way to find
5 them, because they know who is using those type of loan
6 vehicles.

7 MR. JOPP: Up to the point one of the -- one
8 of our partners in the Fast Launch program, the AICPA,
9 and they have gotten their members to agree to donate
10 five hours of free accounting to veterans that go
11 through the program. So they're preaching this out to
12 every CPA in the U.S., about their participation.

13 So I think there's a lot more that we can do.

14 MS. LYNCH: The average small business owner,
15 their first real advisor is probably their CPA, right?
16 You know, they might go to an attorney for a one time
17 deal but the first person that's really working with
18 their business and their development is their CPA.
19 Then their banker comes into the picture too.

20 MR. CAINE: You mentioned -- Dan Caine for the
21 record. A question for you. You mentioned the White
22 House. We've been talking about the interlocking

1 efforts or lack thereof between VA and others. What
2 office in the White House -- or is there -- OSTP is
3 leading the vet biz portfolio?

4 MR. JOPP: They're the ones that help with the
5 joining forces initiative. They were the ones that
6 really were driving that part of it. There's small
7 business, Nick Maynard, who heads up the small business
8 in OSTP.

9 MR. CAINE: Okay. So that -- I think one of
10 my logical conclusions then is structurally we have a
11 leadership problem in the White House in that the
12 Domestic Policy Council should be charging this
13 portfolio, not OSTP. OSTP is a small actor in the big
14 scheme. So I would offer to the committee that perhaps
15 a letter signed by all of us, either through the
16 Administrator or to the President, depending on the
17 structure of the committee, asking them to increase the
18 collaborative efforts between VA, SBA, DOD and others
19 needs to get out of OSTP and into the Domestic Policy
20 Council to coordinate, integrate and synchronize policy
21 efforts.

22 This is a chocolate mess, and this is the

1 third or fourth time we've heard consistent themes
2 through here, and we're really not going to make a
3 difference until we do that.

4 MR. JOPP: One of the just, pieces that I did
5 not mention about this initiative, is this also got
6 recognized by a Start Up America initiative too. So it
7 is on the Start Up America website, similarly because
8 of its recognition that it's actually one of the few
9 things on there aimed at veterans.

10 MR. ELMORE: I'm going to editorialize a
11 little bit.

12 MR. JOPP: Please.

13 MR. ELMORE: I'm really glad you guys made it
14 onto the website. You're the entirety of the veterans'
15 initiatives inside Start Up America. Now back to your
16 point.

17 So from where I sit -- because people don't
18 bring it to me, I have to find it. What I'm able to
19 find is that Start Up America has this broad esoteric
20 initiative that they've undertaken around high end
21 capital access, and dealing with emerging gazelles, and
22 all this other thing. The part that I think lacks in

1 this Administration, and it lacked in the last one as
2 well, so I'll go on the record saying the two that I've
3 worked specifically for, is the idea that four out of
4 five veterans are going to work for themselves, at
5 least initially.

6 But self-employment for the majority of the
7 veterans is what they aspire to. The resource base
8 that we put out as government, with all the government
9 sort of PR process around it, including some of the
10 White House stuff, tends to go towards this existing
11 community of non-definable veterans, who are or are
12 potentially gazelles. That discussion if you will, the
13 argument continues day-by-day. It seems like the
14 gazelle side wins and the self-employment side is
15 negated.

16 I would think that SCORE is more into the sort
17 of self-employment start up side of the equation than
18 it is in the gazelle side. So maybe you can help take
19 that message into Start Up America and maybe get some
20 of the entities that are playing a role there,
21 including some of the funding streams, to begin to
22 recognize that before these guys and gals become

1 gazelles they need to start. And you guys are the
2 vehicle, certainly a major vehicle, in supporting that
3 start.

4 MR. JOPP: To your point, there is -- and this
5 is pervasive in every agency and in Congress -- is a
6 lack of understanding that the creation of a job is
7 employment. So, you know, if you have a business
8 start, they don't count that as employment, you know.
9 So me, myself and I doesn't count. It's only if I have
10 one more.

11 You know, if they started tasking agencies
12 with number of business starts as outcomes, you
13 know -- I mean, imagine what would change.

14 MR. ELMORE: It seems the only entity that I
15 know, other than perhaps BLS, is the Census Bureau and
16 the survey of small business ownership, which we manage
17 to get the veterans' questions into, which is why we
18 know, Steve, that there is 3.6 million approximately
19 out there now and 80 percent of them have no employees.
20 That's just -- that's the case. That's the case in
21 America as best as I can go back in my historical
22 research forever. It's always been that way.

1 MR. JOPP: When you talk about helping Main
2 Street, that's small business. That's typically
3 self-employed. You know, I mean, that's the person
4 that's got the part-time jewelry store or they make
5 ends meet by themselves. You know, while employment
6 numbers may be by in large, you know, hot through the
7 gazelle program, if you're going to help, you know,
8 across America, it's got to be the self-employed too.

9 MR. ELMORE: So I think, Dan, even your
10 suggestion of the letter, which I think is an excellent
11 suggestion because I don't think we're operating at the
12 right point inside the White House process either.
13 Perhaps some language in there that touches on the idea
14 of self-employment. Four out of five veteran
15 entrepreneurs in this country have no employees and how
16 do we somehow get that light switch on that creation of
17 your own job is in many cases as valid or potentially
18 more valid than going out and getting a job working for
19 a security company?

20 MR. JOPP: Absolutely.

21 MR. ELMORE: And the policies in this
22 government don't address that very well, including in

1 this agency.

2 MR. SCHOW: One of the things that I would
3 point out too is that the Census proper --

4 MR. ELMORE: Terry, you've got to get --

5 MR. SCHOW: -- the Census proper does not
6 count veterans. They do so through America's Community
7 Survey, which is basically an estimating tool that they
8 send out to 10 percent of the folks. One of the
9 frustrations I've had is I think Census needs to count
10 veterans, and disabled veterans, and even veteran
11 business. That way it would have even cleaner and
12 stronger numbers at some point.

13 MR. ELMORE: They do count the business. I
14 would suggest perhaps as a committee, you know, if you
15 wanted to point out to Census that they now gather this
16 data in the survey of small business ownership, and
17 perhaps you need to have a dialogue or at least get
18 them to begin to think about having those two questions
19 to the census itself if they're not there. I don't
20 know if they're there or not.

21 But they took that step in the survey of small
22 business ownership and it has now led to the best data

1 ever in the history of America around veteran
2 entrepreneurship. We can boil down to county level, to
3 a congressional district office level, the number of
4 businesses owned by vets -- not disabled vets. I think
5 in some ways we can, disabled vets as well.

6 We can identify the nex codes they're
7 operating in. We can identify what their basic payroll
8 is. We know what the economic effect of those
9 businesses are. I mean, there is an enormous amount of
10 data there that simply is sitting there waiting for
11 people of industry to dig into it. But we don't have
12 it in the broader census apparently.

13 So, you know, it took us, this office,
14 advocacy and the veteran community, to ask Census to
15 ask that question in the survey of business ownership.
16 Because it didn't exist before 2002 and now it does.

17 MR. WHITE: Can we have that website again?

18 MR. ELMORE: I don't have the specific website
19 by memory, but it's basically the Census Bureau and
20 it's the survey of small business ownership. SBO is
21 what they call it.

22 MS. HARRIS: You can also get that data from

1 the National Center for Veterans Analysis and
2 Statistics, www.va.gov/vetdata.

3 MR. ELMORE: And our office of advocacy
4 actually played a role in facilitating that. It
5 participated in an announcement of this data. I went
6 over to Census and was part of that as well. We did a
7 web thing around it.

8 They also -- Joe Sobota, who has been before
9 you a number of times, has begun to dig into that data.
10 You know -- so for example I had a gentleman from
11 Virginia approach me, and I'm helping him think about
12 how to approach a state based program for veteran small
13 business. We have now done a run for him that
14 identifies, I think by county, all the veteran business
15 ownership numbers in the State of Virginia, all of the
16 nex codes that they participate in.

17 Sure, simply just ask us and we'll run it for
18 you. So we'll do that. And I think our office of
19 advocacy will do that as well.

20 So that -- back to your real point, that
21 data -- I think it takes an effort to get Census to do
22 those kinds of things because every question on the

1 Census questionnaire is incredibly valuable space, and
2 they have a limited amount of space. So you have to
3 ask them to make those changes. In our instance
4 they've done it.

5 MR. CAINE: Before we depart off this
6 structured question I want to take a quick survey
7 of -- I mean, we know that OSTP, we know that
8 VAs -- are there any other offices in the White House
9 that are leading this effort? I think we've discussed
10 this two meetings ago.

11 MR. ELMORE: The Council of Economic Advisors
12 just contacted me two days ago and we did sort of a
13 mini kind of thing. We talked for about 45 minutes
14 around ideas, about -- they're focused on employment,
15 but I was trying to focus on self-employment.

16 So I think the Council of Economic Advisors,
17 the National Security Council -- the joining forces
18 piece didn't come out of there but I think the veterans
19 and military families piece that was announced in
20 January came out of the National Security Council.

21 There is a group of veterans working in the
22 White House structure and system that I have had now

1 three or four engagements with in these various venues.
2 I don't know that there's an office per se that is sort
3 of overseeing all of this activity and all the various
4 White House structures, but that would be --

5 MR. CAINE: Well, if you don't know of one
6 then I would bet there isn't one.

7 MR. ELMORE: Well, I know who I believe is the
8 point guy on this.

9 MR. CAINE: I would like to take as an action
10 for this that we capture -- to inform this letter we
11 capture and we begin to get on a consistent set of
12 messages, that we need to ask the President to lead the
13 inter-agency effort between VA, SBA, Treasury, DOD,
14 HHS, because they all have equities with regards to
15 labor. There is -- this is a great initiative
16 politically for the President to create jobs and value,
17 and a needed one for the veteran business owner.

18 MS. LYNCH: And we're working on the framework
19 for our annual report today at the end with our working
20 session. So I think it's ripe for one of the big three
21 to four issues that we're going to include.

22 MR. ELMORE: And not to gush about it, but I

1 love this kind of an approach because I'm tired of
2 throwing good ideas on the table that don't get read.
3 This is a specific recommendation that is structural,
4 it's real, it's doable, it's common sense, and if it
5 was actually to occur it would make a difference.
6 Because all these processes do just sort of run their
7 own track in this town.

8 MR. RENTERIA: And then actually to -- so
9 every agency has a veteran component.

10 MR. ELMORE: Well, that's what the White House
11 staff is supposed to do. They're supposed to
12 coordinate, integrate and synchronize inter-agency
13 efforts. That is why they exist. So this is a --

14 MR. RENTERIA: Now here's what I know is
15 causing them not to have the momentum it needs, and
16 somebody already mentioned it, is the veteran owner is
17 not participating. Numbers speak change.

18 MR. ELMORE: Now that's -- actually that's not
19 true, Al. But I don't want to get off into a
20 discussion about that because he's making a point here,
21 and this is a point that I tried to make to this White
22 House as well, that is there's a historical side to

1 this. This is why I go back and look at the history.

2 We know as a nation that we're going to war
3 somewhere generally every 20 years, give or take five
4 years. You can go back and look at it. We know when we
5 begin to activate, mobilize, train up, draft in some
6 cases, deploy, that these troops are coming home. We
7 also know, I know, that the lessons that we learned in
8 the aftermath of Vietnam, of how we engage to the
9 degree we did, the reintegration, the lessons we
10 learned in the aftermath of World War II, the same with
11 Korea, the same with World War I, the same with the
12 Spanish-American War, you just keep going back. Those
13 lessons are not understood or recognized in the policy
14 processes in this government, not just the White House.

15 But the White House is arguably, in my 37
16 years of doing this, is the only place when there's
17 leadership exerted like he's talking about, that the
18 agencies step into line and actually begin to
19 coordinate.

20 MR. CAINE: They come to meetings.

21 MR. ELMORE: And the last time I saw this
22 happen was when Jimmy Carter was president. There's an

1 effort underway in the White House now, but it's not
2 coordinated from a historical perspective, about here's
3 what it takes to make entrepreneurship and
4 self-employment an important part of what's going
5 forward from the Administration.

6 So there's pieces and parts, and there's fits
7 and starts, but there is no real coordination effort.
8 In the Carter Administration there was a committee
9 created in the White House called the White House
10 Veterans Federal Coordinating Committee. That's
11 exactly what they did, including entrepreneurship,
12 including education, including employment, including VA
13 disability claims, including navigating the federal
14 system so that veterans didn't get frustrated with
15 taking months and years to navigate through these
16 divergent systems.

17 MR. CAINE: They really need a special
18 assistant to the President who reports up through the
19 domestic policy advisor to handle veteran affairs,
20 which underneath that would have vet biz, you know, the
21 whole piece.

22 MR. ELMORE: Well, and that is core, and I

1 won't -- I'm not suggesting you put this in your report
2 or your letter, but that is core of what I think I've
3 come to understand, is that government when they think
4 of veterans they think of veterans as a community to be
5 fixed. We've had a lot of discussion about this.

6 This is not about fixing veterans. This is
7 about enabling veterans. This is about
8 treating -- this about treating these men and women
9 with --

10 MS. LYNCH: It's empowering veterans.

11 MR. ELMORE: Exactly. There's a certain level
12 of respect that comes from thinking of this as a
13 community to be empowered, not a community we fix. I
14 think the aftermath and the hangover from Vietnam is
15 that veterans are thought of as a community to be
16 fixed.

17 MR. RENTERIA: I agree with Bill. Like
18 Courtney just said, veterans aren't ready to go to some
19 agency because of the hurry up and wait. I think this
20 is where you come into play. Because the 15 of us, you
21 would find out all of the locations, and rally the
22 troops if you will.

1 Because no matter what type of letter you put
2 forward, if our troops aren't rallied it's just the 15
3 of us signing a letter saying we need to empower.
4 Because Courtney is absolutely right. A lot of
5 veterans aren't reaching out to what they learned,
6 period, and that's tough.

7 MR. ELMORE: Well, they simply don't know it
8 exists.

9 MR. RENTERIA: Exactly. So we need you
10 to -- and I'm not sure when you would be on the West
11 Coast, but when you're there I would love to be there
12 with you to talk to the VA, talk to the districts in my
13 area, and say, you know what, this is a rallying point,
14 to empower these guys that have the expertise, but we
15 have not outreached to them. And appropriate to that
16 letter because it's an outreach effort is all it is.
17 It's getting the word out, disseminating it to the
18 troops, go into battle.

19 MR. ELMORE: Well, you've got to give them
20 something to come to, which is where again I think
21 SCORE tends to fit in, because you have those chapters.
22 If you begin to have, as you already do I expect with

1 some of those lenders, those accountants, some of these
2 other businessmen and women, whether they're small
3 business owners or not, who then give this guy or young
4 gal access to expertise that they would have never
5 thought they could have ever gotten before.

6 That's what SCORE embodies. The programs that
7 we have that work, EBV included, uses that as a basis.
8 It's not just entrepreneurial training, it's
9 entrepreneurial door opening, right? It's access to
10 expertise and it's access to real resources and
11 services, public and private.

12 That's -- you guys are in that gap like
13 arguably nobody else in the SBA family.

14 MS. HARRIS: I want to lend my support also
15 nationally or in Texas where I am --

16 MR. JOPP: Thank you.

17 MS. HARRIS: -- to have you or your people
18 contact me.

19 One thing that I know SCORE does very well,
20 and I think it's needed to help what we're talking
21 about, is outreach. I like the fact that they do
22 things in the evenings and on weekends, and that's --

1 MR. JOPP: Good. Glad to hear that.

2 MS. HARRIS: -- when you're going to capture a
3 lot of veterans. I was glad to hear you talk about the
4 video chat and those kind of outreach efforts because
5 that's how you're going to engage more people.

6 MR. JOPP: Yes.

7 MS. HARRIS: So I stand in support of you.

8 MR. JOPP: Thank you. We will take you up on
9 your offer, too. A lot of it is trying to make the
10 program more flexible, and that's been also a big
11 cultural change, you know. Most entrepreneurs or
12 business owners aren't going to come see you between
13 9:00 and 2:00 p.m. on Mondays and Tuesdays. So --

14 MS. HARRIS: They're busy.

15 MR. ELMORE: I know we've run over and I thank
16 you. Mr. Jefferson is -- I haven't heard why. But Mr.
17 Jefferson, who is on the agenda at 10:00, has not made
18 it yet. So I hope it's been okay with you hanging past
19 a little bit.

20 I think what you've heard from them is sort of
21 a broader version of what you and I have talked about,
22 and that is that this community is ready and willing to

1 play whatever role it can to help itself. I think you
2 guys can become if not the centerpiece certainly a
3 centerpiece --

4 MR. JOPP: Thank you.

5 MR. ELMORE: -- in that whole community of
6 people who are looking to be empowered and looking just
7 to get on with their life successfully. That's what
8 veterans want to do. They don't want to be dependent
9 on government process the rest of their lives. I
10 certainly don't.

11 MR. JOPP: Bill, is it possible to get
12 everybody's e-mail from the group after the meeting and
13 you can maybe send that to me? That way I can -- can
14 you send that?

15 MR. ELMORE: It's right on the form.

16 MR. JOPP: Oh, you guys have it?

17 MR. ELMORE: We'll make sure -- if you don't
18 get that you let me know and I'll have Cheryl send it
19 to you, if that's okay with the committee.

20 MR. JOPP: That way I can keep everybody
21 updated and communicate what's going on.

22 MR. MUELLER: I'm Bob Mueller and this is my

1 second time doing this. But one of the things that
2 would be good, if you're in a position to do this, is
3 maybe open a door to the senior SCORE representative in
4 our area that I could actually have a chance to meet
5 these folks.

6 MR. JOPP: Absolutely.

7 MR. MUELLER: I've not had that chance yet.
8 Great.

9 MR. JOPP: Well, which area are you in?

10 MR. MUELLER: I live in Atlanta, Georgia.

11 MR. JOPP: Great. I'll hook you up with our
12 district director down there and our chapter chair. In
13 fact I -- in fact they're running right now our Simple
14 Steps at Fort Bragg. So we have some really good
15 success down there too, so it would be great to connect
16 you up.

17 MR. MUELLER: Good.

18 MR. WHEELER: Do you have a card? Because I'm
19 from Anchorage, Alaska and our SCORE is pretty well --

20 MR. JOPP: You guys need a redo over there, a
21 do over.

22 MS. LYNCH: We are on a five minute break.

1 (A brief recess was taken.)

2 MS. LYNCH: Okay. If everyone could take
3 their seats. All right, we're going to go ahead and
4 get started.

5 MR. ELMORE: As we go back on the record, Mr.
6 Jefferson, Ray Jefferson from Department of Labor, is
7 not going to be able to join us. So I got a call about
8 that, so I apologize on his behalf that he's not with
9 us this morning.

10 With that, and I think I would ask you to
11 introduce yourself, we have an unexpected guest. And
12 since we have a little time, and she's got an
13 interesting background, we offered her 10 or 15 minutes
14 to engage with us. So please --

15 MS. SANDS: Well, wonderful. I'm Patty Sands.
16 I am officially with the Warrior Transition Command. I
17 met Mr. Renteria through my work with the Warrior
18 Transition Command.

19 A little background about the Command is
20 there's two populations. There's the population that
21 is injured and then there's a second population that is
22 the AW2 population. It's the most severely wounded, ill

1 and injured. I met Mr. Renteria through my network,
2 the AW2 community support network. I am the marketing
3 outreach specialist. I bring resources to our
4 population, our community.

5 We have a very unique community in the Army
6 because we serve both the veteran and the soldier and
7 families. So the success of all is important to us.
8 The community support network is a group of
9 organizations and they're fundamentally -- they cannot
10 charge our veterans or soldiers. It's all -- their
11 products are either free or covered by insurance. So
12 those are the constraints that we work under.

13 Mr. Renteria has an organization that is very
14 exuberant about wanting to get the word out about how
15 many benefits are available to the soldiers. I'm
16 definitely working -- I'm very excited about working
17 with him, and also I'll be writing a blog about how
18 excited I am. I love the word meshing, with all the
19 different organizations on what I do for my
20 professional work.

21 Also when we were talking, I'm also a military
22 widow and a business owner. So when we were talking

1 the conversation went from my work with the Warrior
2 Transition Command to the struggles I had with my
3 business. My husband died years ago, 20 years ago,
4 from non-Hodgkin's lymphoma from the Vietnam War. And
5 also my dad had a stroke, left side paralyzed.

6 And through taking care of these two wonderful
7 people I designed a product. My dad couldn't get out
8 of bed. When a man is in that capacity he's either
9 diaper or catheter. I am a designer. I designed a
10 male urinal that doesn't tip over or spill.

11 Fortuitously the patent came through very
12 quickly. I designed it. It's manufactured, all the
13 bells and whistles, of having McKesson. I went and met
14 with them. They put a distribution agreement in front
15 of me, and then I'm overwhelmed with what that meant.

16 I'm an artist, a mother, and having two kids
17 looking at college. It was very clear to me -- they
18 called the first product, the long term care, the
19 Cadillac.

20 But it was clear to me that I needed to
21 redesign it for acute care, because Owens and Minor,
22 they're competitors -- they're both in Richmond, I know

1 them both -- and he said, "Patty, I love your product,"
2 Owens and Minor, "but you have to make it lighter and
3 thinner."

4 So I came back a year later and did it. It
5 came in just as they wanted.

6 And so I said, "So what's your forecast?"

7 And he said, "Eleven million."

8 And with two kids in college it was
9 overwhelming. I went to Medical Action, who made their
10 products, and was that close to a private label and the
11 market dropped. At that time the FDA fees started
12 kicking in for small business, which just killed me
13 when you're not bringing in money and with the kids in
14 college. There were reasons, not good reasons I know,
15 but I had my reasons to stop my business, because I
16 needed to know -- I need to do the second product.

17 When I talked to Mr. Renteria a light bulb
18 went off in my head. I did not know -- and I've won
19 Micro Enterprise for the SBA, I've been to the next
20 level entrepreneur class -- I did not know I could
21 inherit my husband's, transfer his designation to my
22 business. It would have made a huge difference going

1 to -- well, should I say would it or will it make a
2 huge difference going back to Medical Action and saying
3 this is my status and this is the market I'm going
4 after. It would probably make an entirely massive
5 difference to what I'm undertaking.

6 Also with that \$11 million -- 11 million
7 product forecast, it was overwhelming. I had no idea
8 that I could be eligible for loans of not -- I had a
9 \$5,000 loan and I paid it back, but I -- it was like I
10 can't do it. I understand that there are ways.

11 So I guess my statement to you all is I -- on
12 a professional level I'm real excited about what I can
13 bring to the veterans and the soldiers, and also to my
14 situation is there needs to be a huge awareness of
15 what's out there and available because if I didn't get
16 it, and I'm the outreach marketing specialist for the
17 Warrior Transition Command, and I won an award with the
18 SBA, I'm embarrassed of myself.

19 I'm real excited about helping to get the word
20 out, to have lots of businesses succeed. So I've
21 written tons of notes, but that's the long and short of
22 it and I'm happy to answer any questions.

1 MR. RENTERIA: Patty, thank you for coming.
2 This is what we're talking about. Twenty years -- her
3 business started eight years ago?

4 MS. SANDS: Yes.

5 MR. RENTERIA: She could have carried that
6 designation. She has a fabulous product because we're
7 all going to need, from the male side, one of the
8 things she has. Eleven million forecast and she can
9 get an SBA Patriot Loan. She can get half a mill and
10 go to town. This is what I think our duty really is,
11 is go find the Patty's of the world.

12 I was excited to hear that because you just
13 got your designation just, what, recently?

14 MS. SANDS: Yes. I am redoing -- I got the
15 letter for -- they sent me a brand new one for the 100
16 percent service connected. And it's not just that,
17 it's the women owned and we have American Indian, you
18 know. There's lots of designations that can be added
19 that I --

20 MR. ELMORE: Who is they?

21 MS. SANDS: For my business, whether it's
22 woman owned, small business.

1 MR. ELMORE: Who sent it to you?

2 MS. SANDS: The VA.

3 MR. ELMORE: The VA, okay.

4 MS. SANDS: Yes.

5 MR. ELMORE: So the VA is allowing you to
6 utilize your husband's status?

7 MS. SANDS: I have been. I have the card.

8 MR. RENTERIA: 100 percent, Bill, is
9 transferable.

10 MR. WHITE: Is it only 100 percent that's
11 transferable?

12 MR. ELMORE: No, it's not -- it's not the 100
13 percent. There's a definition that was applied to it
14 and I can't tell you what the definition is, but total
15 and permanent disability.

16 MR. WHITE: Right. But in this condition --

17 MR. ELMORE: It's not a percent rating. It's
18 total and permanent. I'm pleased to hear they did
19 that. I'm surprised to tell you honestly, because I
20 didn't think that they would extend that status to you
21 if you -- if he hadn't been in the business at the time
22 that he died.

1 MS. SANDS: Well, that -- I have that letter
2 and I'm going through all of that.

3 MR. ELMORE: Because it sounds to me like you
4 have a product that perhaps even the VA hospitals would
5 benefit greatly from.

6 MS. SANDS: Yes.

7 MR. ELMORE: I'll touch on Patriot Express and
8 I'll give you sort of the basic spiel I give to
9 anybody.

10 Patriot Express is a loan that is targeted to
11 what we call the military community. It includes
12 spouses, it includes widows. If he died of a service
13 connected disability, and non-Hodgkin's lymphoma is one
14 of those diseases attributable to Agent Orange, you're
15 eligible. That doesn't mean you're going to get the
16 loan, though.

17 MS. SANDS: Right.

18 MR. ELMORE: Like all SBA loans it simply
19 gives you the entree to the bank. The bank is going to
20 make the credit decision. So what I would urge you to
21 think about if you're in Richmond is go to the SBA
22 district office. Talk to the staff there, whether it's

1 our district director who used to run our capital
2 programs here at headquarters, a guy named Ron Hughes,
3 or go to the veterans business development officer, and
4 look at all of our loan products.

5 Maybe -- it may make more sense for you to
6 consider one of our other products or it may make sense
7 for you to consider something other than an SBA loan.

8 MS. SANDS: Well, I --

9 MR. ELMORE: We're American's largest small
10 business lender, but we are less than 10 percent of the
11 market.

12 MS. SANDS: Right.

13 MR. ELMORE: So don't try to make yourself fit
14 our product if it doesn't work for you. Look for your
15 best option.

16 MS. SANDS: Absolutely. And for myself I'm
17 looking at the entire -- writing my business plan again
18 before I do anything.

19 MR. ELMORE: We do have a veteran business
20 outreach center in Richmond. It's actually at the
21 University of -- Old Dominion University. So there's
22 expertise available to you there if you're looking for

1 some help in putting a plan together.

2 MR. WHITE: Definitely go to SCORE, too.

3 MR. ELMORE: Yes.

4 MR. WHITE: You should get legal advice
5 because you might find that --

6 MR. ELMORE: Absolutely.

7 MR. WHITE: -- it's easier just to license
8 somebody.

9 MS. SANDS: Well, that's --

10 MR. WHITE: Take the money.

11 MR. ELMORE: Yes, it really becomes a business
12 strategy, how you run things.

13 MS. SANDS: Well, my lawyer was really great.
14 He loved my product and he still does, Michael Foycik.
15 He's like, "Patty, this is -- this is a great product,
16 but you have to make it. You have to be in competition
17 with them for them to want it because they're going to
18 try and bury you."

19 He was absolutely right, you know. It
20 was -- it's been a huge learning curve for a housewife,
21 a huge learning curve. You know --

22 MR. WHEELER: Talking about the Patriot

1 Express loan, the last time Marie Johnson came to
2 Anchorage I was supposed to have a roundtable with her.
3 But unfortunately I didn't go to it because a buddy of
4 mine just was walking and dropped dead. So I had to
5 help his kids out.

6 Albert brought this up earlier about
7 underserved community. She was going to be talking in
8 Anchorage about underserved community initiative or
9 something that's for under served communities but
10 veteran's, the last sentence was veteran's can apply
11 for it also. It's up to a \$250,000 loan. I think the
12 first \$150,000 is guaranteed 85 percent and the other
13 100 percent -- or 100,000 -- is guaranteed 80 percent.
14 I think it's --

15 MR. ELMORE: 75.

16 MR. WHEELER: It's a faster track than the
17 Patriot Express is what I was reading.

18 MR. ELMORE: Actually it's not, but again
19 it's -- that's why you go to the district office. You
20 look at all the options. There's a half a million
21 dollar cap on the Patriot Express loan, there's a
22 quarter million dollar cap on that loan. There's a \$5

1 million cap on our 7A loans. There's a \$5 plus million
2 cap from the SBA side in our 504 loans. That can go up
3 to 13 million.

4 So kind of depending on where you're trying to
5 go and what you're -- sort of your basic model, you
6 know, like Steve just suggested, maybe -- maybe you
7 don't want to build and manage this business. Maybe
8 you simply want to find a way to make sure your product
9 gets to market through some other third party means.

10 MS. SANDS: Right.

11 MR. ELMORE: Yes. So depending on what your
12 model and the approach is of what you're trying to
13 build that's where our products will tend to fit.

14 MS. SANDS: Right.

15 MR. ELMORE: But again the message is our
16 products are not ideally your first choice. Ideally
17 it's sort of the way SBA functions is we're a
18 self-described gap lender. So if you're not able to
19 secure the financing --

20 MS. SANDS: Sure.

21 MR. ELMORE: -- our guarantees hopefully are
22 enough for the bank to make an affirmative decision

1 that otherwise they might not have made.

2 MS. SANDS: Right.

3 MR. ELMORE: So that's kind of how you have to
4 think of this capital market. On the other hand for
5 those who get a Patriot Express loan or any of our
6 others, its' been a God send for many of them and many
7 people have secured those loans and they've gone and
8 accomplished significant success with their businesses
9 and used those loans as a tool. That's how to think of
10 it, is simply a tool.

11 MS. SANDS: Well, I think that that's really
12 important to, you know, to know all the options and
13 what I can bear with that, because I need to see those
14 orders, the potential, before I would ever assume a
15 crushing debt.

16 MR. ELMORE: And that's -- and back to your
17 point. You have a good attorney and I'm pleased for
18 that. You probably have to pay for that. The SCORE
19 and the small business development centers, the
20 veterans business centers and such, all essentially
21 tend to provide that same sort of assistance or access
22 to assistance or expertise usually free or sometimes at

1 a very low cost.

2 So if you didn't have an attorney I would say
3 one of the things you talk to SCORE about is an
4 attorney in their network that has expertise in this
5 area that you're in --

6 MS. SANDS: Well, that would be --

7 MR. ELMORE: -- whether it's medical, or
8 prosthetics, or medical supply, or however you define
9 it.

10 MS. SANDS: Well, I would really like
11 to -- you know, have my business be a test case through
12 the system to see how it can flow and grow, you know,
13 because I'm just seeing so much excitement.

14 MR. ELMORE: We probably have women's business
15 center down there as well.

16 MS. SANDS: We have one in Northern Virginia
17 and I won the business plan award there and, you know,
18 with Barbara Wrigley, you know, absolutely wonderful.

19 MR. ELMORE: The other thing I would mention
20 is in the Wounded Warrior program one of the things I
21 don't think we've done a very good job of is getting
22 our program information in front of them.

1 MS. SANDS: Right.

2 MR. ELMORE: Initially when we were going to
3 Walter Reed the counselors up there didn't want us to
4 talk to the young wounded and recovering soldiers
5 because they thought that somehow a disabled veteran
6 trying to start a business was setting themselves up
7 for a fall and a failure.

8 MS. SANDS: Well, there's the life cycle and
9 depending on -- we have a definite track, a
10 comprehensive treatment plan, and part of that is where
11 they recover and what's appropriate for their recovery.

12 MR. ELMORE: Well, our entrepreneurship boot
13 camp for veterans with disabilities, and even a spin
14 off of that was the entrepreneur boot camp for veterans
15 with disabilities and their families, which is really
16 the caretaker. So if you were still taking care of
17 your husband you could have gone to that sort of
18 program.

19 MS. SANDS: Right.

20 MR. ELMORE: It has won an award from Army as
21 the best practice.

22 MS. SANDS: That's wonderful.

1 MR. ELMORE: It has been approved for people
2 still in transition to go through the training. So we
3 won't dominate it here, but if at some point you want
4 to know more about those programs and availability --

5 MS. SANDS: Oh, I do.

6 MR. ELMORE: -- we'll certainly share that
7 with you. Just get a card from me or from somebody
8 else on my staff and we'll get the information to you.
9 We are in early discussion, I'll say this, with the
10 Marines and with Army --

11 MS. SANDS: Oh, great.

12 MR. ELMORE: -- about extending these programs
13 to people who are eligible for the TAP program. But
14 it's still very early. I can't say anything is going
15 to come of it and I would ask you not to speak. I know
16 it's on the record, but it will be a while before it
17 gets out there.

18 MS. SANDS: Sure.

19 MR. ELMORE: If people go out of here and talk
20 about these kinds of things that might happen it has a
21 tendency to stop them from happening.

22 MS. SANDS: Well, I have hopes, you know --

1 MR. ELMORE: But I wanted you to know that
2 there's interest from people in the Army and interests
3 from people in the Marines of extending this sort of
4 program activity into those transition and service
5 members and their spouses.

6 MS. SANDS: My BG Williams he wants them to
7 success.

8 MR. ELMORE: And if they want to talk to us or
9 want us to try to somehow get down there to talk with
10 them, we're open to that as well.

11 MS. SANDS: Oh, he's -- I can -- I will
12 definitely get back to you on that one.

13 MR. ELMORE: Okay.

14 MS. LYNCH: I have a question for you. I
15 thank you so much for taking time to attend. I love it
16 that you say, you know, you're embarrassed to realize
17 there was so many resources that you didn't know about.
18 But trust me, you're in the boat of every single
19 veteran entrepreneur that I've known about that's
20 often, you know, not seen the light of veteran
21 resources and then finds out what's available.

22 But I would just like to ask you what can this

1 committee do or what should this committee be doing to
2 help folks like yourself find out about the options
3 available? Because obviously so many programs today
4 are not just for veterans. They're for veterans'
5 immediate family members as well. So let us understand
6 how we can best add value.

7 MS. SANDS: I'm at the starting point of
8 refocusing my business, so I can definitely speak once
9 I'm more connected with the planning stages. I'm very
10 excited about that. But I also am in close contact
11 with spouses of wounded warriors on a daily basis, and
12 it is a mission for me, you know, that they -- that the
13 most severely wounded ill, they have all told me if I
14 can do one thing to increase the huge quality of their
15 life it would be to have home based businesses.

16 Because there are -- with not the warrior
17 transition population but this small segment, the
18 8,000 -- it's too many. But it's not a huge -- it's
19 under 9,000. But the women say they cannot leave or
20 men or women cannot leave their spouses during that
21 stage of their recoveries and they cannot -- and they
22 are economically hampered.

1 It's been -- everyone I asked, Mr. Renteria,
2 do you have work at home projects for the military
3 spouses? That would be my -- I would be happy to take
4 that to the top, because it would make such a
5 difference.

6 So if I could put that in there too as well.
7 And I would be the contact person. We have a group of
8 folks. I know my -- Col. Gadson, and I'm sure you've
9 heard of him, he is our AW2 director. He's a double
10 amputee. He's lifted -- he is the epitome of success
11 for a recovering warrior. He will do whatever it takes
12 for a soldier, veteran to succeed.

13 MS. LYNCH: And again I'm seeing a common
14 theme of empowerment. I mean, these are caretakers
15 that want an opportunity to earn, they want an
16 opportunity to be economically productive.

17 MS. SANDS: Yes.

18 MS. LYNCH: They are just obviously in a very,
19 very tough situation.

20 MS. SANDS: And they want --

21 MR. WHEELER: Wasn't there provisions in the
22 caregiver act last year that allowed for training and

1 stuff like that, caregiver business?

2 MS. LYNCH: Sure. I have heard references but
3 I --

4 MR. RENTERIA: The VA system --

5 MS. LYNCH: The voc rehab training?

6 MR. RENTERIA: -- actually supports what you
7 just said. But it's a matter of getting it out there
8 so you can understand it and articulate. I'm going to
9 visit the Colonel tomorrow, because of the national
10 non-profit I have, because we have a bill that may be
11 sent to Congress. And that study, the last one, the
12 SAG, is that the veteran entrepreneur is alive and
13 well. but perhaps not counted properly, okay.

14 You're nearby so hopefully after I speak to
15 them --

16 MS. LYNCH: I was actually going to connect
17 with you off line, too. I've got a couple other
18 personal contacts I can probably share with you.

19 MS. SANDS: Oh, perfect. Wonderful.

20 MR. ELMORE: We have this entrepreneurship
21 boot camp for veterans with disabilities and family
22 right now. It's operational at Syracuse University and

1 Florida State University, and we have the capacity to
2 train 50 caregivers a year right now. We just had the
3 first round last fall at Syracuse. 23 of the 25
4 participants were wives and mothers of severely
5 disabled soldiers.

6 MS. SANDS: Excellent.

7 MS. LYNCH: And they can come in with just the
8 idea of I want to start a home based business or I want
9 to do work that I can do at home. That can be
10 just -- that can be all that they have, and then the
11 experts will walk with them on each path they need to
12 encounter.

13 MR. ELMORE: And it's a scholarship program.

14 MS. SANDS: That's fantastic. You know what I
15 have --

16 MS. LYNCH: It sounds like you've got a
17 network of people to get the word out.

18 MS. SANDS: I do, and also I'm just amazed at
19 Facebook. There's -- Operation Home Front has a
20 wounded warrior Facebook page. They have 4,000 people,
21 you know, on that page. I have programs and they
22 actually post things. For myself that's a huge way.

1 They -- I've been told that they love the
2 community of talking to each other and they find -- and
3 Operation Home Front won't let anybody be on there
4 that's not, you know, credible.

5 So I'm finding as even though I'm outreach,
6 you know, and I have my vehicles with the conference
7 calls, the publications, the things that I do, I'm also
8 finding out through the wounded warrior spouses
9 themselves how they communicate, and I'm expanding on
10 that as I'm allowed with the Army.

11 MS. HARRIS: When you were talking -- my name
12 is Marylyn Harris. I was thinking she needs a specific
13 veteran business community to support, to be a member
14 of. My first thought was EBV Families,
15 entrepreneurship boot camps for veterans. I'm a
16 graduate of that program, not the families program, but
17 entrepreneurship boot camp for veterans and disabled.

18 MS. SANDS: Oh, wonderful.

19 MS. HARRIS: It is a wonderful program with a
20 long lasting community of support on so many levels.

21 The other thing I was thinking about for you,
22 and this is just something I was thinking, it's like

1 you sound like a great candidate for a show I watch
2 called "Shark Tank".

3 MS. SANDS: Oh, I would love to be on that.

4 MS. HARRIS: So those two things came to mind
5 immediately, connecting yourself with a veterans'
6 business community of support and, you know, getting
7 sponsorship for manufacturing, whatever, by a venue
8 like, something like "Shark Tank," a competition --

9 MS. SANDS: That would be wonderful. Right.

10 MS. HARRIS: -- for people on that show.

11 MS. SANDS: Well, I'm ready. That would be
12 great.

13 MR. MUELLER: Patty, I want to give you
14 another opportunity that's outside of the realm we're
15 talking here that you may want to look into. In fact I
16 tried to pull it up online here.

17 But there's an organization that I've been
18 part of for a number of years called the Association
19 for Corporate Growth. Your attorney may know them. I
20 used to be on the board of that back in Atlanta. And
21 if I'm not mistaken, there's a pretty good sized
22 chapter in this area.

1 It is made up of professionals from investment
2 bankers, bankers, attorneys, all sorts of
3 professionals, but they're a kind of a who's who
4 related to growth going on in the community.

5 MS. SANDS: Excellent.

6 MR. MUELLER: That organization could become a
7 resource for you as you begin to formulate your plan.

8 MS. SANDS: Right.

9 MR. MUELLER: Membership is not too expensive,
10 but it's probably more of going to it. And you can
11 look them up online at acg.org.

12 MS. SANDS: Okay.

13 MR. MUELLER: Maybe contact the
14 local -- there's people identified with the local
15 chapters. When you're kind of a little bit more down
16 the road there are some resources there that could help
17 you with a number of things that are in the business of
18 doing that.

19 MS. SANDS: Excellent.

20 MR. MUELLER: Okay?

21 MS. SANDS: This has been -- I'm just so
22 excited. This is wonderful. I appreciate it.

1 MS. LYNCH: Keep us posted.

2 MS. SANDS: I will, I will. And I believe I
3 have all your e-mails, and if you would like I'll send
4 you an e-mail and you'll have all my contact
5 information as well.

6 MR. ELMORE: In my office, call Janet Moorman.

7 MS. SANDS: Janet who?

8 MR. ELMORE: Moorman, M-o-o-r-m-a-n.

9 MS. SANDS: Okay.

10 MR. ELMORE: 202-205-6773. She is the manager
11 of our relationship with Syracuse and these other six
12 universities that includes the EBV family program. So
13 talk with her and she'll put you in touch with the
14 right folks at Syracuse, not only about your own
15 personal circumstances and possible participation, but
16 also how to extend that knowledge into the community
17 that you're doing your outreach with.

18 MS. SANDS: Absolutely. Well, I definitely
19 will. This is professionally and personally just been
20 a wonderful time to talk, and all your expertise I wish
21 you -- the work you do is so important and I wish you
22 the best success. Anything I can do, please just let

1 me know.

2 MS. LYNCH: And thank you for your time, for
3 coming.

4 MR. ELMORE: I hope I never need your product.
5 (Laughter.)

6 MS. SANDS: Well, you know, truckers love my
7 product.

8 MS. LYNCH: All right. Marylyn is going to be
9 up next with her presentation on VIP.

10 MR. ELMORE: Thank you.

11 MS. HARRIS: I just want to talk about this
12 wonderful program I attended last month. It's called
13 the Veteran --

14 MR. ELMORE: Can I do a quick overview?

15 MS. HARRIS: Oh, sure. I'm sorry, Mr. Elmore.

16 MR. ELMORE: This is a program that was
17 created by the Montgomery County Chamber of Commerce --

18 MS. HARRIS: Yes.

19 MR. ELMORE: -- by a woman who basically
20 volunteers to do this program as part of her broader
21 job working for the Chamber. It's been -- I don't have
22 her name in front of me --

1 MS. HARRIS: Barbara Ashe.

2 MR. ELMORE: Barbara Ashe, and we've met with
3 her and we're trying to help her. She has taken this
4 from a local to a national program. I asked her if she
5 might be able to present today, but she was not
6 available. But clearly Marylyn has gone through the
7 program.

8 MS. HARRIS: Yes, last month.

9 MR. ELMORE: And so I asked Barbara if it's
10 okay with her since you're such a wallflower that
11 perhaps Marylyn could present on her behalf.

12 So with that please, Marylyn.

13 MS. HARRIS: Thank you, Mr. Elmore. You know
14 I'm a little shy, so I will try to get through this.

15 MS. LYNCH: We're all here to support you.

16 MR. ELMORE: You struggle through.

17 MS. HARRIS: Okay. Last month I attended and
18 graduated from this Veteran's Institute for
19 Procurement. It was a wonderful experience and I'm
20 here talking about the program in the absence of
21 Barbara Ashe, who is the founder and director of the
22 VIP.

1 This program is a non-profit educational
2 program. What it does is it equips the, not the
3 beginner, but the more seasoned entrepreneur minded
4 veteran in government procurement to accelerate their
5 success in that area. So you have to be somebody
6 that's been in government procurement for a while.
7 They usually say at least three years. Well, they say
8 two years but you have to be operating your business.
9 You have to have somewhere around three full-time
10 employees. Annual revenues have to be less than \$25
11 million. You really, really have to be savvy about the
12 government contracting space because the conversations
13 in the room are advanced. They're definitely not at a
14 beginning level.

15 This was perfect for me because I've been
16 doing this about three years. The program is 27 hours
17 long. It's three days of instruction. She brings in
18 actually 30 industry and government experts, and we'll
19 talk about some of those later.

20 She offers three sessions a year, three, three
21 day sessions a year at this point. The session I was
22 in had 39 attendees, and evidently she ranges from

1 about 30 to 50 at each session.

2 She started in 2009. It's hosted here in
3 Potomac, Maryland. They house you at this wonderful
4 place, it's owned by the U.S. Post Office, called The
5 Bolger Center. Have any of you ever been there?

6 MS. LYNCH: I've heard of it. I heard it's
7 great.

8 MS. HARRIS: Yes, it's great. It's beautiful,
9 and very nice accommodations, and great food. There is
10 no cost to attend this program, except to pay for your
11 transportation to get there. All your training, your
12 lodging -- I stayed Monday, Tuesday and Wednesday
13 nights at The Bolger Center. That's all free. Like I
14 said, all the great food is free. They have a
15 wonderful cafeteria.

16 These are some of the topics covered. They
17 bring in, I mean, experts, people that are right here,
18 as we say boots on the ground here in the Washington,
19 D.C. contracting space, attorneys, accountants,
20 marketing people, people that have worked for years
21 with government contracting.

22 These are some of the topics, you know, risk

1 management, human resources, insurance and bonding,
2 very, very important subjects. So many
3 people -- Cheryl, you can go to the next slide. Thank
4 you.

5 So many people that come to speak to us
6 or -- it's not only the people from the OSDBU's office,
7 but several other representatives from major
8 corporations, as well as people connected with the
9 federal government. And of course, here are some of
10 the organizations, the Air Force, the Army, the Navy
11 was there. There was an SBA representative. You'll
12 see some pictures later.

13 So these are people actually doing government
14 contracting or connected to government contracting.
15 You know, they do it -- some of them leave their job,
16 come to give their presentation, and -- I mean, they
17 are doing it. They have done it in the past, they're
18 actually doing government contracting, and usually have
19 years of experience.

20 You have to be in government contracting to
21 attend this program. And so if you have been doing
22 government contracting for a while this training

1 definitely, definitely, definitely takes your business
2 to the next level.

3 I was sitting in the room in the front row.
4 There were two gentlemen that had been in government
5 contracting over 20 years on my row. So it's that
6 level of expertise in the room. There's people in my
7 class, 39 people from 9 states. So people came from
8 across the country, as far as Washington State, to
9 attend this session.

10 Let's see. Something that I think is neat
11 also, they reach out to your local congressman where
12 your business is located, and you get congressional
13 recognition when you graduate from the program. So not
14 for you, but for your business. So it's a great way,
15 segue, back into your local representative's office to
16 say, look, I just attended this program. I made this
17 investment away from my business. Let's talk about
18 some opportunities in your local community.

19 Let's see. Interesting statistics. So far,
20 because remember I said they only started in 2009, in
21 the fall. So in that short time they have over 200 VIP
22 program graduates. 73 percent of the graduates are

1 service disabled veterans and 18 percent, over 20
2 percent, are women veterans.

3 There was six women in the class, including
4 myself, this time. 50 -- 57 percent small
5 disadvantaged, and some people located in HUB Zones.
6 And everybody is a veteran owned business in this free
7 program.

8 Some of the prime contractors that were in the
9 room were Catalyst, an IT company here locally, and
10 Lockheed Martin has a big presence with this program.
11 These are just some of the stats that Barbara thought
12 that you guys need to know about.

13 They have recently moved to a national model
14 and they've attracted businesses from additional
15 states. Because originally when they started it was
16 just basically Maryland, Virginia, Washington, people
17 in this area that had heard about it. But now, like I
18 said, people from across the country are coming and
19 participating in this program.

20 I'm very much in support of this program
21 because the networking, the training, the people you
22 meet -- after I attended this program at the beginning

1 of June, at the end of June I went to Reno to
2 participate in the veteran entrepreneur training
3 symposium. And Mr. Elmore was there.

4 A lot of these same experts that came to talk
5 to us in a small setting in those three days, in that
6 small setting, were actually presenters at the national
7 conference. So it's this level of people.

8 She -- Barbara did some research after the
9 first year that the VIP program existed. This is what
10 she found. Thirty of their earliest graduates in the
11 first year created 570 jobs. And guess what? Those
12 veteran owned businesses, guess who they hired?
13 Veterans. They hired veterans.

14 They also not only created 570 jobs, they
15 increased the size of their businesses on average 50
16 percent in the first year after completing the VIP
17 program. 85 percent of those respondents gave VIP
18 credit as significantly equipping them to make better
19 business decisions, and not only make better business
20 decisions but to avoid business mishaps. That's
21 important.

22 Numerous teaming agreements begin in this

1 class. Barbara was recently recognized up here, on
2 this part, in this part of the country as a SBA
3 champion for veterans. I really wish the committee
4 would have had the opportunity to meet her. She's a
5 dynamic woman. She is doing this all on her own time
6 and she's traveling the country to raise awareness
7 about this program.

8 If any of you are in the government space and
9 you want to check it out for yourself, I think on the
10 next slide -- that's our picture. You can see your
11 committee member in the front. We're a diverse group.
12 The gentleman to the far right, first row, is actually
13 a veterinarian. I met him about six years ago in San
14 Antonio, Texas. He doesn't even know it, but he
15 inspired me to pursue government contracting when he
16 told me that he was selling dog bowls to the Air Force.
17 Every dog in the Air Force has to have their own bowl
18 and somebody has to sell that to them. He's very
19 wealthy, okay.

20 So look at the range of people. The lady
21 standing to my left, she's a nurse, but she's
22 transitioned into an IT business with her husband here

1 in Maryland. I mean, there's just numerous stories,
2 just numerous success stories of veteran owned
3 businesses. That's why this program is one to note.

4 This is the panel at the end that comes in.
5 The gentleman to the left, do you guys recognize him?
6 What's his name?

7 MR. ELMORE: Tony Island.

8 MS. HARRIS: Yes. He -- not Tony, all the way
9 to the -- next to Tony. He's from the SBA. He knows
10 you, Mr. Elmore.

11 MR. ELMORE: He's probably at a district
12 office.

13 MS. HARRIS: Okay, yes, he is. And I'm sorry,
14 I forgot his name. Tony Island with GSA.

15 This next gentleman is I believe from the Navy
16 and the Navy OSDBU, and the lady next to him is from
17 the Air Force OSDBU's office.

18 And so this is just a general picture of the
19 classroom. You can see how engaged we are. I mean, it
20 was just -- it was a wonderful experience. I go to a
21 lot of programs. I am a big believer in, you know,
22 updating your skills and continuous training. This was

1 a winner for sure.

2 So the next session is October 18th to 20th.

3 Barbara tells me that she still has room. If anyone is
4 interested please take this information. There's their
5 e-mail address. Her name is Barbara Ashe, A-s-h-e. I
6 can give you her contact number. If you want to spread
7 this information to the people in your area or just
8 your veteran business contacts in government
9 contracting I would appreciate it and I think they
10 would appreciate it. Thank you.

11 I'll look in my cell phone for her number.
12 I'm sorry, I don't have it memorized.

13 MR. WHITE: Perfect -- a perfect example of
14 veterans hiring veterans. I mean, it just supports
15 everything we're talking about. If we identify veteran
16 business owners and can provide a pool of talent at the
17 same time it's just a natural.

18 MR. ELMORE: It kind of goes to what you
19 talked about earlier, and that is she found me. We've
20 sat down and I've tried to introduce her around. There
21 are some people, up to and including people in the
22 White House, but other than me there was no one person

1 for me to take her to at the highest levels of the
2 Administration. To understand if there's a
3 relationship with a local chamber doing this I think
4 this is a reputable model.

5 You know, you could take this sort of a model
6 and either grow this specific thing and continue to
7 bring people in, or you could take this model and build
8 it out to the relationship with the national chamber.

9 MR. CAINE: Dan. You know, Kevin -- who's the
10 guy at the U.S. Chamber that's doing all the --

11 MR. ELMORE: Yes, there was a guy doing a --

12 MR. CAINE: Kevin Schmeigle?

13 MR. ELMORE: Yeah, yeah.

14 MR. WHITE: Schmeigle, right, Kevin Schmeigle.
15 Now there's the perfect guy for her to talk to.

16 MR. ELMORE: And I didn't -- I didn't do that
17 intro because I don't have any personal relationship
18 with him.

19 MS. HARRIS: The U.S. Chamber of Commerce?

20 MR. WHITE: The U.S. Chamber of Commerce
21 there's a guy named Kevin Schmeigle, S-c-h-m-e-i-g-e-l.
22 They're running -- they're doing a hundred veteran

1 expos around the country. They're the ones that teamed
2 up with us in Manhattan to do that career fair there,
3 and they're doing part -- a hundred across the country.
4 He's the vet guy there. He would be perfect to talk to
5 about that.

6 MR. WHEELER: You could probably talk to
7 Wideman.

8 MS. HARRIS: What's his name?

9 MR. WHEELER: Rick Wideman of DBA, to get an
10 introduction to him.

11 MS. HARRIS: Rick Wideman?

12 MR. WHEELER: Wideman.

13 MS. HARRIS: Where is he at?

14 MR. WHEELER: Silver Spring. I've got his
15 number.

16 MR. WHITE: Rick Wideman? He's tied in with
17 us, with Kevin. Huh?

18 MR. WHEELER: Yes, because he knows the
19 president over there. I used to deal with Rick at
20 meetings.

21 MR. WHITE: Yeah.

22 MS. HARRIS: As a final comment, Barbara is

1 very concerned that they may not have the funding to
2 host three classes next year, So she is looking for
3 sponsors. I have her number. It's 301-529-6646.
4 301-529-6646. She is here locally.

5 MR. WHITE: That's the Lockheed Martin. All
6 the big dogs ought to be --

7 MS. HARRIS: They are looking for sponsors.

8 MR. ELMORE: We discussed that when we met and
9 she has been surprised, like a lot of people before
10 her, of the lack of funding support from the majority
11 of our nation's prime contractors.

12 MR. WHEELER: 301-996-8557.

13 MS. LYNCH: All right. Great work, Marylyn.

14 MR. ELMORE: Let me do a little intro.

15 I've known Steve forever. I used to have as
16 much hair as him. He has fairly recently become the
17 executive director, is that correct, for Veterans
18 Across America. Veterans Across America has been
19 operational for a period of a few years now.

20 MR. WHITE: Since '96.

21 MR. ELMORE: And I was really pleased when
22 Steve let me know that he had gone to work with them.

1 So I asked Steve if he might share with you sort of
2 what they're doing, because I think it fits into all of
3 this that we've been talking to.

4 MR. WHITE: Veterans Across America is a
5 fairly unique organization and was founded by a guy
6 named Wes Poriotos, who is a -- he made a ton of money
7 in the executive search business in the past and then
8 decided to help, to focus on veterans. So he put his
9 own money into it, started up this organization, and as
10 with a lot of wealthy guys with a big ego sometimes
11 steps on some toes and doesn't care that he's doing it.

12 So when you're in a non-profit you're always
13 begging for dollars. So when you step on the toes of
14 some potential funders it's not a real good idea. It's
15 not a good thing.

16 So Wes is -- this sort of created a little
17 turmoil in the business. And I had gotten involved
18 with them because the New York Times was going to get
19 involved with veteran career expos. I had helped them
20 in the past to do that. They contacted me a while ago
21 and said, "We're going to do another one. Would you
22 help us out?"

1 I said, "Sure."

2 So VAA was the veteran partner of the New York
3 Times, and another group called Higher Disabilities,
4 that was going to be actually managing the career fair.

5 So I got to know these guys because we're
6 meeting in their offices. Then I started talking to
7 them about, well, you do all this great work for
8 mentoring for veterans. How about some entrepreneurship
9 talks?

10 So that's how I sort of got involved with
11 these guys. After the event I get to know them better.
12 I understood that they give back and they -- sort of
13 the non-profit funding community sort of said
14 you -- the best thing you can do is you need a new face
15 on Veterans Across America and change it, and Wes needs
16 to step out of the picture.

17 So they asked me if I would take this one.
18 And I said, "I really don't want to do this. But I
19 like what you're doing and I will do this to help you
20 out for a period of time, understanding that my goal is
21 the entrepreneurship side of business development.
22 I'll do this and then we'll find an inside" -- I'm not

1 an inside guy. I hate personnel problems. I
2 just -- that's why I run my own business.

3 So I said, "I'll do this for a while. We'll
4 see if we can't get -- sort of take it from where it's
5 been run like a mom and pop type shop into a true
6 non-profit, professional organization."

7 And that's what sort of I've been spending too
8 much time on, developing a new board of directors, all
9 the things that you've got to do. I had a great
10 comment from Albert about doing a board online, having
11 electronic minutes and that type of stuff, because
12 you're dealing with people all over the place. Trying
13 to get three people together when they're across town
14 is impossible now. It's just -- I don't know how we're
15 so damn busy. It's crazy.

16 But -- so that was a thank you for that. That
17 was a great suggestion. So I'm in this non-profit
18 situation that I haven't been in for a long time. But
19 this organization does some very cool things. They
20 started out with what was called a champion mentoring
21 program, where they develop a whole list of mentors,
22 work with the low end of -- in most cases the low end

1 of the veteran community, really impoverished, low
2 income, unemployed, and work with them to get them up
3 to the level of where they can find employment.

4 There's another organization right up the
5 road, which sort of surprised the hell out of me,
6 called American Corporate Partners, which was also
7 founded by a wealthy guy with another ego the size of
8 an elephant. So these guys couldn't work together, so
9 they had two separate deals. It sounds like they do
10 the same thing, but they don't.

11 American Corporate Partners works mainly with
12 higher level military officers, high level enlisted
13 guys, only after September 11, 2001. Likes to go to
14 ball games, and play golf, and drink beers, and do some
15 nice things for people. But they're actually precluded
16 from opening up their Rolodex and passing the veterans
17 off to somebody to get them to us.

18 So we've had people that go through that
19 program show up at Veterans Across America, and we line
20 them up and get them a job. We have -- we're very
21 tight with all the banks that are hiring people now
22 because of guilt money and foreclosing on them. Now

1 they'll hire them. So it's great, you know. Chase is
2 one of our best guys.

3 But there's sort of three levels of
4 work -- the basic mentoring program, taking any veteran
5 of any era and working them up to the point of where
6 they can find a job. Another is utilizing the old
7 schools. They had an executive search and they call it
8 sort of a military pipeline. We get a call from like
9 Dollar General Stores and they're going to up a whole
10 pile of stores up in the Northeast.

11 So they said, "Well, can you help provide us
12 with employees?"

13 "Sure."

14 So they need like 3 or 400 people. So that
15 will be another deal where they'll just be here you
16 are, you want a job, here's a job for you. If you're
17 having problems, need a mentor, we're going to work
18 with them, Dollar General, to develop a veteran's group
19 within the company that they have someplace to call, or
20 talk, or come back for mentoring.

21 And then the third wing is going to be the
22 entrepreneurial side. And that -- once I get this

1 other stuff out of the way that's what we'll do.

2 So -- but I've been already talking to the
3 banks and working with them to try to identify the
4 areas that we can work with closely with them,
5 identifying their clients, their customers that are
6 veteran business owners, and then helping them grow the
7 businesses and hire more veterans. It's sort of a
8 detailed plan, but it's -- it's not that difficult and
9 it's something that we can all do. But that -- it will
10 make it more apparent and more clear to everybody as we
11 get to that point.

12 At the same time I'm doing a thing, a
13 publication that I've done in the past that SCORE used
14 for a long time, sponsored by Bank of American and then
15 Sony Small Business Group. I have adjusted it to call
16 it Basics for Veterans, and it's how to start, manage a
17 business, grow your business, and now we're also adding
18 a whole thing on resources for veterans and an
19 employment section.

20 I've got a printout over here, but it's going
21 to be more -- I've got a whole pile of more articles
22 that are going to go in it. What I will do is

1 e-mail -- it's going to be an online publication, but
2 I'll e-mail it to everybody on the committee so you can
3 see, make comments, think about other articles that
4 should be included in there.

5 I've got to pay for it, so I need to get some,
6 you know -- I'm going to have some sponsors and some
7 ads. Non-profits, just put them in there for nothing,
8 but we'll do that. So if you have some ideas or
9 somebody that wants to see it -- right now the viewing
10 audience is going to be -- it's going to be linked. So
11 anybody can link to this, but we're over 100 million
12 views now on those organizations that will have it.

13 Like you, Terry, if you want to pass it on to
14 the state VA guys it would be great. Anybody
15 can -- it's going to be managed by a huge printing
16 company in New York, R. R. Donnelly, and they have --

17 MR. SCHOW: What's that website?

18 MR. WHITE: Well, it will be
19 basicsforveterans.com. But it's not -- it's not -- it's
20 just reserved.

21 MR. SCHOW: Well, will you shoot out an e-mail
22 when it's actually out?

1 MR. WHITE: I'll have that when it's out, but
2 I'm going to send you a PDF of it now so you'll see it
3 in the development. I mean, it will show the listing
4 of the new articles that are coming, other ideas.

5 On the employment side I have six or eight HR
6 representatives that are -- that have committed to, you
7 know, 300 to 400 words about what they look at when
8 they're interviewing a transitional soldier. That's
9 from, you know, Deutsche Bank, State One Associates,
10 Horton International, some big hitters in that field.

11 If anybody else wants to get involved on that
12 side of it, if you want to contribute anything, that's
13 what, you know, that a veteran should be thinking about
14 when they're talking about doing it, it's fine. I
15 mean, we don't need to have the resume writing and the
16 dressing for success again, but if there's some key
17 items that you have seen in working with veterans
18 looking for positions that would be great.

19 I got introduced to a guy out at USC that's
20 sort of the head dog on studies for PTSD, and I wanted
21 to include an article on that because it's the gorilla
22 in the room. You know, nobody -- if you're not a

1 veteran -- if you're interviewing a veteran you're
2 going to go, oh my God, is he going to go postal or
3 what.

4 MR. SCHOW: The HR guys are scared.

5 MR. WHITE: But not the veteran, though. So
6 the HR people, it's -- we're going -- I think I have it
7 where SHRM is going to -- the Society for Human
8 Resource Management -- I think they're going to link
9 them. I'm close enough to them, where it's close that
10 they're going to do it. They don't do it for anyone,
11 but they said, well, why not, because they're doing
12 some veteran initiatives.

13 And I'm this close to having the New York
14 Times link to it too on their small business site. So
15 then it goes off the scale with how many people would
16 see it.

17 So from an advertiser's point of view it's a
18 very inexpensive way to go. I mean, you can do like a
19 four page ad for \$500 a month. So it's not something
20 that's going to knock anybody's socks off when they get
21 involved.

22 We can do video clips, audio, anything you

1 want. So, you know, we'll be doing -- they'll have one
2 section for political campaigns, and we're only going
3 to have one person in that. I don't know who that will
4 be right now, but we'll see.

5 So part of the funding from that, part of the
6 income from that, is going to go to Veterans Across
7 America, to help continue that battle. Because it's
8 always, as I said it's always a struggle and begging
9 for dollars, which I hate that whole process for
10 non-profits, but that's what you have to do.

11 So if -- I was just talking to Devin about
12 working with SCORE and partnering with them. They'll
13 do -- they'll see thousands of veterans and some of
14 them are going to be into the entrepreneurial program.
15 Some of them are dreamers, some are not. Some are
16 unemployed, and some are not.

17 So I said let's think about partnering, and
18 those who don't get into the entrepreneurial section
19 you could refer them to us and then we'll work with
20 them. We'll identify mentors, because they do
21 mentoring for business not for the employment side. So
22 it's a different hat for me to be wearing, too, on that

1 employment thing.

2 But we're partnering with other organizations
3 that do that. We will -- the Robin Hood Foundation,
4 which is a very cool organization in Manhattan that
5 their goal is to end poverty in New York, the five
6 boroughs, which sounds pretty, you know, okay, great.
7 But these guys, they have -- everybody in the world is
8 on their board and support this thing. They do like
9 one fundraiser a year, and this year they had a dinner
10 and they raised \$47 million. Last year they raised \$88
11 million because Soros said I'll match everything you
12 raise.

13 At the dinner they have credit card machines
14 right on the table. You turn around -- they just sit
15 there and these guys are just cranking in your card.
16 But you have, you know, like Jamie Dunn, chairman of
17 Chase, is on their board. You know, you have all these
18 people. Tom Brokaw is on it. Because of him and
19 Veterans Across America this year they decided to
20 understand that actually there are impoverished
21 veterans too, which was a big surprise to them, because
22 everybody -- the government takes care of them.

1 So they did -- they devoted -- I think they
2 targeted \$11 million to help veterans this year.
3 Veterans Across America was their first and only
4 veteran organization that they finally gave a grant to,
5 to help to -- as a test to see if we could take
6 impoverished veterans and mentor them up to the
7 position of getting a job. I think they gave us a year
8 to do 50, and that was done in four months, and we're
9 working on the next 50 or so. You know, I would like
10 to think that their grant alone is going to be 2 to 300
11 jobs this year just from that.

12 And then they contacted me separately about an
13 entrepreneurship program they wanted to start. When I
14 met with them and I said, "By the way, I just became
15 associated with them, you're already a grant -- we're
16 already a grant recipient."

17 So they said, "Oh, this is cool."

18 So then I brought in SCORE and the small
19 business development center, and they brought in
20 Accion. We're going to do a whole program for
21 assisting low income, impoverished, struggling
22 businesses in New York to grow, veteran business

1 owners. That's going to start next month. Actually we
2 just had the first planning meeting and it's going to
3 be like -- SBA is -- I mean, SCORE is going to be the
4 mentoring and the counseling and small business
5 development center is developing a special workshop
6 just for them. The VAA will end up taking those that
7 don't end up going into the entrepreneurship program
8 initially and mentoring them to the point of -- well,
9 either a position or working in that area.

10 MS. LYNCH: Steve, there's lots going on with
11 Veterans Across America and I don't want to cut your
12 presentation short. I know some folks do have noon
13 lunch appointments based on the schedule that was
14 passed out.

15 So we don't have any public presentations that
16 I'm aware of. Someone might drop in at 1:00. But can
17 we continue this dialogue?

18 MR. WHITE: Sure.

19 MS. LYNCH: Because I think what you're doing
20 with the information magazine that's going to be
21 essentially a website and a portal is really valuable,
22 and I think we can have some discussion on access to

1 information and just organizing the veteran support
2 community.

3 So I would like to yield for now, but give you
4 more time. Because I've got questions and I'm sure
5 people seated here have questions as well. But I know
6 some folks set up some meetings during this noon hour
7 while they're here in D.C. to take advantage.

8 It's excellent what's going on. I look
9 forward to hearing more after lunch. We'll resume at
10 1:00.

11 (Whereupon, at 12:05 p.m., a luncheon recess
12 was taken.)

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1 A F T E R N O O N S E S S I O N

2 MS. LYNCH: We'll officially go on the record
3 now.

4 We were talking about Steve's projects and
5 work with Veterans Across America. I wanted to pick up
6 on that because over the lunch break we were just
7 talking about the need to, as Dan said -- Dan talked
8 about the need to roll up veterans' organizations.
9 It's been a consistent theme in our committee meetings
10 of how do we consolidate this community, how do we
11 organize and how do we put valuable tools on the street
12 that can help veterans, veterans who are considering
13 entrepreneurship opportunities move forward.

14 And so I just wanted to give Steve more
15 opportunity, and if anyone had any questions on what
16 he's working on, specifically the guide that you're
17 working on. Because I've seen the galley proofs of the
18 guide and it has a lot of extremely valuable
19 information. I think it's a great example of us
20 putting our best foot forward in the sense of giving
21 valuable information to veterans. You seem to have a
22 pretty robust plan to link it to lots of different

1 organizations, so it doesn't become a duplication of
2 effort, it becomes somewhat of a harnessing and roll up
3 and a common thread that all of these organizations can
4 get on board with.

5 So, yes, it's not contentious information,
6 it's valuable information.

7 MR. WHITE: The old white guy continues?

8 MS. LYNCH: Yes, exactly. So old white guy
9 chapter two.

10 MR. WHITE: Just to finish up on Veterans
11 Across America.

12 I mentioned that the Robin Hood Foundation
13 gave us the first grant from them for veterans
14 organization and then a second one on the
15 entrepreneurship side. But to show how cool an
16 organization they really are they also, knowing that
17 non-profits have to beg for funding all the time like
18 we talked, they sent their funding representative over
19 as a free consultant to give us ideas on funding
20 projects, who to talk to and what to go after, and that
21 kind of stuff.

22 And then they gave us a branding campaign put

1 on by Interbrand, which is a big branding advertising
2 agency in Manhattan. I'm sure this project if you just
3 went in and did it, it would be a couple hundred grand.
4 But they gave us 15 interns plus the employee staff of
5 Interbrand to do a whole rebranding of Veterans Across
6 America, including graphics, logo, website, tag lines,
7 everything else.

8 So the amount of work they did was
9 unbelievable. It was mainly done by juniors becoming
10 seniors at colleges like Georgetown, Dartmouth,
11 Columbia. I mean, amazing. We just had a very, very
12 great group of very bright kids. Fifteen of them
13 worked on this thing all summer.

14 So soon we will have -- and it's
15 veteransacrossamerica.org. The site right now is not
16 that exciting, but it will be. Two or three of the
17 kids finish up next week and they're done with their
18 internship, and they have three or four weeks before
19 they go back to school. They asked if they could come
20 over and volunteer with us. You could see that the
21 whole idea of working with veterans to these kids
22 was -- they just got so much out of it, I hope as much

1 as we did.

2 But -- so they're going to come in. And one
3 of the focuses we're going to have is on social media
4 and spreading the word through that avenue, working on
5 the website and the rest of it.

6 So this is all as part of the donation from
7 Robin Hood Foundation. So not only did they give you a
8 grant they support the grantees and work very hard to
9 get you to partner with other grantees. So from that
10 grant we already have a memorandum of understanding
11 with the Jericho Project, which is a homeless shelter
12 for veterans, which is expanding and opening up new
13 centers throughout New York, to where we will work with
14 their -- they will vet the vets, and we will then work
15 with them to help them get employed so they can move
16 out of the homeless shelter and make room for others.

17 So it's that kind of an interaction that works
18 very well. Robin Hood is just a great, a great
19 foundation. And they blow through all the money every
20 year. That's their deal. They spend it for worthy
21 projects and then they go have another big fundraiser,
22 which is very cool.

1 Recently we were approached by Senator
2 Gilbrandt's office, a senator in New York, who has a
3 bill she's proposed for -- to help veterans get
4 employment. So it's to get them back into the TAP
5 program. So I talked to them and got them thinking
6 more about entrepreneurship. So they're going to think
7 about doing that.

8 I also talked to them about getting, you know,
9 have -- be able to use the GI Bill towards
10 entrepreneurship programs that are already being funded
11 by the government in the first place. I mean, it's
12 just like -- when people say what do you mean, we
13 can't? And you go, no. They just --

14 So I said really you ought to take little
15 steps and just do stuff that anybody looking at it
16 would just say how can you not -- we thought this would
17 already be happening, so they don't, you know, don't
18 make it controversial, And then just build on it.

19 So they had a press conference in Grand
20 Central and had some -- she made some very nice
21 comments about Veterans Across America. We had some of
22 the veterans that we've helped there too. You know,

1 everybody crying and tear jerking, from saving my life
2 and, you know, to getting a job.

3 So that was good for publicity. But as far as
4 you folks go, any time that there's -- you can connect
5 us with anybody that can potentially be a funder and
6 support that -- I got them to look at it in terms of
7 just begging for money, to saying it costs -- from when
8 I went through it the closest I could figure it's about
9 \$2,500 a vet to go through the whole process.
10 Sometimes it's a lot less, sometimes it's, hey, how you
11 doing. Here's a guy by the way. I got the perfect job
12 for you and you're gone. Other times a vet --

13 MR. SCHOW: How long does that normally take?

14 MR. WHITE: It's -- it can be an hour to six
15 months. One guy we had was -- worked on a nuclear
16 carrier and could not express, no matter how much we
17 were working with him, he could not express his talents
18 and his skills when he got into an interview process.
19 We had seven mentors work with him. Finally one of the
20 mentors, a West Point grad, works for Cushman &
21 Wakefield, a big building -- first of all they manage
22 like half the buildings in Manhattan I think. So they

1 do all the contracting stuff.

2 So this guy finally goes -- he's trying to
3 tell him what to say and he says, "Screw that. Come
4 with me." They went down to the employment thing and
5 he says, "This guy can't talk, but don't worry about
6 it. Hire him for that building because he can do
7 everything we want."

8 And they did and he's like this huge success
9 story. You know, once he got past the thing he -- and
10 this was like doing nothing compared to what he was
11 doing, you know. He just could not get it across.

12 So we're always looking for more mentors
13 because the more veterans that come in we still got to
14 pair them up. We've got access to most of the
15 academies, West Point in particular. The West Point
16 Society in New York is more than willing to -- tell me
17 how many you need type of thing and we'll get them.

18 So we're in the process now of the floodgates
19 are opening up because of this. The Robin Hood piece,
20 the more people hear about it the more calls we get.
21 In 2009 I think they did -- they had 200 and something
22 they worked with. They were working with 600 and

1 something veterans and 200 and something got positions.
2 They're still working with the other ones. Last year I
3 think it was pushing 600.

4 So it's growing all the time and the problem
5 is at \$2,500 a pop it's just -- the more you do the
6 more you've got to raise money, and we've got
7 people -- not enough staffing, so people are running
8 around trying to find money and they can't do the job.
9 So it's just a systemic problem, like with most
10 non-profits.

11 MS. LYNCH: As well as start ups, right?

12 MR. WHITE: Yes. Yes, it's the same thing.
13 You can't get over the hump.

14 So as I mentioned before, I took this position
15 to help them get over that hump. But I've already told
16 them that my goal is to back end promote the
17 entrepreneurship, because I think that's where the jobs
18 are going to be. If they want me to do that for them
19 I'll do it, and if they don't want me to do it through
20 them I'll just go back and do it on my own anyway.

21 So -- but I'll be there until they throw me
22 out or we have, you know, you get this place to where

1 it can really go. Because we're right on the cusp of
2 having some serious funding roll in, and they've got to
3 have their ducks aligned to do it. Then we need to
4 really be looking at additional staffing and making the
5 whole thing grow.

6 So it's an exciting place to be. It's
7 frustrating at times and it's that -- you know, like
8 any non-profit you're chasing bucks all the time. It's
9 a pain in the neck.

10 MR. RENTERIA: Let me ask you this. So you
11 provide specialized vocal training to these veterans.

12 MR. WHITE: No vocal training, no.

13 MR. RENTERIA: Okay.

14 MR. WHITE: What we do is we'll have somebody
15 who is out of work, unemployed, sometimes homeless, and
16 we will work with him or her, get a mentor. Now we're
17 calling them advocates as part of the branding
18 exercise. We got away from the mentor term, which is
19 too loosey goosey or overused I guess more than
20 anything. And we'll team them up and they'll work
21 together.

22 That mentor will work with him or her on their

1 resume, on interview tactics. We'll refer them to
2 other people that are doing things and helping us.
3 Then they open up their network to help that person get
4 interviews and get a job.

5 MR. RENTERIA: So that \$25.00 cost supports
6 some curriculum by some mentor spending time with that
7 veteran?

8 MR. WHITE: It costs -- it's -- I took
9 everything that we spend money on, from rent, salaries,
10 heat, office space, because how else do you do it? You
11 take all your expenses, divide it by the number of
12 people that you took care of or you worked with, and
13 that's how much it costs per person.

14 MR. RENTERIA: The reason I'm asking, and I
15 don't know if anybody is aware of this, but the VA
16 doesn't have enough curriculum, vocal training folks,
17 okay. If you have a center if you will, and you have
18 demonstrated results from starting point to end point,
19 you can get that funded through VA vocational rehab.

20 MR. WHITE: We've talked to them and we
21 have -- we actually have a guy who is willing to give
22 us -- he's got these like Quonset hut hangers out at

1 one of the private airports in Long Island. We've
2 talked about doing that. It's just -- it's a big step
3 and we've got to get the -- we've got to get the
4 funding stream set to handle that now, and then you can
5 look for a special project for that, for funding for
6 that special project, including income from the VA.

7 MR. RENTERIA: So right now it's just -- it's
8 just a work center for the most part, where I would go
9 to you and sit there one-on-one with somebody for --

10 MR. WHITE: What you would do is you would
11 come in, we would interview you, we would look at your
12 resume, we would decide what's going on, your status at
13 the time, whether or not there was abuse, drug or
14 alcohol abuse, whether there was a PTSD issue that you
15 weren't handling correctly, and if there was we would
16 refer you to different groups that we work with.
17 Otherwise we would try to team you up with an
18 appropriate mentor. You would be working hand-in-hand
19 with them. And he or she would say, okay, you're ready
20 now for -- you've done this work, you've done this
21 work, you've done this, and now we're going to -- now
22 we're going to start doing some interviews.

1 So you do practice interviews and then we take
2 them -- they actually take them and introduce them to
3 their network of folks.

4 MR. ELMORE: So you're essentially doing case
5 management, helping them get ready and prepared to go
6 out and --

7 MR. WHITE: We don't say we get jobs for
8 people, but we do.

9 MR. ELMORE: Right. No, you don't.

10 MR. WHITE: We get them -- we get them ready.
11 We literally have now with all the banks up there, with
12 their guilt money, with all of the veterans on Wall
13 Street, Chase -- Chase is saying they're going to hire
14 people. They're laying other people off, but they're
15 hiring veterans

16 MR. ELMORE: In some ways it's similar to what
17 we had in the old SETA title.

18 MR. WHITE: Absolutely.

19 MR. ELMORE: The same sort of stuff.

20 MR. WHITE: But we have relationships with
21 these guys and human resource departments and they
22 say -- and they also have volunteered. We go to the

1 companies that are hiring and say we want you to
2 volunteer mentors too. We want you to talk to your
3 veterans. And a lot of non-veterans become very good
4 mentors. Some of the best ones we've had are Citibank,
5 women bankers, who gnaw people on their ankles if they
6 don't hire the person. It's great.

7 "What do you mean you're not going to hire
8 that person," you know.

9 MS. LYNCH: Don't underestimate the power of
10 diversity.

11 MR. WHITE: They're in the country club
12 beating people up, you know, to hire somebody.
13 So -- and they call up. They say, "You know, we
14 have -- you know, we need, we need another 50 veterans,
15 you know." We have mentors that want to go. So it's a
16 combination of continually growing both platforms.

17 MR. ELMORE: One of the real weaknesses in the
18 system as it sits now these days is Ray Jefferson's
19 shop doesn't have the authority for the kind of
20 discretionary funds they used to have during SETA and
21 then JETPA days, when a lot of the really creative
22 stuff that you're doing now, that we were doing 30

1 years ago, was funded out of discretionary funds out of
2 Labor. There was a formula over there that the
3 assistant secretary's office got. You know, I don't
4 what it was, like, 3/100 of 1 percent of one of the ETA
5 funds. So every year if ETA spent 100 million they got
6 like 3 million or whatever it was. That all went into
7 discretionary, almost experimental programs that the
8 assistant secretary had the authority to solicit
9 proposals for and make grants for.

10 I tried to share this with the last assistant
11 secretary -- I've not talked to Jefferson about it
12 yet -- about going back after that fund. Because what
13 you've got now is you've got all of these programs and
14 systems that are constrained by some design given to
15 you by Congress, and those guys don't have a clue about
16 how to do what you're talking about.

17 MR. WHITE: We had -- when they asked me to
18 start the veterans, the entrepreneurship program for
19 the VLP, the VLP at the time, in New York it was
20 the -- the money, the initial funding they got was from
21 a city department of employment. Whoever the
22 administrator was at the time she was -- talk about

1 thinking out of the box. It was employment funded from
2 the city and state to start an entrepreneurship program
3 for veterans. I thought that was pretty good.

4 MR. ELMORE: The first vet program that SBA
5 funded back in '85 or '86 was actually through the
6 state workforce system in one of the Carolinas, and it
7 didn't work at all. That's when a guy named Jim
8 Parker, who had come out of the VVLP system over at
9 Action Agency, who ended up here, came to me because he
10 knew we were running VVLP and doing small business, and
11 said will you guys put a design together.

12 So they gave us a basic idea of an
13 entrepreneur training program for vets, but a model
14 that didn't work at all. That was really the genesis
15 for what became our program. And you guys came along
16 about the same time doing the same thing.

17 MR. WHITE: It's too bad Ray didn't show up
18 because I was talking to him for a long time about them
19 picking up the slack on the entrepreneurship side
20 through the Department of Labor. And he's all for it.
21 He even spoke about it --

22 MR. ELMORE: I've been talking to him too.

1 That goes back to that discretionary money, if he had 5
2 or \$10 million in discretionary money he could do that.

3 MR. WHITE: Yes. I was talking to Tim Winter
4 yesterday, who is the TAMPCA, and he said the same
5 thing. What they're doing is within the new revamped
6 thing, which they still haven't picked the --

7 MR. ELMORE: Right, the contractor.

8 MR. WHITE: -- the contractor to do it yet.
9 But what they're going to focus on, they're going to
10 try to initiate right away, if somebody shows an
11 interest in entrepreneurship to package up something
12 that gets them to SCORE and small business development
13 center right away, but at the same time going through
14 the employment workshop because that can't do anything
15 but help.

16 MR. ELMORE: Yes, it should be an option.
17 It's just one of the, one of the options people should
18 be presented with is an opportunity and then if they're
19 interested give them a track to follow.

20 MS. LYNCH: Great works. Anyone -- any extra
21 questions, comments for Steve?

22 MR. WHITE: I'll get this basics for veterans

1 out to you guys. I've got a couple more articles to
2 dump in there and then I'll e-mail it to everybody as a
3 PDF file. I would love your comments and questions.
4 Anything can be changed. And it's going to be an
5 online piece so it's going to be updated constantly.

6 MR. RENTERIA I'll also send you access to the
7 back end websites we have. You know, it's a free trial
8 that's hosted on there, but it has all the features I
9 told you about, Internet.

10 MR. WHITE: Yes.

11 MR. RENTERIA: You guys play with it and go
12 with it, but now it's -- I think it leads onto where
13 Dan kind of left on his way out, and that was all these
14 veteran groups are consuming a lot of funding and none
15 of us are working together.

16 And here's what I'm doing in California, is I
17 had a chance to read or talk to -- a friend of mine
18 said, "Hey, I -- my daughter has to get some volunteer
19 hours. She's a 4.0 student, but she needs hours to
20 volunteer."

21 And I said, "Perfect, here's my volunteer
22 project."

1 I spent an hour with them, her and her
2 parents, and I go to guidestar.org and pull all the
3 veteran non-profits out there.

4 MS. LYNCH: Guidestar. One of my professors
5 started that. It's a great site.

6 MR. RENTERIA: And Guidestar, Guidestar has
7 worked very closely with non-profits going to file,
8 whether it's a post guard for zero dollars or, you
9 know, whatever their process is. They zap I think
10 probably half a million of no-profits nationwide of all
11 industries and show them, that fail to file.

12 MS. LYNCH: Which wasn't their original intent
13 when starting that, but yes.

14 MR. RENTERIA: But anyway, I said here's what
15 we need. We need you seniors to pull out all these
16 990's of all these veteran organizations, look for some
17 redundancies, look for salaries, look for funding, and
18 I want you to give a report in a year to tell me are we
19 really utilizing those donor dollars you give us, if
20 they're reaching the population, which we already
21 learned were not.

22 And they loved that. And next year we're

1 going to do a small business summit in Paris,
2 California and they're going to be one of our speakers.
3 Because the key thing for me is we need the younger
4 generation to talk about this country's current economy
5 and how the veterans can boost it by using our
6 benefits. Because our benefits are worth a lot of
7 money, but we elect not to utilize them.

8 So I want to somehow later talk to you about
9 tying that Veterans Across America because
10 it's -- we're an unknown commodity with the greatest
11 asset, and that's that VA card. And in 25 years, 70
12 percent of our current 25 million population will trend
13 due to death, illness or suicide. This new
14 design -- because our biggest cost is our folks who are
15 scared, there's no question about that.

16 My nephew just came out of recruiting duty
17 Chicago, and I was there in '80, and he had to put
18 maybe one guy in a month. Well, I had to put in five,
19 okay. So that's right -- I want to say that we're
20 really going to reduce the footprint of this military.

21 So what you're doing and what we're about to
22 do --and, you know, we found Patricia through our

1 efforts -- is we need to raise the bar on what we don't
2 know at every level. This is why I'm engaging high
3 school kids to volunteer by doing some internal
4 research on what's it really costing this country to
5 donate or federally, state-wise, to reach me. It took
6 us 20 years to reach Patricia, and that's the thing I'm
7 telling these high schoolers is here are some reality
8 facts. I want to introduce them to you because that's
9 the population you need to reach, too, because I'm
10 going to ask them to call on you guys.

11 The more we engage these high schoolers and,
12 you know, Veterans Across America, that's a tie in for
13 everything. Kind of like what Dan was saying. I've
14 founded two non-profits. I don't pay myself. I've
15 funded myself. I'm on manpowerless.com, because if the
16 future is about less manpower to carry out something
17 that's important, and that is how do we turn this
18 economy around. Too often we don't take a look at how
19 we're spending this money and not reaching everybody.

20 I met a gentleman in La Joya that he
21 established a for profit called Veterans Energy
22 Production Company. That's bio-mass conversion into

1 electricity. He's seeking investors to invest \$25
2 billion. So they're going to have a 10 percent
3 discount. He's going to donate 2.5 billion to veteran
4 programs. He pulled me in to help him do that smartly,
5 okay.

6 So our funding model could potentially change
7 if this guy gets his investors because he's going to
8 task me, or he's asked me, and this is my four
9 properties, asked me to consult with him on who should
10 get that \$2.5 billion. There's a lot of need, but I'm
11 going to be very keen on who's getting paid in these
12 nonprofits because they're getting paid a lot of money.
13 It's almost become a big business.

14 So those are the things that I want to share
15 with you, because Veterans Across America is really a
16 good tagline.

17 MR. WHITE: But I think that -- again going
18 back to external business ownership and
19 entrepreneurship is where it's at. So if you took the
20 3.6 million veteran owned businesses we have, and even
21 half of them raised their hands, and then half of them
22 said, yes, I'll send you 100 bucks to fund, to do

1 something, that's a lot of money. So, you know, you
2 could do some very simple things and grass roots type
3 approaches to make things happen, to support proven,
4 proven programs that work.

5 MS. LYNCH: Kind of like Montgomery County
6 did. I mean, that was -- it's the metrics.

7 MR. WHITE: Use the footprint for the program
8 to start a national -- we've been talking about this
9 forever. Set up a national entrepreneurial training
10 program that's proven, works, trackable, follow through
11 and it's free to the veterans that attend, or a minor
12 fee to cover the cost. But we could --

13 MR. ELMORE: EBV for all, you know.

14 MR. WHITE: -- funded by the -- funded by
15 veteran business owners. That's the way you do it.

16 MS LYNCH: At this point it seems like we're
17 already starting to shift to conceptual ideas on how we
18 can make an impact and what we can do from a broader
19 perspective. So I want to give everyone a last chance
20 if there's anything that you think needs to be said or
21 noted on the record right now to do so, and then what I
22 propose is that we go off the record and have a nice

1 robust working session with an eye for the annual
2 report that we need to develop and deliver so we can
3 get ourselves a nice framework to tee us up for our
4 next meeting in the fall.

5 So --

6 MR. ELMORE: I would like to say one thing on
7 the record and then I've got to go. The idea about,
8 you know, recommending to the White House that they
9 structure this from a White House perspective in a way
10 that actually leaves the coordinated opportunity or
11 empowerment --

12 MS. LYNCH: Maybe within the Domestic Policy
13 Council, yes.

14 MR. ELMORE: All I would ask you to keep in
15 mind, and this IG report from VA certainly reiterates
16 why I think that way, is do not let them decide that
17 the VA is where -- should be the lead on this. Not
18 that SBA is the best thing since sliced bread, but at
19 least that's -- what we exercise is entrepreneurship.
20 The VA doesn't. And the tendency I've see in this
21 White House and previous White Houses is people just
22 acquiesce.

1 I'll give you a little insight. The first
2 time that the entrepreneurship boot camp for veterans
3 with disabilities made it into a report to the
4 President, which was January of this year.

5 MS. LYNCH: I remember that small business
6 report.

7 MR. ELMORE: It was the Department of Veterans
8 Affairs that took credit for that program. Now you
9 know what I'm saying. I went a little ballistic
10 internally, and I stomped my feet, and I basically said
11 I can't believe you're going to intentionally misinform
12 the President.

13 So there's this enormous acquiescence to VA
14 because the VA just fixes veterans. No, they don't.
15 But that's the whole -- when you get into the political
16 class that doesn't understand this community. So if
17 you're going to put something in motion that leads to a
18 real national initiative that's coordinated and
19 organized, just please make sure that the VA doesn't
20 lead it. They absolutely should be a critical part of
21 it, but they should not lead it. It will be a failure.

22 MS. HARRIS: I have a recent experience too --

1 MR. ELMORE: No, I didn't want to get into
2 trashing the VA. That's not my purpose there.

3 MS. HARRIS: No, it's not.

4 MR. ELMORE: I just think it will -- it will
5 prove an ineffective approach.

6 MS. HARRIS: This kind of tailgates on what
7 you're saying.

8 From July 15th to 17, 2011 there was a -- I
9 think the fifth national summit on women veterans here
10 in Washington. I contacted the lead entity of the
11 government that spearheaded that movement. It's called
12 the VA Center for Women Veterans. I contacted the
13 director and chatted with her back and forth via
14 e-mail, because when I looked at the program that was
15 put online there was no mention of entrepreneurship for
16 these, what came to be 700 women veterans that would
17 convene on Washington to attend this national summit,
18 and I thought that it should be otherwise.

19 And so I asked her specifically if I could
20 come in and talk about, at a time when there was
21 nothing happening, there was nothing in that time slot,
22 several time slots, could I come in and just hold a

1 session for people that wanted to volunteer and come in
2 and talk about entrepreneurship and mentoring programs,
3 like V-WISE and other programs throughout the country
4 that are going on for not only women veterans but just
5 for veterans overall to -- you know, where they could
6 participate and learn about entrepreneurship.

7 And the response I received, and I forwarded
8 this e-mail to Mr. Elmore, the response I received was,
9 "You should attend the August 18 to 20th National
10 Veteran Small Business Conference."

11 So I immediately wrote back to the director of
12 the Center for Veterans Enterprise and I said, "Not
13 only am I going to attend that conference, I've
14 attended it since it began."

15 But the point is it is a tragic missed
16 opportunity to have 700 plus women veterans attend a
17 national summit in Washington and not talk to them
18 about how they can be educated and empowered. Their
19 quality of life can improve through entrepreneurship
20 and you're not giving them that opportunity. It's a
21 tragic missed opportunity.

22 MR. CAINE: And what did they say?

1 MS. HARRIS: They sent me a return e-mail.
2 She sent me a return e-mail and it said the same thing.
3 "You should attend the August 15 to 18th National
4 Veterans Small Business Conference."

5 MR. RENTERIA: And I think -- I agree with
6 what Bill said, because the real core to me -- for 12
7 years this community has been around, the \$216 million
8 of business has been there for us. and we need to take
9 control of that somehow, period.

10 MS. LYNCH: Some thoughts well said. Anyone
11 else? Anything else to add?

12 MR. SNYDER: Just one comment --

13 MS. LYNCH: Go ahead.

14 MR. SNYDER: -- to dovetail on what Bill
15 Elmore said about the White House report. It is that I
16 think his point is supported really in the task force,
17 the interagency task force for veteran small business
18 development, in the sense that SBA is leading that.
19 SBA is the chair, SBA is leading that, and I mean
20 that's -- so not only is the President on board,
21 Congress is on board, and we're hoping for good things
22 out of that.

1 MS. LYNCH: Do you have any updates on what's
2 going on with the task force, anything that we should
3 be aware of.

4 MR. SNYDER: We have not had a meeting -- just
5 quickly. We have not had a meeting since the April, I
6 believe it was 29th meeting. And we were contemplating
7 one in June, and then schedules and the Jobs Act
8 overtook the schedule. And so we've kind of pushed it
9 off. We're hoping for something in August with the
10 intent of -- so far as a public meeting.

11 There will be committee meetings prior to that
12 to start formulating and putting together the report,
13 of which I'm already working on the, just the basic
14 structure of the report and what we envision to look
15 like. There will be recommendations coming from each
16 of the six subcommittees. The subcommittees we've had
17 since that April, the last public meeting, we have had
18 a couple conference calls.

19 We actually came to SBA once and just went
20 through the -- our -- the preliminary recommendations
21 as to where we are, where they are, what they think
22 that their respective responsibility and recommendation

1 might look like.

2 So it's not like when we get together say next
3 month that we'll just be starting from scratch. This
4 is something that has evolved as the meetings have gone
5 along and that we're in -- we have meat on the bones.
6 So some of us have to, you know, to work to hone it,
7 refine it, and make it a strong focused report.

8 MS. LYNCH: It sounds like a perfect way for
9 us to start talking about our report. We need meat on
10 the bones, right?

11 MR. SNYDER: Yes.

12 MS. LYNCH: I like it. Anyone else? Any last
13 comments? Any objections to going off the record and
14 starting our work session? All right. We are off the
15 record and done. Thank you.

16 (Whereupon, at 1:47 p.m., the meeting was
17 adjourned.)

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