#IFA2017

CONVENTION

JANUARY 29-FEBRUARY 1 | MANDALAY BAY | LAS VEGAS, NV
Promoting Veteran-Owned Franchises

Key objectives:

- Overview of VetFran program
- Increase awareness of programs that encourage/facilitate entrepreneurial veterans
- Highlight a successful VetFran franchisor program
Promoting Veteran-Owned Franchises

• Key objective: Overview of VetFran program
  – Increase awareness and understanding of the IFA VetFran Program
  – Illustrate program successes
  – Why veterans make great franchisees
Promoting Veteran-Owned Franchises

• Key objective: Increase awareness of programs that encourage/facilitate entrepreneurial veterans and provide transition assistance to separating veterans:
  – The Rosie Network, a 501(c)3 corporation for veterans
    • Military Entrepreneur Development Center
  – Center of Excellence for Veteran Entrepreneurship
Promoting Veteran-Owned Franchises

• Key objective: Illustration of a successful VetFran franchisor program

• Grease Monkey
  – Initial Franchise Fee Discounts
  – Royalty Abatements
  – Special Financing and/or Scholarships
VetFran Background

- Founded in 1991 by Don Dwyer
- Currently over 600 VetFran members
VetFran Program

• Helps Veterans start their own businesses
• Discounts on franchise fees plus additional resources where needed
• Identifies critical metrics that can be used to evaluate different concepts
• More information at www.VetFran.com
Operation Enduring Opportunity

Since November 2011:

• Over 200,000 new veterans in franchising
• 6,000+ new veteran franchise owners
• Awards from U.S. Secretary of Defense, American Society of Association Executives
Why Veterans = Great Franchisees

- Strong leadership skills
- Skilled in following systems and procedures with precision
- Training and support structure in franchising is similar to the military
- Commitment and tenacity
VetFran Star System

• Helps veterans evaluate franchises
• Protects IFA brand/reputation
• Contributes to overall IFA mission – protect, promote and enhance franchising
• Program remains voluntary
• Tiered approach allows maximum participation
• Recognizes best practices
Panel Members

- **Misty R. Stutsman** | Director, Center of Excellence for Veteran Entrepreneurship, Syracuse University
- **Stephanie Brown** | CEO and Founder, The Rosie Network, a 501(c)3 corporation for veterans
- **Ralph Yarusso** | Sr. V.P. Operations & Business Development, Grease Monkey International
Institute for Veterans and Military Families

MISTY STUTZMAN, DIRECTOR

Center of Excellence for Veteran Entrepreneurship
The IVMF is higher education’s first interdisciplinary academic institute, singularly focused on advancing the lives of the nation’s service members, veterans and their families.

- **Who we serve:** Individuals, organizations and communities
- **What we do:** Program development & delivery, services and research, policy & evaluation
- **How we do it:** As an innovative, high performing, efficient and effective organization
Institute for Veterans and Military Families

Jerry Frazier <jfrazier@EmbreeGroup.com>
Programs and Services Available

Post 9/11

Any Service Area

Spouses of Eligible Veterans
Focus Areas of the IVMF

**Research & Evaluation**
Our diverse portfolio reflects the range of social, economic, and wellness challenges that may affect transitioning service members, veterans, or their families.

**Transition Assistance**
Our partnerships in career training support efforts that help veterans become more competitive in the job market by connecting them with employers who understand their skill sets and how they stand out among their civilian counterparts.

**Entrepreneurship**
With help from our partners, we have opened the door to economic opportunity for veterans by developing their competencies associated with creating and sustaining an entrepreneurial venture.

**Community Support**
Our mission is to empower coordinated networks of veteran services in the United States, and equip them with the resources needed to efficiently and effectively guide service members, veterans, and their families to the most appropriate services and resources.
IVMF by the Numbers

• Nearly **50,000** veterans and military family members have attended IVMF entrepreneurship training

• Boots to business is currently on over **180** military installations

• **1,974** non-credit Syracuse University certificates have been achieved by **1,632** veterans and spouses in our VCTP program

• In 2015 alone, AmericaServes reached over **1,800** veterans, service members and their families, requesting nearly **3,000** services
Entrepreneurship & Small Business

Entrepreneurship Bootcamp for Veterans
Cutting edge entrepreneurship training program teaching the steps and stages of business creation and business management, with a tailored emphasis on the unique challenges and opportunities associated with being a veteran business owner.

Entrepreneurship Bootcamp for Veterans’ Families
Entrepreneurship training program for caregiver and family members, positioning participants to launch and grow small businesses while tending to family responsibilities. Offered to spouses and family members, or the surviving spouse of a military member who gave his or her life in service to our country.

Boots to Business
Provider of the U.S. Small Business Administration (SBA)'s two step entrepreneurial education and training program as part of the Department of Defense’s Transition Assistance Program (TAP). The curriculum provides assistance to those interested in exploring business ownership or other self-employment opportunities.

Boots to Business Reboot
Providing veterans of all eras, National Guard members, reservists and military spouses an overview of business ownership as a career vocation, an outline and knowledge of the components of a business plan, opportunity recognition, and public and private resources.

Veteran Women Igniting the Spirit of Entrepreneurship
Women-focused training program in entrepreneurship and small business management that provides tools, ongoing support and business mentorship to veterans, active duty service members and military spouses aspiring to become successful entrepreneurs.

Coalition for Veteran Owned Businesses
Coalition of private sector companies, businesses, non-governmental organizations (NGOs) working to connect veteran and military family-owned business to supply chains of medium-sized and large corporations.

Center of Excellence for Veteran Entrepreneurship
One-stop shop for everything related to veteran owned businesses. Information available to veterans seeking to begin or grow their business as well as researchers, policymakers, and public and private companies interested in veteran business ownership.
Entrepreneurship Bootcamp for Veterans

Realizing that veterans are 45% more likely to pursue business ownership, **EBV** was created in 2007 to help veterans achieve their entrepreneurial dreams.

**EBV** is delivered through a three-phased approach, providing premier training and support:

**Phase 1**
- 30-day instructor-led, online course focused on basic skills of entrepreneurship and the language of business.

**Phase 2**
- Nine-day residency at an EBV university where students are exposed to over 30 accomplished entrepreneurs and entrepreneurship educators from across the U.S.

**Phase 3**
- 12 months of support and mentorship delivered through the EBV Technical Assistance Program (EBV-TAP), a robust, comprehensive network of mentors, resources and national partnerships.

- **$0** EBV is offered at no cost to post 9/11 veterans and their families.
- **70%** of our EBV graduates have started their own business.
- **91%** of EBV graduates use the EBV Technical Assistance Program.
EBV Celebrating 10 years

• Expanded to ten world-class universities delivering the EBV Program
• Trained and graduated over 1,390 veterans and family members
• 72% of Graduates have started their own business, of which 92% are still in operation after five years
• EBV Graduates have generated over $288 million in revenue
A coalition of industry leaders, committed to providing innovative solutions and thought leadership to grow and support veteran owned businesses in communities throughout the nation.

- Over 20 Partners and affiliates
- More than 250 business registered through the website
- Launching Access to Capital booklet

Brings veteran-owned businesses, researchers, small business program managers, policymakers, resources and private and public companies together to help make VOBs successful.

- A database of over 25,000 VOB resources
- Analyzing over 1,700 veteran entrepreneurship stakeholders
- Developing a 12 topic webinar series with speakers and ‘ask the expert’ panels
Misty Stutsman
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• @CoalitioionVetBiz
• @EBVProgram
Strengthening Military Families

One Entrepreneur at a Time

The Rosie Network, 501(c)3
Veteran-owned businesses generate more than $1.2 trillion in sales per year.

Veteran businesses employ more than 5.8 million people in the U.S.

Of the more than 27 million small businesses in the U.S., more than 2.5 million (9%) are veteran-owned.
Military Entrepreneur Development Center

- Shared Office Accelerator
- Financial Literacy Counseling
- Expert Training Seminars
- Conference Rooms
- Training Facility
- Online Video Seminars
- 400+ Veterans & Spouses
Service2CEO

INDIVIDUALIZED PROGRAM

• Office Space, Computers, IT support
• Individual Strategic Business Plan
• Legal, Accounting, HR & More!
• Access to Business & Community Leaders
• Financial and funding literacy
• One-on-One Mentorship
2. ‘IMPACT’

Direct Financial Benefit

- Verified Vet-Owned
- Shopping Cart
- Profile Page
- Photos/Video
- 10k & Growing

www.RosiesList.org
Garage 36
Mandy Nankivel
Furniture Painting & Restoration

Quick Connect:
- Area: Greater San Diego Area
- Address: San Diego, CA 92135
- Ph: 819-838-7400
- Em: mandynankivel@mac.com
- www: Visit Website

Free Shopping Cart
3. ‘ADVOCATE’

‘Raise Awareness & Affect Change’

- Coalition for Veteran-Owned Business
- DoD’s Military Spouse Ambassador Network
- Congressional Military Family Caucus
- Military Entrepreneur of the Year Awards
TheRosieNetwork.org
Contact@TheRosieNetwork.org
/TheTheRosieNetwork
@Rosies_Network
Ralph Yarusso
Sr. V.P. Operations & Business Development
Grease Monkey International
United States Air Force 1977-1985
• United States Air Force
  – C141 Aircrew; Combat and Airdrop Qualified
  – Non-commissioned Officer E-6
  – Used DD214 Honorable Discharge to open first Meineke center in 1985 to start career as Franchisee
  – NCO Training in the USAF translated into better management skills in Franchise unit
  – After 23 years as Franchisee moved to Franchisor side in 2007
  – Passion for Veterans- Do you have a brand ambassador for Veterans?
How are Franchising and being a Veteran related?

- Operations
- Discipline
- Training
- Team Work
- Following Orders - Giving orders
- Leadership
Franchise Operations

- Proven system and business model (Why re-invent the wheel?)
- Focused operations managers that are intimately involved in Franchisees success
- Senior Management team that is focused on the entire system’s success
- Experienced counselors responsible for unit profitability
- Success in franchising as compared to independent operators.
Growing your Franchise system with Vetfran

• The P.R. Aspect of “Supporting the Veteran”

• What discounts can you offer?
  A.) Initial Franchise Fee  (Grease Monkey offers $10,000)
  B.) Abatement of Royalties  (Grease Monkey offers Quarterly Rebates)
  C.) Special Financing or Scholarships
  D.) Don’t Forget the FDD!
Testimonials

“Grease Monkey systems, processes, and procedures bring the “by the numbers” aspect that I learned in the Army to a business mindset that are applicable daily”.

Rick Juarez, Regional Director
Grease Monkey
US Army

“Grease Monkey is a good fit for Veterans because the overall system provides you with the processes and procedures that you need while allowing you flexibility in many aspects of how you run your business.”

Tim Davidson, Franchisee
Grease Monkey
US Army
“The military instilled service to country and now with Grease Monkey, I am dedicated to serving my community. I have the ability to run my business and provide a high-quality service as part of my civic responsibility.”

Carl Willeford, Grease Monkey Franchisee, US Army

“My Grease Monkey business gives me the ability to provide a good living for my family. Like the military, the structure and organization help me achieve my goals and provide a good basis for teaching my son the business. Also, the ability to problem solve and adjust to daily issues keeps the business exciting and sometimes unpredictable.”

Walter Roseboro, Franchisee Grease Monkey US Navy
Promoting Veteran-Owned Franchises

RECAP

– Overview of VetFran program
– Increased awareness of programs that encourage/facilitate entrepreneurial veterans
  • Rosie’s Network
  • Institute for Veterans and Military Families
– Highlights of Grease Monkey’s successful VetFran program, special incentives to veterans