



# BUSINESS PLAN

DECEMBER 2018

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# BOOTPRINTS Co.

"ALWAYS LEAVING AN IMPRESSION"

# TABLE OF CONTENTS

## EXECUTIVE SUMMARY

Mission Statement .....	1
Vision .....	1
Our Core Values .....	3

## OPERATION PLAN

Product Description .....	4
Product Samples .....	5
Leadership Team .....	6
Staffing .....	8
Premises and Equipment .....	8
Inventory .....	8
Insurance, Legal, and Licenses .....	8
Hours of Operation .....	9
Vendors and Key Partners .....	9
Shipping .....	9
Charity .....	10
Website Management .....	10
Website Tracking Matrix .....	10
Contingency Plan .....	11
Product Design .....	12
Customer Experience .....	12
Product Production .....	12

## MARKET RESEARCH

Industry Trends .....	15
Target Market .....	17
The Military Wife .....	18
Competitive Analysis .....	19
Unconventional Competition .....	20
Future Competition .....	21
Our Competitive Advantage.....	21



## BUSINESS STRATEGY

Marketing Goals .....	22
Logo & Icons .....	23
Bootprints Co. Website .....	24
Brand & Image .....	26
Packaging .....	26
Advertising and Promotions .....	27
Future Opportunities .....	30
Short Term Goals .....	30
Long Term Goals .....	31
Pricing Policy and Structure .....	31
Growth .....	32
Risk Associated With Growth .....	32

## CUSTOMER RETENTION

Personalization .....	33
Customer Support .....	33
Quality .....	33

## FINANCIAL PLANNING

Cash Flow Projections and Break Even Point .....	35
Cash Flow Projections and Break Even Point .....	36
Forecasting by Market Size .....	36
Forecasting by Customer Segment .....	37
Forecasting by Capacity .....	38
Performance Ratios .....	39
Funding Requirements .....	39

## APPENDIXES

41

# EXECUTIVE SUMMARY

Bootprints Co. LLC, dba Bootprints Co., a military themed stationery and gift retail store, owned and operated by Shannon and Anthony “Tony” LaNasa III, located online, offers on-demand digital and printed stationery and personalized gift items to the military community.

Shannon LaNasa, a twelve-year graphic designer for NASA, decided to start Bootprints Co. after being a military spouse for 6 years. While serving as a Family Readiness Group leader for many of those years, being immersed in and becoming a part of the military community, Shannon recognized an opportunity in the stationery and gift market – targeted products that would be well received by service members and their families around the world – and knew that she had both the graphic design talent and insight into military life to create products that would connect and resonate with that community. Shannon and her business partner, and husband, Tony LaNasa are opening Bootprints Co. in 2019. Shannon is the managing and Creative Director of the company. Tony is the Financial Officer and subject matter expert for all military standards and protocols.

The military community has its traditions and events that are unique to them; homecomings, deployments, retirements, and promotions. Finding products that celebrate these events can be challenging. Because Bootprints Co. focuses on the military community, our products are geared toward them and the special events they celebrate.

## MISSION STATEMENT

*To provide the military community with stationery and gifts that meet their unique needs.*

## VISION

*Becoming the military’s “go-to” online retailer for event stationery and gifts, known as the brand with a passion and heart for the military community, giving our customers the attention and recognition they deserve.*



Because service members and their families are stationed all over the world, opening an online store is the best option. Bootprints Co. makes it very easy to customize all stationery and gifts right on the site with our Online Design Tool. Printed stationery is sold in packs of 25 and 50, with multiple paper types to choose from. We also offer digital files for all of our products. If customers need a little extra help with their design, an optional add-on called the “Designer’s Hand” can be purchased, in which a professional designer will review and adjust the customer’s design, ensuring everything is just perfect.

Bootprints Co. has unique opportunities to reach our target market since both owners are in that community. From partnering with Military Spouse Bloggers to advertising on military posts / bases, including post newsletters, Bootprints Co. has the inside track to marketing to our customers.

Because “Charity” is one of Bootprints Co.’s values, 10% of every order total will be donated to a military community charity. During the checkout process, customers designate one of three predetermined charities which will receive their donation. So Bootprints Co.’s customers will be giving back to their community just by making a purchase.

Bootprints Co. has a relatively low startup cost. For Year 1, we will initially be offering stationery online. We will be gradually adding more products to our gift category, as well as expanding our stationery selections, as the business grows. We will begin offering gifts in the last quarter of Year 1. With only a website and no inventory at this time, an owner’s investment of \$14,000 will jump start and sustain the business. Most funds will be used for marketing to help advertise the new company. With a plan to expand to gifts, we would require a \$20,000 loan to purchase engraving equipment and raw inventory, to fulfill those orders.

# OUR CORE VALUES

## HONESTY

It's our best policy

## CHARITY

Go above and beyond the call of duty

## BALANCE

Our employees have a life outside of work

## PRIDE

Be proud of what you do, and what you've accomplished

## LOVE

For our Service Members and their families

## COURAGE

Emulate those we serve

# OPERATIONS PLAN

## PRODUCT DESCRIPTION

Bootprints Co.'s products can be found at [www.bootprints.co](http://www.bootprints.co). Our website has many features that make buying from Bootprints Co. very easy and convenient. The Online Design Tool allows customers to customize all designs that Bootprints Co. offers. They can upload pictures, add text, and modify some existing elements. This feature makes it easy for military families to get just what they want, without the hassle of relaying the desired finished look to a third party designer.

Bootprints Co.'s stationery designs are vector-based, to ensure high quality. This means all graphic elements are hand-drawn and scalable. We pride ourselves on creating bold, eye-catching designs, which we feel anyone can find something they love.

All stationery items will have an option of either physical prints or digital formats. All printed stationery will be offered in 4 different paper types, Matte, Satin, Felt, and Linen. Some products also offer front and back designs. All postcards and invitations are sold in packs of 25. Business cards are sold in packs of 50. All digital formats are available for download on our website when the customer's order is confirmed.

Bootprints Co.'s customers can also choose to add the "Designer's Hand" to their order. This optional add-on has a professional designer review designs for minor adjustments before going to print. This can include alignment, spell checks, and overlap.

During the startup phase, printed items will be manufactured with a print vendor located in the city of New Orleans. Once prints are ready, Bootprints Co. will then prepare items for shipping, which will be handled by the US Postal Service, because of their flat rate fees and APO/FPO mailing capabilities.





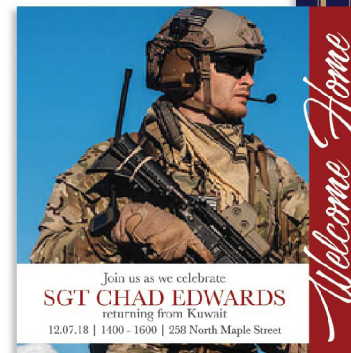
Birthday

**ALEXANDER'S  
BIRTHDAY**  
March 6th  
1500 - 1800

**SGT Henry**  
is turning 6!  
Feb 03 | 1100 - 1300  
101 Marksmen Rd, Toy  
Soldier, KS 48759  
rsvp to 555.555.5555



**MABEL'S  
Birthday Bash**  
SATURDAY, AUGUST 5, 2019  
2:00PM - 5:00PM  
THE BODA SHOPPE  
123 MAIN STREET, TOWNCENTRE, AZ  
RSVP 555.555.5555



Join us as we celebrate  
**SGT CHAD EDWARDS**  
returning from Kuwait  
12.07.18 | 1400 - 1600 | 258 North Maple Street

**WELCOME HOME  
Soldier**  
JOIN US TO CELEBRATE  
**MICHAEL HYDE**  
RETURNING FROM IRAQ  
AUGUST 31, 2017  
1300-1700  
50 EASTSIDE DRIVE  
METAIRIE, LA  
EMAIL@GMAIL.COM



Join us as we say  
**Farewell**  
SGT James Kennedy  
is deploying to Afghanistan  
August 25, 2019  
The Kennedy Household  
123 Main Street, New Orleans, LA  
RSVP Information

NEVER GOODBYE  
**See You Later**  
SGT ERIC SHANE  
MARCH 21 | 1300 - 1600  
123 MARKS ST.  
KINDLY, MN 54701



**Welcome Home**  
JOIN US AS WE  
WELCOME HOME  
SGT THOMAS GREY  
123 HOME AVE  
CHARLESTON, SC 44864  
REGRETS ONLY 888.888.1234

Join us for the  
**Wedding**  
of

ANDREW MICHAEL PHILLIPS  
AND  
CLARA ROSE HEBERT

Deployment

WINE + CHOCOLATE + PHONE  
**DEPLOYMENT  
SURVIVAL KIT**

**We're PCSing!**  
on the move  
once again...  
MOVERS  
Our New Address  
**SSG Dudley and Family**  
#5 Chestnut Road, Fort Jackson, SC 29207

Permanent  
Change of  
Station

PERMANENT  
CHANGE OF  
STATION

Wedding

Please join us for the  
**WEDDING**  
OF  
Clara Jackson  
&  
Dylan Washington  
Saturday, the twenty-fourth of September  
Two thousand and twenty  
at half after five o'clock  
Jackson Square  
New Orleans, Louisiana  
Reception to follow

Saturday,  
The 24 of March  
at half past seven in the evening  
The World War Museum  
New Orleans, Louisiana  
reception to follow

TOGETHER WITH THEIR FAMILIES  
LACEY ABAGAIL MORRIS  
&  
ANDREW MICHAEL SMITH  
REQUEST THE HONOR OF YOUR PRESENCE AS THEY  
**Tie the Paracord**  
SATURDAY  
THE 24 OF MARCH  
HALF PAST SEVEN IN THE EVENING  
THE WORLD WAR MUSEUM  
1154 WEST MARTIN AVE.  
NEW ORLEANS, LOUISIANA  
RECEPTION TO FOLLOW

## LEADERSHIP TEAM



### SHANNON J. LANASA

*Owner, Creative Director, and Business Operations*

As the Owner and Creative Director of Bootprints Co., Shannon will be managing all operations for the website, product design, order fulfillment, and other day-to-day business operations.

Shannon has over 13 years of experience in graphic design. Her career started as a graphic artist working for the Space Shuttle Program for NASA. She is still with NASA working as a graphic designer on the next space launch vehicle program. Her background in design includes not only print, but website design as well.

Shannon has also spent hundreds of hours volunteering for the Army National Guard as a Family Readiness Group Leader. Her responsibilities include working one-on-one with military families and commanders during emergency situations and deployments, to fulfill any needs they may have while their service member was unavailable. This also included fundraising for such causes.

She received her Bachelor's of Science in Graphic Art from Southeastern Louisiana University in 2007. She has also earned a Master's in Professional Studies in the Business of Art and Design from the Maryland Institute College of Art in 2018.

(Resume can be found in Appendix A.)



## ANTHONY "TONY" LANASA III

*Owner, Financial Officer, and Subject Matter Expert*

As the Owner, Financial Officer and Subject Matter Expert, Tony will be handling all finances for the business as well as monitoring that all products meet and follow military guidelines and protocols.

Tony has been in the Army National Guard (ARNG) for 18 years. After joining the ARNG as an Intelligence Analyst, he quickly progressed to the rank of Sergeant, before transitioning to a Commissioned Officer.

He has served as a Field Artillery Captain having successfully completed multiple unit Commands. Additional qualifications include Human Resources Management and Lean Six Sigma Black Belt qualified.

Tony has worked as a federal government civilian for the Navy and LA National Guard since 2008. His duties have included Budget Analyst, IT Help Desk, Network Security Officer, Network Administrator, and Defensive Cyber Operations Team Lead. He has obtained several IT Certifications as well as a Bachelor's of Science in Mathematics from the University of New Orleans. He is currently working on his Masters in Cyber Security from EC Council University.

(Resume can be found in Appendix B.)

## STAFFING

Staffing will include both owners with plans to bring one employee on by Year 5. All new employees will be required to be part of the military or a service member's dependent (spouse or child). This will ensure that any employee who joins our team has some knowledge of the military community, and also has a sense of pride and devotion to our mission. All employees will be required to follow and sign our employee manual, which has already been developed.

## PREMISE AND EQUIPMENT

Currently, Bootprints Co. is operating online at [www.bootprints.co](http://www.bootprints.co), managed from the owners' home, with little to no overhead cost. Because a vendor is being utilized for printing products at this time, we do not require space for large equipment. With a small footprint, we are able to save on erroneous cost for the duration of startup and Year 1. The only equipment needed for business operations is a computer. A personal vehicle will be used to travel to and from the printer vendor.

## INVENTORY

Because Bootprints Co. is currently using a vendor to produce customized on-demand items, no inventory is required at this time. Once equipment, such as printers and engravers are purchased, estimated end of Year 1, raw inventory will need to be on hand.

## INSURANCE, LEGAL & LICENSES

Our company was registered as Bootprints Studio, LLC with the State of Louisiana in October 2017. The name changed in July 2018 to Bootprints Co. LLC. Bootprints Co. has a Federal, State, and Local Tax ID Number. The only license Bootprints Co. is required to have is an occupational license, which has been filed with the St. Bernard Parish Sheriff's Office, the parish within the State of

Louisiana, in which the company resides.

Bootprints Co. will require General and Cyber Liability Insurance, since our business is online.

## HOURS OF OPERATION

Our website will be available 24/7. With the ability to email us through our website, customers can reach out to us anytime of day. We will have a 24 hour notice for returning any emails. We have one main phone line for questions or issues anyone may have during our regular business hours of Monday - Friday, 8 am - 5 pm, and Saturday 10 am - 2 pm.

## VENDORS & KEY PARTNERS

Bootprints Co. is working with multiple vendors for services that cannot be completed in house.

**MPress**, a local print vendor, located at 4100 Howard Ave, New Orleans, LA , will be used for full color prints. They are our only supplier for all prints, including postcards, invitations, and business cards.

**USPS** will be handling all shipping for Bootprints Co. Because they offer the lowest cost for shipping and APO/FPO deliveries, they are our best options compared to other shipping companies.

## SHIPPING

Bootprints Co. will be offering Free Shipping for any orders over \$75.00 for shipments within the United States. Because many military personnel and their families live on posts overseas, we offer shipping to all 50 states and internationally.

## CHARITY

All orders placed with Bootprints Co. will include a 10% donation to one of three charities of the customer's choosing. When customers checkout, they can choose which charity they would like their donation to go to. The three charities Bootprints Co. is currently supporting are Wounded Warrior Family Support, Guardian Angels for Soldier's Pets, and AdoptAPlatoon Soldier Support Effort.

## WEBSITE MANAGEMENT

Wordpress is an online Content Management system for the Bootprints Co. website. This is where our website lives, and is managed from. Wordpress is a cloud-based system, allowing us to update the website from anywhere. Woocommerce is the ecommerce application within Wordpress. It is the framework for all store operations for our products; with an ability to track inventory and complete customer's transactions. Pitch Print is an online design tool that allows our customers to customize any of our products. This service is also cloud based, and is similar to other design applications.

Payments will be handled through either BrainTree or Paypal. Braintree is payment processing that allows Bootprints Co. to accept credit cards. Cost include a processing fee to 2.9% + .30 per transaction. Paypal is a payment system that currently has 256 million active customers worldwide. This offers an expedited checkout experience for our customers.

## WEBSITE TRACKING MATRIX

Bootprints Co.'s website is tracked using Google Analytics. Wordpress includes a Google Analytics Dashboard that displays the number of users, bounce rate, session duration and page views. A monthly report is also sent to the website manager via email with a summary for the previous month's activities.

## CONTINGENCY PLAN

A review of all policies, procedures, the business plan, etc. will occur annually, at the end of the fiscal year to ensure that we are meeting customer needs, operating efficiently and profitably, while serving our core mission.

### PERSONNEL

At this point in time, Shannon will be running 90% of the business, with Tony helping with the other 10%, including finances and advising.

Because all designs at [www.bootprints.co](http://www.bootprints.co) are original artwork, a designer would need to be hired to create new designs and prepare print ready files for our print vendor, if Shannon is no longer available to give her time to the business.

Shannon will handle accounting for the business as a backup, if Tony is no longer available to give his time to the business.

### SALES

If sales are not meeting expectations, we will review and reevaluate promotions, pricing, and production cost. Solutions can include, but not limited to, reducing prices, increasing promotions, increasing advertising, and moving to in-house order fulfillment.

### THEFT

Stealing images online is very easily done nowadays with screen capture. Because our customers can add photos and information to any design we offer, using the tool and taking a screen capture is tempting. Bootprints Co. takes the extra step to ensure our designs are not stolen from our website by having a watermark on every design within the Design Tool.

# PRODUCT DESIGN

**PRODUCT DESIGN**  
ALL PRODUCT DESIGNS ARE VECTOR  
BASED AND HIGH RESOLUTION

**WEBSITE PRODUCT LISTING**  
LISTING CREATED ON  
WWW.BOOTPRINTS.CO.  
• PRODUCT IMAGE  
• DESCRIPTION  
• PRICE  
• KEYWORDS  
• CATEGORY  
• DESIGN TOOL ASSIGNMENT

**ONLINE DESIGN TOOL**  
A BLANK DESIGN IS UPLOADED TO THE  
DESIGN TOOL APPLICATION ONLINE  
• SET SIZE AND BLEED LINES  
• SET TEMPLATE AREAS FOR  
TEXT AND PICTURES

**PUBLISH TO SITE**  
PUBLICATION IS AUTOMATIC  
AND CAN BE REMOVED EASILY  
IF NEED BE

# CUSTOMER EXPERIENCE

**WWW.**  
**CUSTOMER VISITS SITE**  
CUSTOMER VISITS  
WWW.BOOTPRINTS.CO

**FINDING A PRODUCT**  
CUSTOMERS CAN FIND  
PRODUCTS THROUGH  
• MENU  
• HOMEPAGE  
• SEARCH BAR

**PRODUCT PAGE**  
ONCE CUSTOMERS FIND A PRODUCT  
THEY LIKE, THEY CAN VISIT THE  
PRODUCT PAGE. THEY WILL THEN  
CHOOSE  
• PAPER TYPE  
• QUANTITY  
  
HIT "START DESIGNING"

**ONLINE DESIGN TOOL**  
ONCE THE CUSTOMER HIT "START  
DESIGNING" THEY WILL BE TAKEN TO  
ANOTHER PAGE THAT WILL ALLOW THEM TO:  
• ADD TEXT (CHANGE COLOR, FONT, ETC)  
• ADD PICTURES (CHANGE SIZE, EFFECTS)  
• ADD AVAILABLE GRAPHICS  
• CHANGE BACKGROUND

ON THE CUSTOMER IS DONE WITH DESIGN  
THEIR PRODUCT, THEY HIT "ADD TO CART"

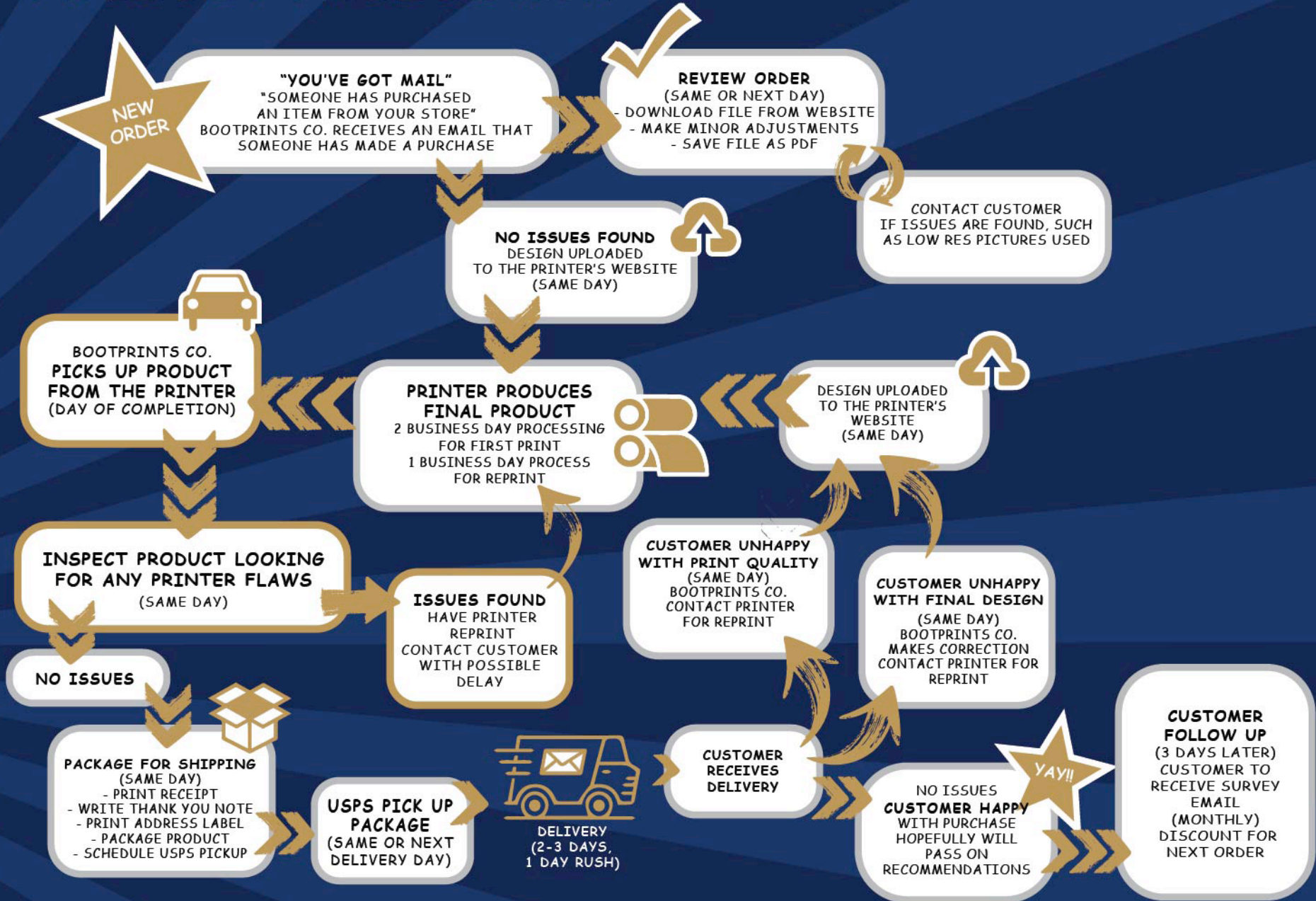
**READY TO PURCHASE**  
CUSTOMERS HAVE THE OPTION  
TO VIEW THEIR CART OR GO  
STRAIGHT TO CHECK OUT.

**CART**  
CUSTOMERS CAN VIEW THEIR CART.  
• IMAGE OF  
CUSTOMER'S PRODUCT  
• PRICE  
• SUBTOTAL  
• TAXES  
• SHIPPING  
• COUPON CODE TEXT FIELD  
  
HIT "PROCEED TO CHECKOUT"

**CHECKOUT**  
CUSTOMERS HAVE THE OPTION OF  
SETTING UP AN ACCOUNT  
CHECKOUT PROCESS INCLUDES:  
• BILLING DETAILS  
• SHIPPING DETAILS  
• PROMO CODE  
• ACCOUNT SIGNUP (OPTIONAL)  
• PAYMENT WITH  
CREDIT CARD OR PAYPAL  
  
HIT "PLACE ORDER"



# PRODUCT PRODUCTION





## INDUSTRY TRENDS


Although the stationery and gifts industry has been around since people have been planning events, like other retail trades, this industry has had to keep up with changing demands. Are people still wanting to bother with sending physical prints through the mail? Do people really want to deal with someone else to get what they really want, or can they do it themselves? Will the military lifestyle determine how our target market buys goods online? These are just some of the questions that industry analysis for stationery and gifts seem to answer.

The communications industry finds itself on the cusp of two different avenues for interaction, digital and physical prints. When it comes to invitations for parties or events, there seems to be a constant debate of which method is better. Going with digital to be eco-friendly and convenient, or sending cards through the mail, which can be traditional and exciting. But consumers want choices.

Stationery being offered with options, digital download or ordering prints, Bootprints Co. gives our customers the power to make that decision themselves.

Customization is also one of the bestselling trends to date.<sup>1</sup> As part of the buying experience, customers want to connect with what they are purchasing. Adding a name or photo to any product, be it stationery or gifts, helps customers take ownership of the item before they even purchase it.

<sup>1</sup> J. Maida. Jun 2016. Increasing demand for personalized stationery will boost the stationery and cards market in North America through 2020, reports Technavio. Accessed October 2017 from: <http://www.business-wire.com/news/home/20160606005579/en/Increasing-Demand-Personalized-Stationery-Boost-Stationery-Cards>



Along with customization is self-service. With communication having less face-to-face interaction, and a generation that is more technology knowledgeable, consumers feel more comfortable interacting with a machine than an actual person.<sup>2</sup> Online design studios / programs are now being utilized, allowing customers to put their own personal touch to a product.

Trends within world diplomacy are also important to Bootprints Co, since some of its offerings are for deployments and homecoming events. Research suggest that military activity and industry will not be declining in the near future, which equates to continuing deployments, homecoming, and retirement events,

One trend that comes from Bootprints Co.'s target market is who they buy from. The military community loves to support the military community, so that's who they prefer to shop with. Whether it be pride, trust, or loyalty, this group sticks together, which is why they are called a "community".

Although having an online business is essential to today's retail marketplace, this is vital to meeting the needs of our target market. Most active duty personnel move every 3 - 5 years or live overseas. Being online allows Bootprints Co. to keep our customers no matter where they happen to live.

Our goal is to make the shopping experience easy for the military community. From self-service customization to meeting product demands geared toward them, Bootprints Co. has taken the struggle out of celebrating service members.

## TARGET MARKET

Bootprints Co. has one main target market: the military community. From soldiers, to husbands and wives, and extended family, this group of individuals share one thing in common, support for our troops. There is an estimated 3 million service members as of September 2018, including Active Duty, National Guard, and Reserves.<sup>3</sup> Two-thirds of our troops are married, with 92% of those spouses being female, half being 30 years or older.<sup>4</sup> Research shows that women within households make most of the purchasing decisions.<sup>5</sup> The same goes for the modern military household. Because Bootprints Co's products are celebrating those serving, the target market is clear, 3.8 million people, including service members and their spouses, mainly women.

*With over 3 million service members, not including family members, our entire target market spans across all races, classes, states, and even countries around the world.*

The military wife will be one of our largest customer segments due to our products celebrating the service and family members themselves, and the events they partake in. Although their unemployment rate is higher than civilians, they are known for their competence and being confident multi-taskers, resulting in many owning their own businesses. They also lead in education versus their civilian counterparts, with 84% of spouses having some type of college education.<sup>6</sup>

Because more military service members marry earlier than civilians, 17.8% versus 7%, there is high number of military female spouse ranging from 18 – 25. Over 46% of the armed forces is made up of this age group. The next largest age group is 26 – 35.<sup>7</sup>

<sup>2</sup> M. Soloman. Dec 2014. Six Customer Trends That Will Build Or Break Your Business. Accessed Sept 2018 from <https://www.forbes.com/sites/micahsolomon/2014/12/25/six-deep-customer-trends-that-will-build-or-break-your-business-as-we-enter-2015/#455d296e59a3>

<sup>3</sup> Aug 2017. Department of Defense selected reserves by rank / grade. Department of Defense active duty military personnel by rank / grade. Defense Manpower Data Center Accessed October 2017 from: [https://www.dmdc.osd.mil/appj/dwp/dwp\\_reports.jsp](https://www.dmdc.osd.mil/appj/dwp/dwp_reports.jsp)

<sup>4</sup> Department of Defense, 2015 Demographics: Profile of the military community, Pg 126. Accessed October 2017 from: <http://download.militaryonesource.mil/12038/MOS/Reports/2015-Demographics-Report.pdf>

<sup>5</sup> R. Carufel. How Can Brands Effectively Reach and Engage the Military Community Via Social Media? Accessed September 2018 from <https://www.bulldogreporter.com/thu-how-can-brands-effectively-reach-and-engage-the-military-community/>

<sup>6</sup> July 2016. By the Numbers: Who are Military Spouses? Accessed Sept 2018 from <https://recruitmilitary.com/employers/resource/532-by-the-numbers-who-are-military-spouses>

<sup>7</sup> 2016. 2016 Demographics: Profile of the Military Community. Accessed Sept 2018 from <http://download.militaryonesource.mil/12038/MOS/Reports/2016-Demographics-Report.pdf>

## THE MILITARY WIFE

Demographics <sup>8</sup>	Traits & Values	Media Consumption	Brand Habits
Average Age 33	Pride for her husband	Military Themed Blogs	Will buy for major occasions, deployments, homecomings, retirements, etc.
Some College or Bachelors	Pride for a branch in the military	Family Readiness Group Meetings	Since income tight, finding the best deal possible.
Average Salary \$40,000	Stresses from deployments & moving	On Post Newsletters	Will mostly likely support military business owners.
Married	Has many friends	On Post Radio	
2 kids	Alone during long periods of time	Army, Navy, Marine, Air Force Times, Military Spouse Magazine	
Moves location every 3 years	Maybe unemployed at times	May attend conferences with spouse	

### Bootprints Co.'s other Target Markets include:

- Military Husband and Wives
- Military Family Members
- Veterans and their Families
- Military Girlfriends / Boyfriends
- Military Friends
- Units Within Military Branches

## COMPETITIVE ANALYSIS

Bootprints Co's primary competition are online companies that offer military stationery and gifts, such as Zazzle, Vistaprint, CafePress, and Etsy.

**Zazzle** is an online company focused on personalized items. They sell everything from t-shirts to decor. Zazzle caters to the everyday shopper, and sellers willing to upload designs to sell on the website. Their pricing structure includes regressive pricing, but does offer individual printed items.

Strengths	Weaknesses
Sells Individual Stationery	Accepts All Designs
Little Pricing Pressure	No Niche Market
Numerous Trademarks	Military Stationery Not Easily Accessible

**Vistaprint's** main focus is providing services and printed material to small businesses. They also have designs available via their website for everyday customers to purchase. Their pricing is regressive, as more is purchased, price per item decreases.

Strengths	Weaknesses
Military Stationery Easily Accessible	Too Many Shop Policies
Niche Market – Women	No Pricing Structure
	Printing Rarely Offered

<sup>8</sup> April 2017. Survey shows military spouse employment is not easy feat. Accessed September 2018 from <https://milspousefest.com/survey-shows-military-spouse-employment-is-not-easy-feat/>

**CafePress** relies on humor and cheeky designs to attract their main target audience, Millennials. CafePress also uses a regressive pricing structure, offering sales for different items on a daily basis.

Strengths	Weaknesses
Military Stationery Easily Accessible	Designs Lack Professional Appeal
Niche Market	Low Quality Products
Constant Sales	

Because these companies have multi-million and billion dollar revenues, they create a challenge for Bootprints Co. They are known to print their own products, eliminating a need for a supplier, keeping costs low. They are just as readily available as Bootprints Co. will be online.

## UNCONVENTIONAL COMPETITION

**Etsy** is another site that is used to create stationery and gifts. Its main strength is its popularity among women. With multiple mini companies; pricing, policy, shipping, and printing are not consistent. There is also no self-service offered, leaving consumers having to wait for the designer to communicate and work on their item.

Strengths	Weaknesses
Military Stationery Easily Accessible if Searched	Long Production Time
Niche Market – Women	No Pricing Structure
	Printing Rarely Offered



**Home Printing** is an option that consumers can go to for their printing needs. Despite all the other companies out there selling stationery, this is our biggest competition. To combat this, we join forces with those wanting to print their own stationery at home by offering digital files that are ready for print. Since there is no printing, we project 100% gross profit on all digital products.

## FUTURE COMPETITION

Bootprints Co. is sure to face new competition in the future. From current competitors ramping up their military stationery selections, to similar new businesses opening with similar products, one of our main goals early on is establishing customer loyalty to increase repeat business.

## OUR COMPETITIVE ADVANTAGE

	Design Aesthetic	Online Design Tool	Provide Prints & Digital Files	Military Focused	Gives to Charity
Zazzle	✓	✓			
Vistaprint	✓	✓			
CafePress		✓			
Etsy	✓		✓	✓	
<b>BOOTPRINTS CO. LLC</b>	✓	✓	✓	✓	✓

As the above chart shows, Bootprints Co. has all the ingredients to stand out amongst its competitors. With the addition of the online design tool and print or digital options, these extra incentives give the customers more choices and customization in one location.

# MARKETING PLAN

## MARKETING GOALS

Bootprints Co. strives to become “the” household name for all military stationery and gifts. By positioning the company in the forefront of the minds of those in the military community, customers will no longer need to endlessly search online. Bootprints Co.’s main objective is to drive customers straight to the Bootprints Co. site without wasting time shopping around.

### 1. Brand Awareness

- Introduce our brand to our target market.

### 2. Increase Website Traffic

- At least 10% each month for Year 1
- Using social media, public relations, product marketing and promotions

### 3. Convert Site Visitors to Purchasers

- Have 50% of site visitors make a purchase.
- Account setup is not mandatory for purchase.
- First purchase discounts.
- Customers can customize and see their final product before purchasing.

### 4. Returning Customers

- 20% of customer return to make another purchase.
- Optional survey after first purchase will allow for customized marketing to individuals.
- Discount codes and promotional emails sent based offer answers to survey.

LOGO AND ICONS



**BOOTPRINTS Co.**



# BOOTPRINTS CO. WEBSITE



HOME SERVICE BRANCHES MILITARY LIFE TYPES OF STATIONERY GIFTS

SEARCH...

## GRAND OPENING!!



We know you LOVE YOUR SERVICE MEMBER  
**LET US HELP YOU SHOW IT**

2 or More Packs 5% off | 5 or More Pack 10% Off | Free Shipping over \$75 | Details

### PERSONALIZE YOUR OWN STATIONERY!

Add your photos and information to all of our stationery products. Need help with a design? We offer design services to help give your product that professional look. Just add "Designer's Hand" to your order.

Search By



MILITARY LIFE



STATIONERY



SERVICE BRANCH

### We Salute You!

At Bootprints Co. we are passionate about our military and their families. We understand the love and devotion it takes to be part of that community. If you're looking for custom stationery geared toward those who serve, you've come to the right place. Check back often. We are always adding new products!



We're PCSing! Postcards  
\$35.00 - \$37.00



Welcome Home, Sailor!  
Invitations  
\$35.00 - \$37.00



Girls Love Camo, too!  
Army Girlfriend Business  
Cards  
\$32.00 - \$34.00



Pinup & Posh Army Wife  
Business Cards  
\$32.00 - \$34.00



Oh Hello, Soldier - Red  
\$35.00 - \$37.00




Welcome Home, Hero!  
Invitation  
\$35.00 - \$40.00



Welcome Home Banners  
Invitation - Red  
\$32.00 - \$34.00



Tie the Paracord  
Wedding Invitation  
\$35.00 - \$37.00



**Meet the Owner and Designer**

"I started this company to focus on those in the military community, especially the military spouse. I get it. We're the backbone of military. So my company puts you in the forefront and makes it easier to order stationery geared toward YOU!"  
~ Shannon

[Learn More](#)



Simply Ready to Retire  
Invitation  
\$35.00 - \$37.00



Farewell with Friends  
Deployment Invitation  
\$35.00 - \$37.00



Historic Wedding  
Invitation  
\$35.00 - \$37.00



Roarin' 20's / Art Deco  
Invitation  
\$35.00 - \$37.00



Roarin' 20's / Art Deco  
Invitation  
\$35.00 - \$37.00



Soda Shoppe Birthday  
Bash - Pink and Blue  
\$35.00 - \$37.00



Hanging at the Soda  
Shophe Birthday - Pink  
and Blue  
\$35.00 - \$37.00



Soda Shoppe Birthday  
Bash - Pink and Green  
\$35.00 - \$37.00



## Bootprints Bulletin

Looking for some AWESOME DISCOUNT CODES and news on our latest products? Be sure to sign up and receive 10% off your first order!

Your Email

[SIGN UP](#)

### THE COMPANY

[About Me](#)  
[Employment](#)  
[Bootprints Blog](#)

### THE SMALL PRINT

[Privacy Policy](#)  
[Terms of Use](#)  
[Trademarks and Copyrights](#)

### CUSTOMER SERVICE

[Contact Us](#)  
[Frequently Asked Questions](#)



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## BRAND & IMAGE

The Bootprints Co. brand is one of the most important aspects of its value proposition. The brand will be known for its passion and heart for the military community. The logo itself includes Tony's own boot imprint, reinforcing the idea that Bootprints Co. is part of that community. With the tagline "Always Leaving an Impression," the brand recognizes what families go through when service members deploy. They are never forgotten, just as Bootprints Co. will also leave an impression that will never be forgotten.

## PACKAGING

When a package is left on the doorstep, some make a statement. We want our customers to know we are professional and unique. We want them to be excited as soon as they see our package.



To reinforce the message of gratitude toward our service members and their families, a small gift, such as a yellow ribbon lapel pin, will be included in all shipped orders. A small gesture that will be a constant reminder of Bootprints Co. Every package will also include a handwritten note from the owner, thanking them for their purchase and their service to our country. Taking the time to acknowledge our customers will reinforce our compassionate image and brand.

# ADVERTISING & PROMOTIONS

## PARTNERING WITH BLOGGERS

There are over 100 military related blogs that focus on the military community. Having posts written about Bootprints Co. and advertising on their sites are some ways we can take advantage of these direct lines of communication to our target market at no cost.

## SOCIAL MEDIA ADS

Ads on Facebook, Twitter and Instagram will be used to promote brand awareness, new products and promotions, including a Call to Action. Clickable ads will bring customers to our site. This strategy will allow Bootprints Co.'s to target age groups up to 35.

(Social Media Schedules can be found in Appendixes J & K),

### Facebook

- Product Ads
- Promotion Ads
- Shared Posts

### Twitter

- Latest News
- Promotional Ads

### Instagram

- Newest Products

Sample Ads:



## EMAIL MARKETING

Our non-personalized email marketing, called the “Bootprints Bulletin”, will be sent out for events such as, Military Branch, Birthdays, Service Academy Football Games, etc.



## CUSTOMIZED EMAIL MARKETING

Part of Bootprints Co.’s strategy to compete with its competitors is a promotional plan which will make every customer feel their shopping experience is customized just for them. Some sales will be determined by military branch, unit, and status (Active Duty, National Guard, or Reserves). As part of the checkout process, customers will have an optional form to complete which will be used to send coupon codes and promotional emails. If customers meet certain criteria for a particular sale, they will be sent a coupon code via email. This one-to-one marketing strategy will help increase market share and in-turn increasing revenue.

## FAMILY READINESS GROUP NEWSLETTERS

Family Readiness Groups consists of service members’ families, mainly wives, that meet every month to prepare families for deployments, and offer support for any challenges they may have. Most of these groups publish a newsletter to their family tree on a regular basis. Ad space would give us an opportunity to speak directly to our target market.

## MWR (MORALE, WELFARE, RECREATIONS)

From advertising on the post’s own website to digital signage on military installations across the globe, the MWR is an inside track to reaching those within installations.



## ADWORDS AND SEO

Establishing keywords that search engines use to find content on the internet is essential to being found online. Keywords: Bootprints, Bootprints Co., military stationery, military invitation, military prints, military products, military homecoming invitation / invite, farewell invitation, etc.

Since search engines is known to track searches, advertisements from previous searches appear on websites customers visit.

## PRINT (MAGAZINES)

Bootprints Co. will also be advertising in magazines such as, Military Spouse Magazine, Military family Magazine, etc. Every branch of service also has its own magazine (Army Times, Marine Times, etc.). This is another direct line to my target market. Although they are not published by the U.S. Military, they are private publications that have more freedom to advertise as they see fit.

## MEDIA OUTREACH

Achieving free advertising through news stories is difficult without a great “newsworthy” idea.

Teaming up with military K9 charities to assist with adoptions is one example how we can “make” the news.

Other advertising strategies will include partnering with charity organizations to organize events such as Wounded Warrior, collecting Christmas presents for military children, etc. These efforts will be publicized with press releases.

## FUTURE OPPORTUNITIES

Expanding options, including foil designs, is part of near future opportunities. Foil designs will be implemented within the first two years of business.

Other future plans include staying online, but also traveling the country to attend conventions focused around service members and their families, such as officer and enlisted conventions, and Yellow Ribbon ceremonies to welcome soldier back home. Setting up a booth at these events will help put a face to Bootprints Co., and engage better with our customers.

Another opportunity would be to add the ability to send digital postcards through our site. This service would be offered free of charge. This capability is aimed to bring more traffic to our site, leading to potential sales.

## SHORT TERM GOALS

Different military branches have trademark offices that issue their trademark usage to private businesses on a three year basis. Businesses have to be in business for three years, and prove business sustainability before applying for trademark usage. Bootprints Co. will be applying for Army, Navy, Air Force, Marine, and Coast Guard trademarks, including logos and emblems. An approximate 2.5% fee is associated with every product sold with any trademark included.

## LONG TERM GOALS

One of our long term goals is to expand to open small offices / storefronts with printing capability on military installations. This is will give us an opportunity to be seen, and be closer to our customers. They will be able to order directly from us with no shipping time.

Other long term goals include having our products on shelves of retail stores across the nation and military exchanges all over the world. These products will obviously not allow the customization offered online through our website, but will be able to offer military geared designs that are not currently available on shelves today.

## PRICING POLICY & STRUCTURE

Because Bootprints Co. has to compete with well-known established companies that lower prices by printing their own products, mainly customer-based pricing will be used to determine price. Customers' value perceptions of Bootprints Co.'s products, which is produced exclusively for the military community, will allow pricing to adjust to customer segments, instead of competition. Although Bootprints Co. will not always be cheapest amongst its competitors, sales and promotion will be offered to give customers the opportunity to lower the price.

Bootprints Co. will have two pricing structures, one for prints and one for digital. Prints will follow similar regressive pricing as our competitors. Most packages will be sold starting at 25 per pack, with more packages purchased, the cheaper the individual item. All digital files will be priced the same. Because the customer is already doing business with a company that can offer a printing service, it is more likely the customer takes the additional step to order prints.

## GROWTH

Bootprints Co. is currently reliant on printing services from a vendor, which requires gas and time to pick up items. Future growth includes purchasing a high quality printer and paper cutter for in-house printing. This will allow reduction in print cost, including the tax for said prints, gas, and time saved. We plan to purchase a high quality printer and cutter within the first three years of business, removing our reliance on a print vendor.

Bootprints Co.'s product line will be expanding in September 2019 to include gifts. The personalization of all gifts will be done in-house, requiring the purchase of equipment, including photo impact printers and CO2 laser cutters, along with raw inventory.

Due to expected growth which will require increased space requirements, Bootprints Co. would eventually moved to an office space, preferably on post at a military installation. This will allow an additional avenue of revenue, with easier access to our customer market.

One of our goals within the next 5 years is to hire our first part time employee. As mentioned, we would like to hire someone from the military community. We feel that this investment will save us time and money in the foreseeable future, allowing owners to take on more important tasks.

## RISK ASSOCIATED WITH GROWTH

With any growth, there is some risk for potential downturns. Investing in space and employment will be relying on the ability to cover those cost within a revenue stream. Meaning they will be taken out of any profit that the company was due to make that month.

Equipment on the other hand will lower cost, since we are no longer paying a printer's profit margin and taxes for our products. But maintenance for all equipment would needed to be added to the budget, along with backup resources in case our equipment is not working.

Hiring employees also comes with additional expenses, including training, retention, and benefits.

# CUSTOMER RETENTION

## PERSONALIZATION

Bootprints Co's plan to retain customers starts with making every customer's experience personal. From personalized emails to handwritten "Thank You" notes included in their packages, we plan on using the customer's first name, along with their rank, if they have one, whenever possible. The survey mentioned as part of our promotional plan will also be used to personalize our customers' experience even further.

## CUSTOMER SUPPORT

As part of our customer service experience, all customer feedback or issues will be handle with care and utmost attention. During normal business hours, we will take any phone calls to talk to our customers about any questions or concerns they may have. Outside normal business hours, all responses will be followed up within 24 hours via email or phone call. If an issue is found with the customers products, a replacement will be sent out immediately, with free shipping. Customers who have any issues with our products or services, will receive a coupon via email for any future purchases for 20% off.

## QUALITY

From quality designs to quality prints and digital files, we are known for our superior products. Since customers expect to get what they pay for, we go beyond their expectations, and ensure they are getting the best deal, although we are not the lowest price. With our 100% money back guarantee on all printed orders, our customers will have no trepidations purchasing from us.



# FINANCIAL PLANNING

Bootprints Co. will be focusing on stationery in the startup and during Year 1, relying on a vendor to produce our final products. This will allow both owners to continue working full time during the day, and to manage the business, and fulfill orders in the evenings and weekends.

Once Bootprints Co. is self-sustaining, and a constant owner's withdrawal can be taken, one owner can then devote their entire time to the business.

Bootprints Co. is projecting to add gifts to its product line in September 2019, just in time for the holiday season. The first gift category will be jewelry. This will require purchasing two pieces of equipment and raw inventory, since personalized jewelry will be produced in-house.

It will take approximately \$6,304 in startup cost, which is covered by an owner's investment, to develop the business into full working status. A breakdown of startup costs can be found in Appendix D, along with our budget for Year 1 in Appendix E.

## CASH FLOW PROJECTION AND BREAK EVEN POINT

With an owner's investment of \$14,000 at startup, Bootprints Co. operation and marketing will be uninterrupted for the first year, with plans for full self-sustainment from internal revenue Month 1, Year 2. With an initial growth rate of 40% in the first nine months, the owner's investment will be matched by the second month of Year 2.

Because equipment and raw inventory will be purchased in the ninth month of Year 1, this is the only instance our cash flow will go into the negative, but will break even the following month. At this point, advertising expenses will be increased by double. Due to increased advertising, Bootprints Co.'s growth rate is predicted to increase to an additional 10%. By the end of Year 2, we foresee a positive cumulative cash flow of \$519,646. An owner's withdrawal will not be taken until the first month of Year 2. (Cash Flow Projections can be found in Appendix G).

## FORECASTING BY MARKET SIZE

Since some of Bootprints Co.'s products are based on military events such as deployments and homecoming, determining the rate of deployment is essential.

For example, Army Active Duty deployment cycles are every 3 years. Every Army Active Duty soldier can be deployed up to 6 times in a typical 20 year career. As a result, they also have 6 homecoming events. There are approximately 460,000 army active duty soldiers at one point in time. If Bootprints Co. only obtains .25% (one quarter of a percent) of that market, that represents approximately 1,150 sales projected within one year just from Active Duty Army soldiers. Using a minimum order of 25 and a gross profit of \$24.39 per order, Bootprints Co. has an opportunity to earn \$28,048 in one year.



National Guard and Reservist deployment cycles are every 5 years, which is equivalent to 4 deployments and 4 homecoming events during their 20 year career. With a total number of Reservists and National Guard members at 530,472, with the same .25% of that market, which represents approximately 1,000 sales projected, equaling approximately \$24,390 in earnings in one year.

These projections only represent two products we offer and one branch of the military, and only include the soldiers themselves, not family members.

Almost all military units have at least one formal ball per year, as well as one family day event. Both of these events can have invitations, formal or informal. Assuming formal events such as military balls would have printed invitations, with 21,163 units and approximately 150 members to a unit. If Bootprints Co. obtains .25% of this market, it would have approximately 634 per year in unit sales with approximately \$15,463 in annual gross profit possible.

Using the same numbers for family events, because of ease of email communication to reaching soldiers and their families, units and family groups would most likely purchase digital formats. At \$15.00 per digital product, a 100% gross profit, and 5% of this market, an annual profit of \$15,872 is possible.

## SALES FORECASTING BY CUSTOMER SEGMENT

Using the numbers from the previous sections as total potential sales, the following chart breaks down categories of products and sales by customer segment. As the following chart shows, with a total number of orders as 5,764, a gross profit of \$153,402 is possible.

Product Type	Consumer	% of Market	# of Orders	Gross Profit
Deployments / Homecomings(Prints)	SM (all branches), Family, Friends	.05%	2,104	\$51,316
Retirements (17%)	SM (all branches), Family, Friends	.25%	914	\$22,292
Wedding	SM, Fiancés	.25%	177	\$17,268
Unit Balls	Units	.25%	634	\$15,463
Unit Family Day	Units & Family Programs	5%	529	\$15,872
Business Cards	Military Spouses, Girl/Boyfriend	.025%	354	\$5,533
Postcards	SM, Military Spouses, Parent, Girl/Boyfriend, Friends	.05%	1,052	\$25,658
<b>Totals</b>			<b>5,764</b>	<b>\$153,402</b>

## FORECASTING BY CAPACITY

Shannon will be the main contributor to fulfilling orders and managing the business. Once she is able to commit 100% of her time to Bootprints Co., she can produce approximately 140 orders a week, with a total capacity per year for order fulfillment of 6,240. With an average gross profit of \$24.39, her potential gross profit would be \$152,193.

## PERFORMANCE RATIO

For Year 1 of operations, our Gross Profit Margin will be 71.9%. We hope to increase that number to at least 80% by Year 3 by bringing stationery printing in house. Sample Cost Breakdowns for invitations and jewelry can be found in Appendix H.

Our Net Profit Margin by the end of Year 1 is 10.8%, but quickly increases to 46.7% by the end of Year 2.

## FUNDING REQUIREMENTS

With an owner's investment of \$14,000 into the business, Bootprints Co. will never go into the red during our start up phase, according to our Cash Flow Projection (Appendix G).

Because Bootprints Co. is a startup, we have no equity to sell. With this in mind, Bootprints Co. is requesting \$20,000 of funding as a loan. This would allow us to purchase needed equipment and raw inventory for in house gift personalization, along with a new computer.



# APPENDIXES

## RESUMES

Shannon J. LaNasa .....	A
Anthony "Tony" LaNasa III .....	B
Business Model Canvas .....	C

## FINANCIALS

Startup Costs .....	D
Business Budget Year 1 .....	E
Balance Sheet Opening .....	F
Cash Flow Projection Year 1 & 2 .....	G
Product Cost Breakdown .....	H
Balance Sheet .....	I

## SOCIAL MEDIA

Social media Special Events / Seasons Calendar .....	J
Social Media Calendar .....	K

# SHANNON LANASA

504.913.1380 | 205 Llama Dr., Arabi, LA 70032  
shannonlanasa@gmail.com | portfolio: shannonlanasa.com

## PROFESSIONAL EXPERIENCE

### NASA Michoud Assembly Facility (MAF) New Orleans, Louisiana 2005 - Present

#### **Marshall Information Technology Services (MITS I & II) Contracts**

Media Services Department

#### **Graphic Artist and Website Curator**

All Points, LLC, 2016 - Present

Dynetics DTS, 2015 - 2016

- Sole graphic designer and NASA logo expert at MAF
- Work with contractors and 15 other MAF tenants on their individual graphic needs to fulfill diverse requests
- Design and prepress for all graphic projects including: vector logos, invitations, event communications, shirt designs, monthly newsletter, promotional products and internal communications
- Meet and surpass customers' deadlines by exceeding quality and production standards
- Produce AfterEffect videos for internal communications
- Design and manage internal and external website
- Layout and design of monthly newsletter, Michoud Messenger.
- Maintain an updated digital archive and record of all projects.

#### **Manufacturing Support Facility Operations Contract (MSFOC)**

Media Services Department

#### **Graphic Designer III**

Qualis Corporation, 2014 - 2015

Sierra Lobo, Inc., 2009 - 2014

- Designed graphic projects for NASA, U.S. Coast Guard, and 10 private companies; such as wide-format designs, posters, templates, brochures, t-shirts, banners, & event packages, while following corporate branding guidelines
- Produced all business development materials, promotional items, posters, advertisements, and event communications resulting in three additional tenants coming to MAF
- Photographed special events
- Coordination for social media and blog development.
- Managed supply orders and cost evaluation.
- Working with Government Printing Office and all printing work produced offsite.
- Production of all Business Development materials such as: vector logos, websites, displays, templates, & event communications.

DESIGNER  
PHOTOGRAPHER  
PROBLEM SOLVER

12 YEARS EXPERIENCE

## EDUCATION

Maryland Institute College of Art

Baltimore, Maryland

Masters of Professional Studies

Business of Art and Design

Dec 2018 | GPA 4.0

Southeastern Louisiana University

Hammond, Louisiana

Bachelor's of Science in Art

Graphic Arts

May 2007

Summa Cum Laude | GPA 3.95

## SOFTWARE & SKILL SET

Adobe Creative Cloud | Microsoft

Office | Drupal | FinalCut Pro

Photography | HTML, CSS & PHP

Macintosh & Windows OS

## Space Shuttle External Tank Program

Communications Department

### Graphic Artist Associate

Lockheed Martin Space  
Systems Company, 2005 – 2009

### Graphic Artist

- Developed graphics for internal communications
- Establish constant communication with NASA and Lockheed Martin customers for guaranteed satisfaction of the final product.
- Development of posters, t-shirts, large format, signage, illustrations, DVD/CD labels & covers, press site imagery, logos, web banners, dedication boards, and special events.
- Lead Graphic Artist for Michoud Family Day 2008
  - Responsible for development of all graphic work for show.
  - Allocate responsibilities to team members.
- Technical Lead and development of 21' x 8' murals and logos for local schools.
- Mechanical work for print including laminating and mounting.
- Provide expertise and cost solutions for effective communication on all graphic products.
- Archival of all graphic designs and photos.

### Photography

- Digital photography of special events and portraits.
- Color correction and image modifications

### Proposals

- Lead Graphic Artist for NASA Ares I Upper Stage Proposal on Lockheed Martin, Alliant Techsystems Inc. (ATK), Pratt & Whitney Rocketdyne Team in Huntsville, AL.
- Development of proposal graphics and publication of final proposal.
- Manage three graphic artists, delegate responsibilities for customer satisfaction.
- Worked with engineers to develop concepts for graphics.

### Publications

- Layout and design of monthly newsletter, Mission Success Bulletin
- Coordinate with writers, editors, and photographers to meet publication deadlines.

### Event Planning

- Planned two Michoud Assembly Facility Open Houses.
  - MAF Expo – August 2005 (10,000 attendees)
  - Michoud Family Day – June 2008 (4,000 attendees)

## REFERENCES

Kevin Barré  
Lockheed Martin Manager  
(504) 872-7686

Jane Kennedy  
Qualis Manager  
(504) 257-0413

Vickie Schmersahl  
MSFOC Contract Lead  
(504) 257-1390

## AWARDS

### NASA

- Volunteer Award, 2016
- Performance Recognition, 2015
- Space Flight Awareness Honoree, 2009

### Louisiana Army National Guard

The Honorable Molly Pitcher, 2013

### Qualis Corporation

Pride Award, 2014

### Sierra Lobo, Inc

Performance Recognition,  
2010, 2011, & 2014

### Lockheed Martin Space Systems

Director's Spot Award, 2007 & 2008  
Performance Recognition, 2008

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## VOLUNTEERING

### Army National Guard

- Designed websites, coins, posters, & t-shirts
- Family Readiness Group Battery Leader

205 Llama Drive  
Arabi, LA 70032  
504.452.0358  
Anthony.LaNasa.mil@mail.mil

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# Anthony La Nasa III

## MEDALS & RIBBONS

Army Commendation Medal (x3)  
Army Achievement Medal (x3)  
Army Good Conduct Medal  
Army Rsv Comp Achmt Mdl (x3)  
National Defense Service Mdl  
Iraq Campaign Mdl (2xStar)  
Global War on Terrorism Srv. Mdl  
Armed Forces Service Mdl  
Humanitarian Service Mdl  
Armed Forces Reserve Mdl Army  
Service Rbn  
Overseas Service Rbn  
Ar Rsv Cmp Overseas Trng Rbn (x2)  
LA Commendation Mdl  
LA War Cross (x2)  
LA Emergency Service Rbn  
LA General Excellence Mdl (x2)  
Louisiana Longevity Medal (x2)  
Meritorious Commendation Mdl (x2)

## EDUCATION

Bachelors of Science  
Major in Mathematics with a  
Minor in Computer Science  
University of New Orleans

Master of Science  
Major in Cyber Security  
EC-Council University  
Anticipated Graduation 2019

## PROFESSIONAL EXPERIENCE

**United States Army (GS-11 Step 9, Federal Technician)  
IT Specialist (Customer Support) / Program Analyst**

Apr 2014- Present  
New Orleans, LA

### Jackson Barracks Help Desk Lead

- Help Desk Operations in support of the LA National Guard Joint Forces Headquarters (JFHQ).
- Manage 6x personnel (training, assigned duties, time and attendance), budget execution and development of section policies & procedures.
- Support functions include virtual & physical, desktop & server administration, telecommunications, mobile devices (cell phones, MiFi, & cradle points), WAN & Wi-Fi, NIPR & SIPR networks, tactical communications, VPN, virtual teleconferences (VTCs), forensic data recoveries, user training, etc.

### Program Analyst

- Serve as an analyst and consultant for the management and administration of the JFHQ J6 (CIO/C4) Directorate multi-million dollar budget.
- Collecting statistical metrics and perform historical trend analysis to develop and administer the Program Manager's Annual Budget.
- Ensure budget authority is executed within Annual Funding Guidance/Programs (AFG/AFP), and does not exceed the National Guard Bureau (NGB) allotment.

### Additional Duties

- Cyber Defensive Incident Response Team (CDIRT) Lead responsible for leading qualified National Guard personnel in response to cyber incidents in coordination with industry, federal & state agency partners within Louisiana.
- J6 Directorate Training Officer responsible for ensuring DoD 8570 compliance for all Information Assurance Workforce personnel.

**United States Army (Captain/O-3, National Guardsmen)  
Field Artillery Officer (prev. enlisted Intelligence Analyst)**

Apr 2001- Present  
New Orleans, LA

### Field Artillery Officer

August 2009-Present

- Leads the employment of field artillery Soldiers to neutralize the enemy by cannon, rocket and missile fire.
- Served in multiple positions to include Fire Direction Officer, Platoon Leader, Battery Commander and Operations Officer.
- Deployed to Baghdad, Iraq as a battalion Personnel Officer (S1) managing the CAC Office for the US Embassy & International Zone in Baghdad, Iraq.
- Lead responses to several all hazards events (i.e. hurricanes, floods, etc.) performing security, search and rescue missions with local civilian agencies.
- Served as an Airborne Brigade's Fire Support Officer during the combined South Korea and United States military Ulchi Freedom Guardian Exercise.

### Intelligence Analyst

Apr 2001-Aug 2009

- Supervise, perform and coordinate the collection management, analysis, processing and dissemination of strategic and tactical intelligence.
- Deployed to Baghdad, Iraq as the battalion intelligence section (S2) night shift NCOIC and intelligence advisor for the 1/1 Iraqi Army Battalion.
- Battalion NCOIC during Cobra Gold Exercise with the Japanese Self-Defense Forces.



### Network Security Officer

- Responsible for the Host Base Security System (HBSS) compliance of over 1500 systems spanning more than 50 different programs spanning both NIPR & SIPR networks and multiple site locations (primarily in New Orleans with COOPs in San Diego and Charleston).
- Daily HBSS duties included: Detecting and respond to security events; Troubleshooting system components; Coordinating the application policies; Identify rogue network systems.

### Additional Duties

- Development and maintenance of network asset tracking database
- Assist with the training of new Network Security personnel.
- Assist with network security operations (i.e. IAVA & CTO reporting, WSUS, Retina Scans, STIG reviews, program accreditations, and investigating security incidents)

### Clearances, Certifications & Training

- Top Secret / SCI
- COMPTIA Security+ CE Certification
- Windows Server 2008 Course

### Lockheed Martin Space Systems Customer Support Sr

May 2006- Nov 2008  
New Orleans, LA

### Customer Servicer Representative:

- Perform computer and network operations duties for the NASA External Tank (ET) program at the NASA Michoud Assembly Facility (MAF).
- Ensure the proper logging, tracking and closing of ITS service calls.
- Create and track statistical data to perform analysis on current operational activities and productiveness.

### Additional Duties

- Co-developed an application to enhance ticket reporting, statistics and historical searches.
- Assist with the training of new employees within the IT Customer Services department.
- Participate in Lean Six-Sigma events to eliminate organizational redundant processes.

### Clearances, Certifications & Training

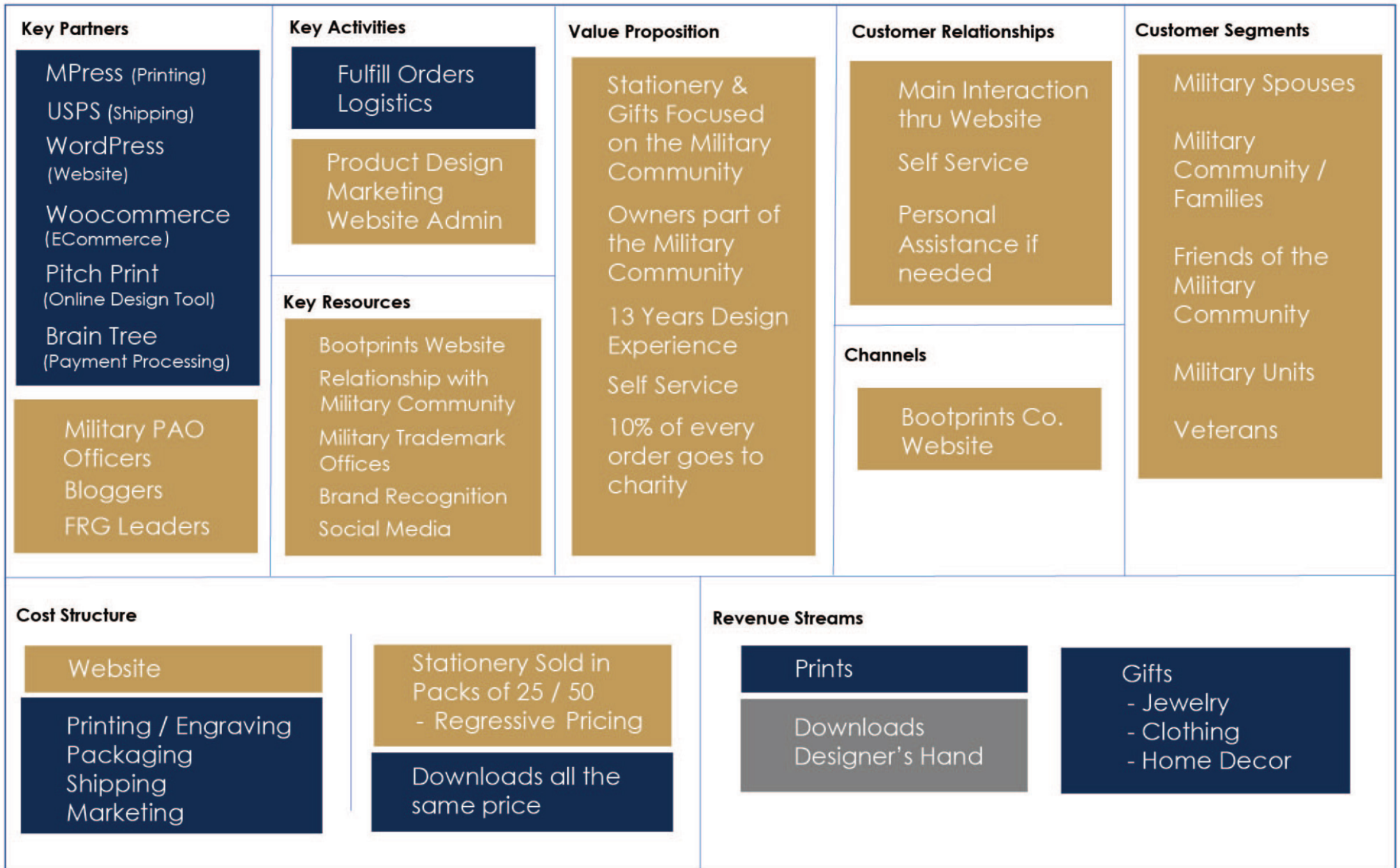
- Top Secret / SCI
- ISC2 Certified Information Systems Security Professional Certification
- Scheduled GIAC Information Security Professional (GISP) Certification exam
- COMPTIA Security+ CE Certification
- Technician Supervisor's Training Course
- Security Operations Center Course
- DoD Information Assurance Security Officer Certification Course
- Cisco ICND1 and Windows 10 Courses
- Top Secret / SCI
- HAZMAT Tech Certification
- Field Artillery Officer Basic and Captain's Career Courses
- NCO Primary and Basic Leadership Courses
- FEMA Emergency Planning & Management Course
- Basic and Advanced Intelligence Analysts Courses
- Human Resources Management Qualification Course
- Basic Cryptanalysis Course Operation Security (OPSEC) Level II Cert
- NASA Microsoft Windows XP Desktop Administration Course
- COMPTIA Security+ CE Certification
- NASA IT Security System Administrator Course

### REFERENCES

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# STARTUP COSTS

WEBSITE	
Domain and Hosting	\$156
PitchPrint	\$360
WordPress	\$299
	\$815
REGISTRATION	
State Registration	\$240
Trade Name Registration	\$110
	\$350
SHIPPING SUPPLIES	
500 Boxes	\$730
Tissue	\$36
500 Lapel Pins	\$500
	\$1266
LEGAL & ACCOUNTING	
Legal	\$500
Accounting	\$400
	\$900
INSURANCE	
General Liability	\$272
Cyber Liability	\$1,100
	\$1,372
SUBSCRIPTIONS	
Adobe	\$480
istockphoto.com	\$873
	\$1,353
UTILITIES	
Phone	\$48
SUPPLIES	
Office	\$200
TOTAL	
	\$6,304

## BUSINESS BUDGET YEAR 1

EXPENSE ITEMS	BUDGET	ACTUAL	VARIANCE
<b>WEBSITE</b>			
Wordpress	\$299	\$299	\$0
Pitch Print	\$360	\$360	\$0
Domain	\$24	\$24	\$0
<b>MARKETING</b>			
Business Cards	\$250	\$185	\$15
Social Media	\$500	-	-
Conventions	\$0	\$0	\$0
Magazine Ads	\$1000	-	-
<b>SUPPLIES</b>			
Shipping	\$1500	-	-
Office	\$200	-	-
<b>OPERATING</b>			
Insurance	\$1372	-	-
Legal	\$500	-	-
Accounting	\$400	-	-
Telephone	\$0	\$48	(\$48)
Quickbooks	\$420	\$180	\$240
<b>SUBSCRIPTIONS</b>			
Adobe	\$360	\$360	\$0
iStock	\$876	\$876	\$0
<b>TOTAL</b>	<b>\$7089</b>	<b>\$2332 (Spent to Date)</b>	<b>\$207</b>

## BALANCE SHEET (OPENING)

<b>Assets</b>	
Current Assets	
Cash on Hand	\$7,120.00
Prepaid Expenses	
Website	\$1,586.00
Supplies	\$1,466.00
Long Term Assets	
Equipment	\$4,000.00
	<b>\$14,172.00</b>

<b>Liabilities</b>	
Accounts Payable	\$3,052.00
Total Liabilites	\$3,052.00

<b>Owners' Equity</b>	
Paid in Capital	\$4,000.00
Owner's Investment	\$7,120.00
Total Owner Equity	\$11,120.00
	<b>\$14,172.00</b>

# CASH FLOW PROJECTIONS YEAR 1

Month/Year	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Total Item EST
<b>Cash on Hand</b> (beginning of month)	7,120	4,135	4,037	4,036	3,873	4,175	4,769	4,842	6,483	8,921	(1,074)	3,973	N/A
<b>TOTAL SALES</b>													
Stationery Prints	3	4	6	8	12	16	23	32	44	62	93	139	442
Stationery Downloads	7	8	11	16	22	31	43	60	84	118	177	266	843
Designer's Hand Orders	3	4	6	8	12	16	23	32	44	62	93	93	395
Gifts Orders	-	-	-	-	-	-	-	-	-	-	-	25	25
Growth Rate	0.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	50.00%	50.00%	N/A
<b>CASH RECEIPTS</b>													
Income - Prints	172	240	336	471	659	923	1,292	1,809	2,532	3,545	5,318	7,977	25,275
Income - Downloads	105	120	168	235	329	461	645	904	1,265	1,771	2,656	3,985	12,644
Income - Designer's Hand	15	21	29	41	58	81	113	158	221	310	465	465	1,977
Income - Gifts	-	-	-	-	-	-	-	-	-	-	-	550	550
<b>TOTAL CASH RECEIPTS</b>	<b>277</b>	<b>360</b>	<b>504</b>	<b>706</b>	<b>988</b>	<b>1,384</b>	<b>2,050</b>	<b>2,871</b>	<b>4,019</b>	<b>5,626</b>	<b>8,439</b>	<b>12,977</b>	<b>40,202</b>
<b>Total Cash Available</b> (before cash out)	<b>7,397</b>	<b>4,496</b>	<b>4,541</b>	<b>4,742</b>	<b>4,861</b>	<b>5,559</b>	<b>6,820</b>	<b>7,713</b>	<b>10,502</b>	<b>14,548</b>	<b>7,365</b>	<b>16,950</b>	<b>N/A</b>
<b>CASH PAID OUT</b>													
<b>Gross wages</b> (exact withdrawal)	-	-	-	-	-	-	-	-	-	-	-	-	0
<b>Payroll expenses</b> (taxes, etc.)	-	-	-	-	-	-	-	-	-	-	-	-	0
<b>Supplies</b> (office & shipping)	1,466	-	-	-	-	-	-	-	-	-	-	-	1,466
Advertising	250	250	250	250	250	250	250	250	250	250	500	500	3,500
Accounting	-	-	-	-	-	-	-	-	-	-	-	400	400
Legal	-	-	-	-	-	-	500	-	-	-	-	-	500
Telephone	4	4	4	4	4	4	4	4	4	4	4	4	48
Utilities	-	-	-	-	-	-	-	-	-	-	-	-	0
Quickbooks	15	15	15	15	15	15	15	15	15	15	15	15	180
Insurance (General & Cyber Liability)	1,370	-	-	-	-	-	-	-	-	-	-	-	1,370
<b>Subscription Dues</b>													
Adobe All Apps (annual)	-	-	-	-	-	-	480	-	-	-	-	-	480
iStockPhoto (annual)	73	73	73	73	73	73	73	73	73	73	73	73	876
<b>Website Expenses</b>													
Domain	-	-	-	-	24	-	-	-	-	-	-	-	24
Mail Chimp	-	-	-	-	-	-	10	10	10	10	10	10	60
Wordpress (annual)	-	-	-	299	-	-	-	-	-	-	-	-	299
Pitch Print Software (annual)	-	-	-	-	-	-	19	-	-	-	-	-	19
<b>Equipment</b>													
Computer	-	-	-	-	-	-	-	-	-	-	-	-	0
Impact printer	-	-	-	-	-	-	-	-	-	6,400	-	-	6,400
CO2 Laser Engraver	-	-	-	-	-	-	-	-	-	7,000	-	-	7,000
<b>Cost of Goods Sold</b>													
Printing Vendor	35	49	68	95	133	186	261	365	511	716	1,074	1,611	5,104
Gas / Mileage	6	8	12	16	23	32	45	63	89	124	186	279	884
Envelopes	6	8	12	16	23	32	45	63	89	124	186	279	884
Dog Tag	-	-	-	-	-	-	-	-	-	-	-	63	63
Chain	-	-	-	-	-	-	-	-	-	-	-	25	25
Drawstring Bag	-	-	-	-	-	-	-	-	-	-	-	25	25
<b>Shipping</b>	22	30	42	59	83	116	163	228	319	446	669	1,184	3,362
<b>Inventory</b>													
Raw Inventory - Jewelry	-	-	-	-	-	-	-	-	-	150	210	294	654
<b>Charity Donation</b>	15	21	29	41	58	81	113	158	221	310	465	697	2,209
<b>Miscellaneous</b>	-	-	-	-	-	-	-	-	-	-	-	-	0
<b>SUBTOTAL</b>	<b>3,261</b>	<b>459</b>	<b>505</b>	<b>869</b>	<b>686</b>	<b>790</b>	<b>1,978</b>	<b>1,230</b>	<b>1,581</b>	<b>15,622</b>	<b>3,392</b>	<b>5,459</b>	<b>35,831</b>
<b>Other startup costs</b>													
Trade Name and Business Reservation	-	-	-	-	-	-	-	-	-	-	-	-	0
Owners' Withdrawal	-	-	-	-	-	-	-	-	-	-	-	-	0
<b>SUBTOTAL (Startup &amp; Owner)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0</b>
<b>TOTAL CASH PAID OUT</b>	<b>3,261</b>	<b>459</b>	<b>505</b>	<b>869</b>	<b>686</b>	<b>790</b>	<b>1,978</b>	<b>1,230</b>	<b>1,581</b>	<b>15,622</b>	<b>3,392</b>	<b>5,459</b>	<b>13,450</b>
<b>Cash Position</b> (end of month)	<b>4,135</b>	<b>4,037</b>	<b>4,036</b>	<b>3,873</b>	<b>4,175</b>	<b>4,769</b>	<b>4,842</b>	<b>6,483</b>	<b>8,921</b>	<b>(1,074)</b>	<b>3,973</b>	<b>11,491</b>	<b>N/A</b>

# YEAR 2

Month/Year	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Total Item EST
<b>Cash on Hand</b> (beginning of month)	11,491	28,905	59,156	90,642	124,867	162,899	203,817	241,774	284,058	325,077	367,502	411,859	N/A
<b>TOTAL SALES</b>													
Stationery Prints	508	610	671	671	805	805	805	805	805	805	966	1,352	9,607
Stationery Downloads	927	1,020	1,122	1,234	1,358	1,493	1,643	1,807	1,988	2,186	2,405	2,646	19,829
Designer's Hand Orders	107	474	118	474	141	474	141	474	141	474	169	664	3,854
Gifts Orders	35	49	69	97	136	191	267.4	374.36	525	735	1029	1441	4,949
Growth Rate	15.00%	20.00%	10.00%	0.00%	20.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.00%	40.00%	N/A
<b>CASH RECEIPTS</b>													
Income - Prints	29,067	34,880	38,368	38,368	46,042	46,042	46,042	46,042	46,042	46,042	55,250	77,350	549,533
Income - Downloads	13,909	15,300	16,830	18,513	20,364	22,400	24,640	27,104	29,815	32,796	36,076	39,683	297,430
Income - Designer's Hand	535	2,372	588	2,372	706	2,372	706	2,372	706	2,372	847	3,321	19,270
Income - Gifts	770	1,078	1,518	2,134	2,992	4,202	5,883	8,236	11,550	16,170	22,638	31,702	108,873
<b>TOTAL CASH RECEIPTS</b>	<b>44,280</b>	<b>53,630</b>	<b>57,304</b>	<b>61,387</b>	<b>70,103</b>	<b>75,016</b>	<b>77,270</b>	<b>83,754</b>	<b>88,112</b>	<b>97,380</b>	<b>114,811</b>	<b>152,057</b>	<b>975,105</b>
<b>Total Cash Available</b> (before cash out)	<b>55,771</b>	<b>82,535</b>	<b>116,460</b>	<b>152,029</b>	<b>194,970</b>	<b>237,915</b>	<b>281,088</b>	<b>325,529</b>	<b>372,170</b>	<b>422,457</b>	<b>482,313</b>	<b>563,916</b>	<b>N/A</b>
<b>CASH PAID OUT</b>													
<b>Gross wages</b> (exact withdrawal)	-	-	-	-	-	-	-	-	-	-	-	-	0
<b>Payroll expenses</b> (taxes, etc.)	-	-	-	-	-	-	-	-	-	-	-	-	0
<b>Supplies</b> (office & shipping)	1,466	-	-	-	-	-	-	-	-	-	-	-	1,466
Advertising	500	500	500	500	500	500	1,000	1,000	1,000	1,000	1,000	1,000	9,000
Accounting	-	-	-	-	-	-	-	-	-	-	-	400	400
Legal	-	-	-	-	-	-	-	-	-	-	-	-	0
Telephone	4	4	4	4	4	4	4	4	4	4	4	4	48
Utilities	-	-	-	-	-	-	-	-	-	-	-	-	0
Quickbooks	15	15	15	15	15	15	15	15	15	15	15	15	180
Insurance (General & Cyber Liability)	1,372	-	-	-	-	-	1,372	-	-	-	-	-	2,744
<b>Subscription Dues</b>													
Adobe All Apps (annual)	-	-	-	-	-	-	480	-	-	-	-	-	480
iStockPhoto (annual)	73	73	73	73	73	73	73	73	73	73	73	73	876
<b>Website Expenses</b>													
Domain	-	-	-	-	24	-	-	-	-	-	24	-	49
Mail Chimp	10	10	10	10	10	10	10	10	10	10	10	10	120
Wordpress (annual)	-	-	-	299	-	-	-	-	-	-	-	-	299
Pitch Print Software (annual)	-	-	-	-	-	-	-	-	-	-	-	-	0
<b>Equipment</b>													
Computer	4,000	-	-	-	-	-	-	-	-	-	-	-	4,000
Impact printer	-	-	-	-	-	-	-	-	-	-	-	-	0
CO2 Laser Engraver	-	-	-	-	-	-	-	-	-	-	-	-	0
<b>Cost of Goods Sold</b>													
Printing Vendor	5,869	7,043	7,747	7,747	9,297	9,297	9,297	9,297	9,297	9,297	11,156	15,619	110,963
Gas / Mileage	1,016	1,220	1,342	1,342	1,610	1,610	1,610	1,610	1,610	1,610	1,932	2,705	19,214
Envelopes	1,016	1,220	1,342	1,342	1,610	1,610	1,610	1,610	1,610	1,610	1,932	2,705	19,214
Dog Tag	88	123	173	243	340	478	669	936	1,313	1,838	2,573	3,603	12,372
Chain	35	49	69	97	136	191	267	374	525	735	1,029	1,441	4,949
Drawstring Bag	35	49	69	97	136	191	267	374	525	735	1,029	1,441	4,949
<b>Shipping</b>													
	3,911	4,743	5,326	5,528	6,775	7,171	7,721	8,491	9,575	11,087	14,363	20,112	104,803
<b>Inventory</b>													
Raw Inventory - Jewelry	916	1,282	1,795	2,512	3,517	4,924	6,894	9,652	13,512	18,917	26,484	37,078	127,483
<b>Charity Donation</b>													
	2,541	3,049	3,354	3,354	4,025	4,025	4,025	4,025	4,025	4,025	4,830	6,761	48,036
<b>Miscellaneous</b>													
	-	-	-	-	-	-	-	-	-	-	-	-	0
<b>SUBTOTAL</b>	<b>22,867</b>	<b>19,379</b>	<b>21,818</b>	<b>23,162</b>	<b>28,072</b>	<b>30,098</b>	<b>35,313</b>	<b>37,470</b>	<b>43,093</b>	<b>50,955</b>	<b>66,454</b>	<b>92,965</b>	<b>471,646</b>
<b>Other startup costs</b>													
Trade Name and Business Reservation	-	-	-	-	-	-	-	-	-	-	-	-	0
Owners' Withdrawal	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
<b>SUBTOTAL (Startup &amp; Owner)</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>48,000</b>
<b>TOTAL CASH PAID OUT</b>	<b>26,867</b>	<b>23,379</b>	<b>25,818</b>	<b>27,162</b>	<b>32,072</b>	<b>34,098</b>	<b>39,313</b>	<b>41,470</b>	<b>47,093</b>	<b>54,955</b>	<b>70,454</b>	<b>96,965</b>	<b>519,646</b>
<b>Cash Position</b> (end of month)	<b>28,905</b>	<b>59,156</b>	<b>90,642</b>	<b>124,867</b>	<b>162,899</b>	<b>203,817</b>	<b>241,774</b>	<b>284,058</b>	<b>325,077</b>	<b>367,502</b>	<b>411,859</b>	<b>466,950</b>	<b>N/A</b>

## SAMPLE PRODUCT COST BREAKDOWNS

### INVITATIONS

(1) Pack of 25, 5" x 7", One-Sided, Linen Cover Paper	\$50.00
Shipping	\$ 7.20
<b>TOTAL CUSTOMER COST</b>	<b>\$57.20</b>

Printer (.42/card * 25) w/ tax =	\$11.55
Gas to and from Printer	\$ 2.00
<u>Envelopes for Cards</u>	<u>\$ 2.44</u>
	\$15.99

Box	\$ 1.46
Address Label	Free
Printed Receipt	\$ 0.02
Thank You Card	\$ 0.10
<u>Yellow Ribbon Lapel Pin</u>	<u>\$ 1.08</u>
	\$ 2.66

Shipping	\$ 7.20
Credit Card Fee (2.9% + .30)	\$ 1.96

Charity Donation	\$ 5.00
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<b>TOTAL BOOTPRINTS CO. COST</b>	<b>\$32.81</b>
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### Gross Profit

Customer Cost:	\$57.20
<u>- Bootprints Co. Cost:</u>	<u>\$32.81</u>

**Profit \$24.39**

### JEWELRY - DOG TAGS NECKLACE

(1) Gold Clad Dog Tag	\$32.00
Includes 20" # 1 ball chain necklace	
Shipping	\$ 7.20

<b>TOTAL CUSTOMER COST</b>	<b>\$39.20</b>
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Gold Clad Dog Tag	\$ 2.50
<u>#1 20in Ball &amp; Chain Necklace</u>	<u>\$ 0.37</u>
	\$ 2.87

Drawstring Bag	\$ 0.30
Box	\$ 1.46
Address Label	Free
Printed Receipt	\$ 0.02
Thank You Card	\$ 0.10
<u>Yellow Ribbon Lapel Pin</u>	<u>\$ 1.08</u>
	\$ 2.96

Shipping	\$ 7.20
Credit Card Fee (2.9% + .30)	\$ 1.44

Charity Donation	\$ 3.20
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<b>TOTAL BOOTPRINTS CO. COST</b>	<b>\$13.03</b>
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### Gross Profit

Customer Cost:	\$39.20
<u>- Bootprints Co. Cost:</u>	<u>\$17.67</u>

**Profit \$21.53**



## M-PRESS PRICE MATRIX

5"x7" One-Sided					
	100# Dull Cover	130# Dull Cover	100# Felt Cover	100# Linen Cover	100# Kromekote C2S
<u>Quantity</u>	<u>Price/Each</u>	<u>Price/Each</u>	<u>Price/Each</u>	<u>Price/Each</u>	<u>Price/Each</u>
1-25	\$0.36	\$0.37	\$0.41	\$0.42	\$0.47
26-50	\$0.35	\$0.36	\$0.40	\$0.41	\$0.46
51-100	\$0.35	\$0.36	\$0.40	\$0.40	\$0.45
101-200	\$0.35	\$0.35	\$0.39	\$0.40	\$0.44
201-250	\$0.34	\$0.35	\$0.38	\$0.39	\$0.43
251-500	\$0.34	\$0.34	\$0.37	\$0.38	\$0.41
501-1000	\$0.33	\$0.34	\$0.36	\$0.37	\$0.39

5"x7" Two-Sided					
	100# Dull Cover	130# Dull Cover	100# Felt Cover	100# Linen Cover	100# Kromekote C2S
<u>Quantity</u>	<u>Price/Each</u>	<u>Price/Each</u>	<u>Price/Each</u>	<u>Price/Each</u>	<u>Price/Each</u>
1-25	\$0.64	\$0.66	\$0.74	\$0.75	\$0.85
26-50	\$0.60	\$0.61	\$0.69	\$0.70	\$0.78
51-100	\$0.56	\$0.57	\$0.63	\$0.64	\$0.72
101-200	\$0.52	\$0.53	\$0.58	\$0.59	\$0.65
201-250	\$0.48	\$0.49	\$0.54	\$0.54	\$0.60
251-500	\$0.47	\$0.48	\$0.52	\$0.53	\$0.57
501-1000	\$0.43	\$0.44	\$0.47	\$0.47	\$0.51

<b>5"x5" One-Sided</b>					
	<b>100# Dull Cover</b>	<b>130# Dull Cover</b>	<b>100# Felt Cover</b>	<b>100# Linen Cover</b>	<b>100# Kromekote C2S</b>
<b>Quantity</b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>
1-25	\$0.24	\$0.24	\$0.27	\$0.28	\$0.31
26-50	\$0.24	\$0.24	\$0.27	\$0.27	\$0.31
51-100	\$0.23	\$0.24	\$0.26	\$0.27	\$0.30
101-200	\$0.23	\$0.24	\$0.26	\$0.26	\$0.29
201-250	\$0.23	\$0.23	\$0.26	\$0.26	\$0.28
251-500	\$0.23	\$0.23	\$0.25	\$0.25	\$0.28
501-1000	\$0.23	\$0.23	\$0.25	\$0.25	\$0.27

<b>5"x5" Two-Sided</b>					
	<b>100# Dull Cover</b>	<b>130# Dull Cover</b>	<b>100# Felt Cover</b>	<b>100# Linen Cover</b>	<b>100# Kromekote C2S</b>
<b>Quantity</b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>
1-25	\$0.43	\$0.44	\$0.49	\$0.50	\$0.56
26-50	\$0.40	\$0.41	\$0.46	\$0.46	\$0.52
51-100	\$0.37	\$0.38	\$0.42	\$0.43	\$0.48
101-200	\$0.35	\$0.35	\$0.39	\$0.40	\$0.44
201-250	\$0.34	\$0.35	\$0.38	\$0.39	\$0.43
251-500	\$0.34	\$0.35	\$0.38	\$0.38	\$0.41
501-1000	\$0.34	\$0.34	\$0.37	\$0.37	\$0.40

<b>3.5"x2" One-Sided</b>					
	<b>100# Dull Cover</b>	<b>130# Dull Cover</b>	<b>100# Felt Cover</b>	<b>100# Linen Cover</b>	<b>100# Kromekote C2S</b>
<b>Quantity</b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>
1-25	\$0.08	\$0.08	\$0.09	\$0.09	\$0.10
26-50	\$0.08	\$0.08	\$0.09	\$0.09	\$0.10
51-100	\$0.08	\$0.08	\$0.09	\$0.09	\$0.10
101-200	\$0.08	\$0.08	\$0.09	\$0.09	\$0.10
201-250	\$0.08	\$0.08	\$0.09	\$0.09	\$0.09
251-500	\$0.08	\$0.08	\$0.08	\$0.08	\$0.09
501-1000	\$0.08	\$0.08	\$0.08	\$0.08	\$0.09

<b>3.5"x2" Two-Sided</b>					
	<b>100# Dull Cover</b>	<b>130# Dull Cover</b>	<b>100# Felt Cover</b>	<b>100# Linen Cover</b>	<b>100# Kromekote C2S</b>
<b>Quantity</b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>	<b><u>Price/Each</u></b>
1-25	\$0.14	\$0.15	\$0.16	\$0.17	\$0.19
26-50	\$0.13	\$0.14	\$0.15	\$0.15	\$0.17
51-100	\$0.12	\$0.13	\$0.14	\$0.14	\$0.16
101-200	\$0.12	\$0.12	\$0.13	\$0.13	\$0.15
201-250	\$0.11	\$0.12	\$0.13	\$0.13	\$0.14
251-500	\$0.11	\$0.12	\$0.13	\$0.13	\$0.14
501-1000	\$0.11	\$0.11	\$0.12	\$0.12	\$0.13

# SOCIAL MEDIA SPECIAL EVENTS / SEASONS CALENDAR

	Military Balls	Weddings Season	Deployments	Homecomings	Red Shirt Fridays
<b>Blog Topics</b>	Dresses that make you stand out... In a good way.	Military wedding traditions that have stood the test of time.	Resources for those with loved ones who are deployed.	A Friendly Reminder... OPSEC always important	Why do we wear red shirts on Friday?
<b>Category</b>	Consideration	Consideration	Awareness	Consideration	
	Share your favorite ball photos.	Military wedding themes that DON'T involve camo	Your favorite pass time while your loved one is deployed.	What is your homecoming routine before they come home? (checklist)	Post your red shirt and Recive 10% Off your Next Purchase!
<b>Category</b>	Interaction	Consideration	Interactive	Interactive	Purchase
	How your behavior can affect your loved ones career.	10% off all Wedding Invitations 5/1-7/1 Coupon Code: WED15	20% Off Homecoming Invites after Deployment invite purchase (email) Coupon Code: HOMECOMING20	20% Off Homecoming Invites after Deployment invite purchase (email) Coupon Code: HOMECOMING20	Graphic: Happy Red Shirt Friday
<b>Category</b>	Consideration	Purchase	Post Sales	Post Sales	
<b>Curated Content</b>	Easy Military Ball Etiquette	Military Weddings 101	50 Tips for Surviving This Deployment	Surprise Military Homecoming Videos	Red Shirt Fridays
	<a href="https://www.military.com/spouse/military-life/newbies-and-brides/military-ball-etiquette.html">https://www.military.com/spouse/military-life/newbies-and-brides/military-ball-etiquette.html</a>	<a href="https://www.military.com/spouse/military-life/newbies-and-brides/military-weddings-101.html">https://www.military.com/spouse/military-life/newbies-and-brides/military-weddings-101.html</a>	<a href="https://militaryspouse.com/military-life/deployment/50-tips-for-surviving-deployment/">https://militaryspouse.com/military-life/deployment/50-tips-for-surviving-deployment/</a>	<a href="http://homecomingheroes.com/">http://homecomingheroes.com/</a>	<a href="http://redshirtfridays.org/">http://redshirtfridays.org/</a>
	5 Things to Know Before Attending a Military Ball	9 Top Tips for Planning a Military Wedding	Your first deployment	10 Powerful Tips That Will Change Your Approach to Military Homecoming	Where Did R.E.D. Friday Come From?
	<a href="https://www.veteransunited.com/spouse/5-things-to-know-before-attending-a-military-ball/">https://www.veteransunited.com/spouse/5-things-to-know-before-attending-a-military-ball/</a>	<a href="https://www.brides.com/story/tips-for-planning-a-military-wedding">https://www.brides.com/story/tips-for-planning-a-military-wedding</a>	<a href="https://www.seasonedspouse.com/your-first-deployment/">https://www.seasonedspouse.com/your-first-deployment/</a>	<a href="https://themilitarywifeandmom.com/military-homecoming-tips-spouses/">https://themilitarywifeandmom.com/military-homecoming-tips-spouses/</a>	<a href="https://soldiersangels.org/angel-blog/2014/12/23/Where-Did-R.E.D.-Friday-Come-From/">https://soldiersangels.org/angel-blog/2014/12/23/Where-Did-R.E.D.-Friday-Come-From/</a>

	January	February				
	1-Jan	3-Feb	4-Feb	14-Feb	Third Monday	19-Feb
	New Year's Day	Four Chaplain's Day	USO Birthday	Valentines Day	President's Day	Coast Guard Reserve Birthday
<b>Blog Topics</b>	How I'm using the new year to make a better life.	The Story of the Four Chaplains and Their Sacrifice	My experiences volunteering.	The story of how we met.		
Category	Awareness	Awareness	Awareness	Awareness		
	What are some of your resolutions?	Graphic for Four Chaplains Day "Unsung Heroes"	Happy Birthday, USO	Graphic: Happy Valentines Day from Bootprint Co.!	President's Day Sale! 10% Plus Free Shipping! COUPON CODE: PRES10FREE	Happy Birthday, Coast Guard Reserves from Bootprints Co.
Category	Interactive	Awareness	Awareness	Awareness	Purchase	Awareness
	Are you nervous about anything military related for the upcoming year?		All Veteran Products 15% Off COUPON CODE: VET15	Get 20% All Gift items COUPON CODE: MYLOVE20 Post 1/14	Graphic: Happy Presidents Day from Bootprints Co.	All Coast Guard Products 15% Off COUPON CODE: CGR15
Category	Interactive		Purchase	Purchase	Awareness	Purchase
<b>Curated Content</b>	Stunning images show how the US military rung in 2019 in Afghanistan while under threat	Unsung Heroes	Ways to Support the USO	3 Things To Know About Long-Distance Relationships In The Military	President's Day 2019	Want to learn more about the Coast Guard Reserve?
	<a href="https://www.businessinsider.com/us-military-new-years-celebration-afghanistan-2016-12">https://www.businessinsider.com/us-military-new-years-celebration-afghanistan-2016-12</a>	<a href="http://www.fourchaplains.org/the-saga-of-the-four-chaplains/">http://www.fourchaplains.org/the-saga-of-the-four-chaplains/</a>	<a href="https://www.uso.org/take-action/ways-to-support">https://www.uso.org/take-action/ways-to-support</a>	<a href="https://taskandpurpose.com/3-things-know-long-distance-relationships-military/">https://taskandpurpose.com/3-things-know-long-distance-relationships-military/</a>	<a href="https://militarybenefits.info/presidents-day/">https://militarybenefits.info/presidents-day/</a>	<a href="https://www.todaysmilitary.com/joining/coast-guard-reserve">https://www.todaysmilitary.com/joining/coast-guard-reserve</a>
	8 ways to enjoy New Year's Eve military style	The Story	Share a Message with a Service member through the USO	Tips for a Happy Military Marriage	Presidents Day 2018 - US Army Video	Joining the Coast Guard Reserve
	<a href="https://www.foxnews.com/tech/8-ways-to-enjoy-new-years-eve-military-style">https://www.foxnews.com/tech/8-ways-to-enjoy-new-years-eve-military-style</a>	<a href="http://www.fourchaplains.org/the-saga-of-the-four-chaplains/">http://www.fourchaplains.org/the-saga-of-the-four-chaplains/</a>	<a href="https://www.uso.org/message/entertainment">https://www.uso.org/message/entertainment</a>	<a href="https://www.military.com/spouse/relationships/military-marriage/tips-for-a-happy-marriage.html">https://www.military.com/spouse/relationships/military-marriage/tips-for-a-happy-marriage.html</a>	<a href="https://www.facebook.com/USarmy/videos/10155591380563752/">https://www.facebook.com/USarmy/videos/10155591380563752/</a>	<a href="https://www.military.com/join-armed-forces/join-reserve-coast-guard.html">https://www.military.com/join-armed-forces/join-reserve-coast-guard.html</a>

Month of the Military Caregiver						
March						
	3-Mar	4-Mar	5-Mar	13-Mar	15-Mar	29-Mar
Month of the Military Caregiver	Navy Reserve Birthday	Hug a GI Day	Seabee Birthday	K-9 Veterans Day	American Legion Birthday	Vietnam Veterans Day
Every Military Family Member is a Military Caregiver		Hearing "Thank you for your service" from a military spouse's point of view.		Stories of K9 finding their soldiers after deployments.		Has the military homeless population gotten better or worse?
Awareness		Consideration		Awareness		Consideration
Jewelry Sale! 25% off All Month Long! COUPON CODE: CARE25	Happy Birthday, Navy Reserves	Share Your Hug! We want to see the love! #hugagiday	Graphic: Happy Birthday, Seabee	Looking to adopt a retired K9 Veterans? Here's who can help.	Graphic: Happy Birthday, American Legion	Graphic: Happy Vietnam Veterans Day!
Purchase	Awareness	Interactive	Awareness	Awareness	Awareness	Awareness
Graphic: Month of Military Caregiver	All Navy Products 15% Off COUPON CODE: NAVY15	We're showing our love by giving 10% off all gift items today only! COUPON CODE: HUGAGI10	All Navy Products 15% Off COUPON CODE: SEABEE15	All dogs tags 15% until April 1. COUPON CODE: TAGS15	All Veteran Products 15% Off COUPON CODE: AMLEG15	All Veteran Products 15% Off COUPON CODE: VIETVET515
Awareness	Purchase	Purchase	Purchase	Purchase	Purchase	Purchase
Caregiver Resources	ABOUT THE NAVY RESERVE	"Hug a G.I. " Day - Video	10 Things You Need to Know About Your Seabees!	Here's How to Celebrate National K-9 Veterans Day	Scholarship Available!	Job Seeking for Homeless Veterans
<a href="http://warriorcare.dodlive.mil/caregiver-resources/">http://warriorcare.dodlive.mil/caregiver-resources/</a>	<a href="https://www.navy.com/who-we-are/about-navy-reserve">https://www.navy.com/who-we-are/about-navy-reserve</a>	<a href="https://www.youtube.com/watch?v=-pLdfuFsJa9s">https://www.youtube.com/watch?v=-pLdfuFsJa9s</a>	<a href="http://usnhistory.navylive.dodlive.mil/2017/03/03/10-things-you-need-to-know-about-your-seabees/">http://usnhistory.navylive.dodlive.mil/2017/03/03/10-things-you-need-to-know-about-your-seabees/</a>	<a href="https://parade.com/653945/leahingram/heres-how-to-celebrate-national-k-9-veterans-day/">https://parade.com/653945/leahingram/heres-how-to-celebrate-national-k-9-veterans-day/</a>	<a href="https://www.legion.org/scholarships">https://www.legion.org/scholarships</a>	<a href="http://nchv.org/index.php/employment/">http://nchv.org/index.php/employment/</a>
Month of the Military Caregiver	Who We Are	Have You Hugged A GI Today?	Curator's Corner: The Birth of the Fighting Bee	What to Know Before Adopting a Former Police or Military Working Dog	Sept. 16 is American Legion Day	Vietnam Veterans Organization
<a href="https://soldiersangels.org/Month-of-the-Military-Caregiver.html">https://soldiersangels.org/Month-of-the-Military-Caregiver.html</a>	<a href="https://www.navy.com/who-we-are">https://www.navy.com/who-we-are</a>	<a href="https://www.rogersfamilyco.com/index.php/hugged-gi-today/">https://www.rogersfamilyco.com/index.php/hugged-gi-today/</a>	<a href="https://seabeeuseum.wordpress.com/tag/seabee-birthday/">https://seabeeuseum.wordpress.com/tag/seabee-birthday/</a>	<a href="https://www.tasteofthewildpetfood.com/what-to-know-before-adopting-a-former-police-military-dog/">https://www.tasteofthewildpetfood.com/what-to-know-before-adopting-a-former-police-military-dog/</a>	<a href="https://www.legion.org/membership/2627/sept-16-american-legion-day">https://www.legion.org/membership/2627/sept-16-american-legion-day</a>	<a href="https://vva.org/">https://vva.org/</a>

Month of the Military Child				
April				
	4-Apr	14-Apr	23-Apr	30-Apr
Month of the Military Child	Gold Star Wives Day	Air Force Reserve Birthday	Army Reserve Birthday	National Military Brats Day
How our kids may be affected by our choices.	Let's take the time to remember those wives (and husbands) that have given the ultimate sacrifice			How Military Brats grow up differently.
Consideration	Consideration			Consideration
Were you a military Child (Brat)? How may places have you lived?	Graphic: Honor Gold Star Wives	Happy Birthday, Air Force Reserves	Happy Birthday, Army Reserve	Are Military Brats following in their parents footsteps? Statics of Military Brats joining the military themselves.
Interactive	Awareness	Awareness	Awareness	Awareness
Graphic: Month of the Military Child. 15% off Birthday Invitations all month long COUPON CODE: BIRTHDAY10	All Gift Products 15% Off C OUPON CODE: GOLD15	All Air Force Products 15% Off COUPON CODE: AIR15	All Army Products 15% Off COUPON CODE: ARMY15	All Birthday Invites 15% off until June 1.
Purchase	Purchase	Purchase	Purchase	Purchase
Month of the Military Child	Conference Schedule	AFRC Birthday Message	A History of the Army Reserve	<b>NEW DAY PROCLAMATION: NATIONAL MILITARY BRATS DAY – April 30</b>
<a href="https://www.army.mil/standto/2018-04-02">https://www.army.mil/standto/2018-04-02</a>	<a href="https://www.goldstarwives.org/Conferences-&amp;-Events?EventViewMode=1&amp;EventListViewMode=2&amp;SelectedDate=10/15/2018&amp;CalendarViewType=0">https://www.goldstarwives.org/Conferences-&amp;-Events?EventViewMode=1&amp;EventListViewMode=2&amp;SelectedDate=10/15/2018&amp;CalendarViewType=0</a>	<a href="https://afreserve.com/afrc-birthday-message">https://afreserve.com/afrc-birthday-message</a>	<a href="https://www.military.com/army-birthday/history-army-reserve.html">https://www.military.com/army-birthday/history-army-reserve.html</a>	<a href="https://nationaldaycalendar.com/2016/04/30/new-day-proclamation-national-military-brats-day-april-30/">https://nationaldaycalendar.com/2016/04/30/new-day-proclamation-national-military-brats-day-april-30/</a>
Month of the Military Child, April 2018: Video	Gold Star Wives Organization	The Air Force Reserve Celebrates 69th Birthday	Video	25 Programs & Non-Profits For Military Kids
<a href="https://www.youtube.com/watch?v=JDorNXtV3tw">https://www.youtube.com/watch?v=JDorNXtV3tw</a>	<a href="https://www.goldstarwives.org/">https://www.goldstarwives.org/</a>	<a href="https://www.gruntsmovejunk.com/blog/2017/04/14/air-force-reserve/">https://www.gruntsmovejunk.com/blog/2017/04/14/air-force-reserve/</a>	<a href="https://www.youtube.com/watch?v=VFVbS9SRhC8">https://www.youtube.com/watch?v=VFVbS9SRhC8</a>	<a href="http://militaryoneclick.com/25-programs-non-profits-for-military-kids/">http://militaryoneclick.com/25-programs-non-profits-for-military-kids/</a>

National Military Appreciation Month			
May			
	1-May	8-May	Friday before Mother's Day
National Military Appreciation Month	Loyalty Day / Silver Star Service Banner Day	VE (Victory in Europe) Day	Military Spouse Appreciation Day
List of Business that Give Military Discounts	Being Loyal to the Military can be Challenging		Can anyone be a military spouse? / What does it take to be a military spouse?
Awareness	Consideration		Consideration
Businesses that offer Military Discounts	Graphic: Silver Star Service Banner Day	WWII Era Pictures	How does your spouse show his / her appreciation?
Awareness	Awareness	Awareness	Interactive
We Appreciate YOU!! 25% off Entire Purchase COUPON CODE: LOVE25	All Deployment and Homecoming Prodcuts 15% off COUPON CODE: SILVER15	Remembering Your WWII Service Member	Biggest Sale of the Year! To show our appreciation for our customers: 30% Off All Purchases until 5/27. COUPON CODE: MILSPO20
Purchase	Purchase	Interactive	Purchase
National Military Appreciation Month 2019	President Donald J. Trump Proclaims May 1, 2018, as Loyalty Day	What You Need To Know About VE Day	18 Quotes for Military Spouse Appreciation Day
<a href="https://militarybenefits.info/national-military-appreciation-month/">https://militarybenefits.info/national-military-appreciation-month/</a>	<a href="https://www.whitehouse.gov/presidential-actions/president-donald-j-trump-proclaims-may-1-2018-loyalty-day/">https://www.whitehouse.gov/presidential-actions/president-donald-j-trump-proclaims-may-1-2018-loyalty-day/</a>	<a href="https://www.iwm.org.uk/history/what-you-need-to-know-about-ve-day">https://www.iwm.org.uk/history/what-you-need-to-know-about-ve-day</a>	<a href="https://www.military.com/spouse/military-life/military-spouse-appreciation-day-quotes.html">https://www.military.com/spouse/military-life/military-spouse-appreciation-day-quotes.html</a>
Military Appreciation Video	Loyalty Day 2019	VE Day: How the nation celebrated, in pictures	What military spouses really want on Military Spouse Appreciation Day
<a href="https://www.youtube.com/watch?v=ahHPRFJinZM">https://www.youtube.com/watch?v=ahHPRFJinZM</a>	<a href="https://militarybenefits.info/loyalty-day/">https://militarybenefits.info/loyalty-day/</a>	<a href="https://www.telegraph.co.uk/news/0/ve-day-nation-celebrated-pictures/">https://www.telegraph.co.uk/news/0/ve-day-nation-celebrated-pictures/</a>	<a href="http://militaryoneclick.com/military-spouses-really-want-military-spouse-appreciation-day/">http://militaryoneclick.com/military-spouses-really-want-military-spouse-appreciation-day/</a>



National Military Appreciation Month				
May				
13-May	Second Sunday in May	Second Saturday - Armed Forces Day	Third Saturday	Last Monday in May
Children of Fallen Patriots Day	Mother's Day	Armed Forces Week	Armed Forces Day	Memorial Day (Decoration Day)
Lossing a Parent in Service	What is it like to be a mom and a service member?	Events schedule	Recognizing all Brances of Service	The difference between Memorial Day and Veterans Day.
Awareness	Consideration	Awareness	Awareness	Awareness
Graphic for Children of Fallen Patriots Day	Graphic Happy Mother's Day form Bootprints Co.!	What are you doing to celebrate Armed Forces Week?	25% Off All Branch Items TODAY ONLY! COUPON CODE: ARMED25	15% off everything, until June 1. Coupon Code: MEMORIAL15
Awareness	Awareness	Interactive	Awareness	Purchase
Life After Lossing a Parent: Success Stories	All Gifts on Sale, until May 7. Post April 15	15% Off All Branch Items All Week! COUPON CODE: ARMED15	Graphic: Happy Armed Forces Day from Bootprints Co.	The difference between Memorial Day and Veterans Day.
Awareness	Purchase	Purchase	Awareness	Awareness
Fallen Patriots Organizations	Commentary: For Mother's Day, military moms in their own words	LIVE - The U.S. Army Concert Band   Armed Forces Week Concert	5 Fun Ways to Show Your Support on Armed Forces Day	Where active military and veterans can find the best deals and freebies this Memorial Day
<a href="https://www.fallenpatriots.org/#home">https://www.fallenpatriots.org/#home</a>	<a href="https://www.militarytimes.com/opinion/commentary/2018/05/10/commentary-for-mothers-day-military-moms-in-their-own-words/">https://www.militarytimes.com/opinion/commentary/2018/05/10/commentary-for-mothers-day-military-moms-in-their-own-words/</a>	<a href="https://www.youtube.com/watch?v=p5JWf_84RvU">https://www.youtube.com/watch?v=p5JWf_84RvU</a>	<a href="https://blog.apartmentsearch.com/city-living-2/ways-to-show-your-support-on-armed-forces-day/">https://blog.apartmentsearch.com/city-living-2/ways-to-show-your-support-on-armed-forces-day/</a>	<a href="https://www.usatoday.com/story/money/nation-now/2018/05/26/memorial-day-2018-where-vets-and-military-eat-free-and-find-discounts/634963002/">https://www.usatoday.com/story/money/nation-now/2018/05/26/memorial-day-2018-where-vets-and-military-eat-free-and-find-discounts/634963002/</a>
Rolling Remembrance benefits Children of Fallen Patriots	Celebrate Mother's Day with Military Discounts	Collect for our Forces	Lawton honors its military with largest Armed Forces Day parade	Memorial Day 2019
<a href="https://video.foxnews.com/v/5790539509001/?#sp=show-clips">https://video.foxnews.com/v/5790539509001/?#sp=show-clips</a>	<a href="https://www.military.com/discounts/celebrate-mothers-day-with-military-discounts.html">https://www.military.com/discounts/celebrate-mothers-day-with-military-discounts.html</a>	<a href="https://www.ssafa.org.uk/armed-forces-week-collections">https://www.ssafa.org.uk/armed-forces-week-collections</a>	<a href="https://www.army.mil/article/58316/lawton_honors_its_military_with_largest_armed_forces_day_parade">https://www.army.mil/article/58316/lawton_honors_its_military_with_largest_armed_forces_day_parade</a>	<a href="https://militarybenefits.info/memorial-day/">https://militarybenefits.info/memorial-day/</a>

PTSD Awareness Month				
June				
6-Jun	14-Jun	Third Sunday in June	23-Jun	27-Jun
D-Day	Army Birthday / U.S. Flag Day	Father's Day	Coast Guard Auxiliary Birthday	National PTSD Awareness Day
	What a Military Spouse Thinks About Kneeling for the Flag.	What it's like to be a dad who serves. (Have Tony write story)		Signs to look for when you think your loved one may have PTSD.
	Awareness	Awareness		Awareness
Have you been to the WWII Museum in NOLA?	Graphic for U.S. Flag Day Do you fly a flag in your yard? Post a picture and we'll give you 10% off you next order!!	Graphic: Happy Father's Day from Bootprints Co.!	Happy Birthday, Coast Guard Auxiliary	Graphic: National PTSD Awareness Day "Sometimes all it takes is asking 'Are you ok?'"
Interactive	Interactive	Awareness	Awareness	Awareness
Graphic for D-Day	Graphic: Happy Birthday, Army from Bootprints Co. ! All Army Products 15% Off COUPON CODE: ARMY15	Dog Tags 20% until Jun 15. COUPON CODE: DADLOVE20	All Coast Guard Products 15% Off COUPON CODE: CGA15	PTSD Awareness Day 2019
Awareness		Purchase	Purchase	
D-Day: How technology helped win the Normandy invasion and World War II	Boy Scouts collect, dispose of flags at landfill for Flag Day	To My Military Husband on Father's Day	History of the US Coast Guard Auxiliary	The Best Resources for Patients and Families Affected by PTSD
<a href="https://www.washingtonpost.com/news/retropolis/wp/2018/06/06/d-day-how-american-and-british-technology-helped-win-the-battle-and-world-war-ii/?utm_term=.23fa54f49ad0">https://www.washingtonpost.com/news/retropolis/wp/2018/06/06/d-day-how-american-and-british-technology-helped-win-the-battle-and-world-war-ii/?utm_term=.23fa54f49ad0</a>	<a href="https://potomaclocal.com/2018/06/08/boy-scouts-collect-dispose-of-flags-at-landfill-for-flag-day/">https://potomaclocal.com/2018/06/08/boy-scouts-collect-dispose-of-flags-at-landfill-for-flag-day/</a>	<a href="https://milspousefest.com/military-husband-fathers-day/">https://milspousefest.com/military-husband-fathers-day/</a>	<a href="http://wow.uscgaux.info/content.php?unit=130&amp;category=custom-1#.W8Yrg1JG0UE">http://wow.uscgaux.info/content.php?unit=130&amp;category=custom-1#.W8Yrg1JG0UE</a>	<a href="https://www.everydayhealth.com/ptsd/guide/resources/">https://www.everydayhealth.com/ptsd/guide/resources/</a>
Records Relating to D-Day	What Is Flag Day? Video	5 Favorite Military Father's Day Gifts	Letter: Coast Guard Auxiliary provides service with meaning	National PTSD Awareness Day – why today is important
<a href="https://www.archives.gov/research/military/ww2/d-day">https://www.archives.gov/research/military/ww2/d-day</a>	<a href="https://www.history.com/news/95-years-of-flag-day">https://www.history.com/news/95-years-of-flag-day</a>	<a href="https://www.military.com/spousebuzz/blog/2017/06/5-favorite-fathers-day-ideas.html">https://www.military.com/spousebuzz/blog/2017/06/5-favorite-fathers-day-ideas.html</a>	<a href="https://www.postcrescent.com/story/opinion/readers/2018/02/22/letter-coast-guard-auxiliary-provides-service-meaning/360324002/">https://www.postcrescent.com/story/opinion/readers/2018/02/22/letter-coast-guard-auxiliary-provides-service-meaning/360324002/</a>	<a href="https://cmbm.org/blog/ptsd/national-ptsd-awareness-day/">https://cmbm.org/blog/ptsd/national-ptsd-awareness-day/</a>

July	
4-Jul	29-Jul
<b>Independence Day</b>	<b>Anniversary of the Army Chaplain Corps</b>
	<b>Our Wedding Story - married by a Chaplain</b>
<b>Happy Independence Day!!</b>	<b>Graphics: Happy Anniversary to the Army Chaplain Corps</b>
<b>Awareness</b>	<b>Awareness</b>
<b>July 4th Sale! 10% Off Plus Free Shipping! COUPON CODE: JULY10</b>	<b>All Army Products 15% Off COUPON CODE: ARMYCHAP15</b>
<b>Purchase</b>	<b>Purchase</b>
<b>Independence Day: Political or Military Celebration?</b>	<b>ARMY CHAPLAIN REQUIREMENTS</b>
<a href="https://www.huffingtonpost.com/anne-woods/july-fourth-military_b_1643472.html">https://www.huffingtonpost.com/anne-woods/july-fourth-military_b_1643472.html</a>	<a href="https://www.goarmy.com/chaplain/become-an-army-chaplain/requirements.html">https://www.goarmy.com/chaplain/become-an-army-chaplain/requirements.html</a>
<b>Video: Happy Independence Day</b>	<b>9 Things You Should Know About Military Chaplains</b>
<a href="https://www.militarytimes.com/video/2018/07/03/happy-independence-day/">https://www.militarytimes.com/video/2018/07/03/happy-independence-day/</a>	<a href="https://www.thegospelcoalition.org/article/9-things-you-should-know-about-military-chaplains/">https://www.thegospelcoalition.org/article/9-things-you-should-know-about-military-chaplains/</a>

August

4-Aug	7-Aug	8-Aug	16-Aug	26-Aug	29-Aug
<b>Coast Guard Birthday</b>	<b>Purple Heart Day</b>	<b>VJ (Victory over Japan) Day</b>	<b>National Airborne Day</b>	<b>National Dog Day</b>	<b>Marine Forces Reserve Birthday</b>
	What can we do to cut the red tape surrounding Purple Hearts? Why does it take so long?			How can pets help Service Members	
<b>Happy Birthday, Coast Guard</b>	<b>Graphic: Purple Heart Day</b>	<b>WWII Era Pictures</b>	<b>Graphic: National Airborne Day</b>	<b>Dog Tags 15% Off COUPON CODE: BESTPAL15</b>	<b>Graphic: Happy Birthday, Marine Force Reserves</b>
Awareness	Awareness	Awareness		Purchase	Awareness
<b>All Coast Guard Products 15% Off COUPON CODE: CGB15</b>		<b>History of Rosie the Rivitor</b>	<b>All Army and Air Force items 15% COUPON CODE: AIRBORNE15</b>	<b>Graphic: Happy National Dog Day Show us your pups!</b>	<b>All Marine Products 15% Off COUPON CODE: MARINE15</b>
Purchase		Awareness	Purchase	Interactive	Purchase
<b>9 Reasons to Celebrate the Coast Guard on its 228th Birthday</b>	<b>National Purple Heart Day 2019</b>	<b>V-J Day</b>	<b>National Airborne Day</b>	<b>Pets for Patriots Organization</b>	<b>Marine Corps Reserve: History and Birthday</b>
<a href="https://www.uso.org/stories/2273-9-coast-guard-facts">https://www.uso.org/stories/2273-9-coast-guard-facts</a>	<a href="https://militarybenefits.info/purple-heart-day/">https://militarybenefits.info/purple-heart-day/</a>	<a href="https://www.nationalww2museum.org/war/articles/v-j-day">https://www.nationalww2museum.org/war/articles/v-j-day</a>	<a href="https://militarybenefits.info/national-airborne-day/">https://militarybenefits.info/national-airborne-day/</a>	<a href="https://petsforpatriots.org/">https://petsforpatriots.org/</a>	<a href="https://www.military.com/marine-corps-birthday/marine-corps-reserve-history">https://www.military.com/marine-corps-birthday/marine-corps-reserve-history</a>
<b>Serving in the U.S. Coast Guard</b>	<b>Washington creates the Purple Heart</b>	<b>9 Things You Need To Know About VJ Day</b>	<b>Fort Benning celebrates 78th National Airborne Day</b>	<b>Pets for Vets</b>	<b>Marine Corps Reserve Birthday</b>
<a href="https://www.gocoastguard.com/">https://www.gocoastguard.com/</a>	<a href="https://www.history.com/this-day-in-history/washington-creates-the-purple-heart">https://www.history.com/this-day-in-history/washington-creates-the-purple-heart</a>	<a href="https://www.forces.net/remembrance/9-things-you-need-know-about-vj-day">https://www.forces.net/remembrance/9-things-you-need-know-about-vj-day</a>	<a href="http://www.wtvm.com/story/38903564/fort-benning-celebrates-78th-national-airborne-day/">http://www.wtvm.com/story/38903564/fort-benning-celebrates-78th-national-airborne-day/</a>	<a href="https://www.petsforvets.com/">https://www.petsforvets.com/</a>	<a href="https://www.flags.com/blog/marine-corps-reserve-birthday/">https://www.flags.com/blog/marine-corps-reserve-birthday/</a>

September			
11-Sep	18-Sep	Third Firday in Sept	Last Sunday in Sept
Patriot Day / 9-11	Air Force Birthday	POW/MIA Recognition Day	Gold Star Mother's and Family's Day
Where we were on 9/11.		We will never forget...	Would I be be ok with my children joining the Service?
		Awareness	
Where were you?	Happy Birthday, Air Force	Graphic for POW/MIA Recognition Day	Graphic for Gold Star Mother's and Family's Day
Interactive	Awareness	Awareness	Awareness
Graphic: Remember 9/11	All Air Force Products 15% Off COUPON CODE: AIRFORCE15		All Gifts on Sale, until Sept 20. Post Aug 15
Awareness	Purchase		Purchase
9/11: Day That Changed the World	The United States Air Force Celebrates Its 71st Birthday Today	4 Things to Know on POW/MIA Recognition Day	Honoring Gold Star Mother's Day
<a href="https://www.smithsonianchannel.com/shows/9-11-day-that-changed-the-world/0/139902">https://www.smithsonianchannel.com/shows/9-11-day-that-changed-the-world/0/139902</a>	<a href="https://www.cfr.org/blog/united-states-air-force-celebrates-its-71st-birthday-today">https://www.cfr.org/blog/united-states-air-force-celebrates-its-71st-birthday-today</a>	<a href="http://www.dodlive.mil/2015/09/18/4-things-to-know-on-powmia-recognition-day/">http://www.dodlive.mil/2015/09/18/4-things-to-know-on-powmia-recognition-day/</a>	<a href="https://soldiersangels.org/Honoring-Gold-Star-Mothers-Day.html">https://soldiersangels.org/Honoring-Gold-Star-Mothers-Day.html</a>
Five ways 9/11 has transformed the US military	Air Force Turns 71	POW/MIA Recognition Day Candle Remembrance	American Gold Star Mothers, Inc.
<a href="https://www.csmonitor.com/USA/Military/2011/0909/Five-ways-9-11-has-transformed-the-US-military/How-the-US-military-fights-on-the-ground">https://www.csmonitor.com/USA/Military/2011/0909/Five-ways-9-11-has-transformed-the-US-military/How-the-US-military-fights-on-the-ground</a>	<a href="https://www.military.com/air-force-birthday">https://www.military.com/air-force-birthday</a>	<a href="http://www.vvmf.org/powmia">http://www.vvmf.org/powmia</a>	<a href="https://www.goldstarmoms.com/">https://www.goldstarmoms.com/</a>

October				
7-Oct	8-Oct	13-Oct	26-Oct	31-Oct
<b>Ms. Veteran America Pageant</b>	<b>Columbus Day</b>	<b>Navy Birthday</b>	<b>National Day of the Deployed</b>	<b>Halloween</b>
Why do we have a separate pageant for Veterans?	Should we rename Columbus Day?		Our Deployment Story	Trick or Treating at JB
What state are you rooting for?	Columbus Day Sale! 15% Site Wide! COUPON CODE: COLDAY15	Happy Birthday, Navy	Do you know anyone deployed? What's your favorite homecoming memory? Remember OPSEC	What are your kids dressing up as this year?
Interactive		Awareness	Interactive	Interactive
Graphic: Winner		All Navy Products 15% Off COUPON CODE: NAVY15	All Deployment and Homecoming Products 15% off COUPON CODE: MISSYOU15	Does Your FRG Have a Halloween / Fall party?
Awareness				Interactive
<b>Overturing Expectations Alongside the Women Warriors of Ms. Veteran America</b>	<b>Columbus Day</b>	<b>Happy Birthday to the United States Navy</b>	<b>National Day of the Deployed</b>	<b>Halloween Activities on a Budget for Military Families</b>
<a href="http://www.pbs.org/independentlens/blog/filmmaker-overturing-expectations-women-warriors-ms-veteran-america/">http://www.pbs.org/independentlens/blog/filmmaker-overturing-expectations-women-warriors-ms-veteran-america/</a>	<a href="https://militarybenefits.info/columbus-day/">https://militarybenefits.info/columbus-day/</a>	<a href="https://www.navy.mil/ah_online/NavyBirthday/">https://www.navy.mil/ah_online/NavyBirthday/</a>	<a href="https://milspousefest.com/national-day-of-the-deployed/">https://milspousefest.com/national-day-of-the-deployed/</a>	<a href="https://militarybenefits.info/halloween-activities-budget-military-families/#ixzz5U6xjkQp7">https://militarybenefits.info/halloween-activities-budget-military-families/#ixzz5U6xjkQp7</a>
<b>Miss Veteran America: The Beauty Pageant for Military Vets Designed to Empower Women</b>	<b>ShopMyExchange.com Offers Shoppers Up to 50 Percent Off During Columbus Day Sale</b>	<b>U.S. Navy Birthday</b>	<b>Day of the Deployed</b>	<b>Halloween 2018 and Military Festivities</b>
<a href="https://www.rebelcircus.com/blog/miss-veteran-america-the-beauty-pageant-for-military-vets-designed-to-empower-women/">https://www.rebelcircus.com/blog/miss-veteran-america-the-beauty-pageant-for-military-vets-designed-to-empower-women/</a>	<a href="https://militaryliving.com/tag/aafes-dod-columbus-day-sale/">https://militaryliving.com/tag/aafes-dod-columbus-day-sale/</a>	<a href="https://militarybenefits.info/us-navy-birthday/">https://militarybenefits.info/us-navy-birthday/</a>	<a href="https://soldiersangels.org/Day-of-the-Deployed.html">https://soldiersangels.org/Day-of-the-Deployed.html</a>	<a href="https://militarybenefits.info/halloween/">https://militarybenefits.info/halloween/</a>

Military Family Month				
November				
	10-Nov	11-Nov	Monday after Thanksgiving	Tuesday after Thanksgiving
Military Family Month	Marine Corps Birthday	Veterans Day	Cyber Monday	Giving Tuesday
Our Family Story		The difference between Memorial Day and Veterans Day.	Finding some great deals	How we give back
We want to see your family!	Happy Birthday, Marine Corps	Happy Veterans Day!	Graphic: Cyber Monday! 35% off Digital Products and 25% off Everything Else. Free Shipping. Today ONLY	Graphic giving Tuesday 15% of All Proceeds going to Military K9 Foundations
Interactive	Awareness		Purchase	Purchase
10% Off Site Wide for the Whole Month of Nov	All Marine Products 15% Off COUPON CODE: MARINE15	All Veteran Products 15% Off COUPON CODE: VET15	Look out for some great deals for Cyber Monday from Bootprints Co.! Post Black Friday	Stories of how military spouses give back.
Purchase	Purchase	Purchase	Purchase	Awareness
10 Ways to Recognize Military Family Appreciation Month	Marine Corps Birthday Ball: Etiquette Do's & Dont's	Celebrate Veterans Day With the 20 Top Military Homecoming Videos on YouTube	AAFES Exchange Cyber Monday Ad	Giving Tuesday
<a href="https://careylorenz.com/10-ways-to-recognize-military-family-appreciation-month/">https://careylorenz.com/10-ways-to-recognize-military-family-appreciation-month/</a>	<a href="http://www.usmc-mccs.org/articles/marine-corps-birthday-ball-etiquette-do-s-don-ts/">http://www.usmc-mccs.org/articles/marine-corps-birthday-ball-etiquette-do-s-don-ts/</a>	<a href="https://www.military.com/underthe-radar/2017/11/celebrate-veterans-day-20-top-military-homecoming-videos-youtube">https://www.military.com/underthe-radar/2017/11/celebrate-veterans-day-20-top-military-homecoming-videos-youtube</a>	<a href="https://www.theblackfriday.com/cyber-monday/MilitaryBX-cybermonday.php">https://www.theblackfriday.com/cyber-monday/MilitaryBX-cybermonday.php</a>	<a href="https://www.givingtuesday.org/">https://www.givingtuesday.org/</a>
Military Family Appreciation Month: Video	5 interesting facts about the Marine Corps birthday	The History of Veterans Day	Black Friday Tips 2018	#GivingTuesday 2018: How To Plan A Successful Fundraising Campaign
<a href="https://www.military.com/military-family-appreciation-month">https://www.military.com/military-family-appreciation-month</a>	<a href="https://www.werehemighty.com/articles/5-interesting-facts-about-the-marine-corps-birthday">https://www.werehemighty.com/articles/5-interesting-facts-about-the-marine-corps-birthday</a>	<a href="https://www.military.com/veterans-day/history-of-veterans-day.html">https://www.military.com/veterans-day/history-of-veterans-day.html</a>	<a href="https://militarybenefits.info/black-friday-tips-for-military-wives/">https://militarybenefits.info/black-friday-tips-for-military-wives/</a>	<a href="https://www.causevox.com/givingtuesday-campaign-planning/">https://www.causevox.com/givingtuesday-campaign-planning/</a>

December

7-Dec	13-Dec	14-Dec	15-Dec	15-Dec
<b>Pearl Harbor Day</b>	<b>National Guard Birthday</b>	<b>Army vs Navy</b>	<b>National Wreaths Across America</b>	<b>Christmas</b>
	How the National Guard has made the difference.		How this tradition started.	Our Story: Christmas Traditions
	Consideration			
<b>Graphic: Pearl Harbor Day</b>	<b>Happy Birthday, National Guard</b>	<b>How are you rooting for? Post 3 Days before</b>	<b>Picture of Wreath Laying</b>	<b>Graphic: Merry Christmas! What are your Christmas traditions?</b>
Awareness	Awareness	Interactive	Awareness	Interactive
	All Army and Air Force items 15% until Jan 1. COUPON CODE: GOGUARD	Winning teams products 15% Off COUPON CODE: WINNER15	Christmas Sale!! 25% off Digital Products COUPON CODE: DIGI25	Christmas Angels: Here's how you can give to Military Families
	Purchase	Purchase	Purchase	Awareness
<b>Photos: What You Should Know About the Pearl Harbor Attack on Its 76th Anniversary</b>	<b>The Evolving Role of the Citizen-Soldier</b>	<b>Army vs Navy Tickets</b>	<b>How to Volunteer to Help</b>	<b>Adopt a military family for Christmas (or Thanksgiving)</b>
<a href="http://fortune.com/2017/12/06/pearl-harbor-day-2017/">http://fortune.com/2017/12/06/pearl-harbor-day-2017/</a>	<a href="https://www.ngaus.org/advocating-national-guard/evolving-role-citizen-soldier">https://www.ngaus.org/advocating-national-guard/evolving-role-citizen-soldier</a>	<a href="https://www.vividseats.com/ncaaf/army-west-point-black-knights-tickets/army-vs-navy-12-8-2562604.html">https://www.vividseats.com/ncaaf/army-west-point-black-knights-tickets/army-vs-navy-12-8-2562604.html</a>	<a href="https://www.wreathscrossamerica.org/">https://www.wreathscrossamerica.org/</a>	<a href="http://www.operationwearehere.com/Christmas.html">http://www.operationwearehere.com/Christmas.html</a>
<b>National Pearl Harbor Remembrance Day</b>	<b>BRS: Uniformed Services Blended Retirement System</b>	<b>Army vs. Navy is about more than a game — even when it's as good as this</b>	<b>The story behind Wreaths Across America</b>	<b>2019 Christmas Military-Mail-Delivery Deadlines</b>
<a href="https://www.nps.gov/valr/learn/historyculture/national-pearl-harbor-remembrance-day.htm">https://www.nps.gov/valr/learn/historyculture/national-pearl-harbor-remembrance-day.htm</a>	<a href="http://militarypay.defense.gov/BlendedRetirement/">http://militarypay.defense.gov/BlendedRetirement/</a>	<a href="https://www.washingtonpost.com/sports/colleges/army-vs-navy-is-about-more-than-a-game--even-when-its-as-good-as-this/2017/12/09/4a91583e-dc81-11e7-a841-2066faf731ef_story.html?noredirect=on&amp;utm_term=.729d2d3919f8">https://www.washingtonpost.com/sports/colleges/army-vs-navy-is-about-more-than-a-game--even-when-its-as-good-as-this/2017/12/09/4a91583e-dc81-11e7-a841-2066faf731ef_story.html?noredirect=on&amp;utm_term=.729d2d3919f8</a>	<a href="https://www.msnbc.com/taking-the-hill/watch/the-story-behind-wreaths-across-america-372414019583?v=raila&amp;">https://www.msnbc.com/taking-the-hill/watch/the-story-behind-wreaths-across-america-372414019583?v=raila&amp;</a>	<a href="https://wp.yellowribbonamerica.org/christmas-holiday-military-mail-delivery-deadlines-2013/">https://wp.yellowribbonamerica.org/christmas-holiday-military-mail-delivery-deadlines-2013/</a>



