

KENTUCKY VETERAN BUSINESS ALLIANCE

Alejandro Ramirez
Founder and President of
Kentucky Veteran Business Alliance



**KENTUCKY VETERAN
BUSINESS ALLIANCE (KVBA)
BRINGING BACK THE UNITY OF EFFORT
& ESPRIT DE CORPS**



Who am I?



Then



Now



Mission, Task, Endstate

Mission

Kentucky Veteran Business Alliance (KVBA) will unite, empower, and provide networking and resources to all veteran business in order to create a esprit de Corp, unity of effort, new businesses, and new jobs for all veterans, the community, and the state of Kentucky.

Task by Phase

Phase 1 (Veteran Business, Community, and State) Start Date: 31 January 2018 (Complete)

- Plan, develop and coordinate quarterly seminars for veteran business
- Network with other successful business owners
- Build a team
- Develop an information operation plan to get more veteran business to join the alliance
- Integrate veteran business, community, and state
- Provide a network list for all veteran business
- Increase return on investment by working with other veteran business owners
- Provide overall command and control

Phase 2 (Transitioning Veterans, Veteran Business, Community, and State) NLT 1 November 2018 (Complete)

- Develop an information operation plan to get more veterans that are transitioning the military to join the alliance
- Create new small businesses and hire veterans within the alliance
- Guide and mentor new veterans on how to be an entrepreneur and how to create a new business

Endstate

To create an environment where all veteran business in the community and state are united and work together to bring back the Esprit de Corp, create new businesses, and increase the job force within the KVBA.



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Kentucky Commission on Military Affairs (KCMA) Strategy Map 2017

Vision

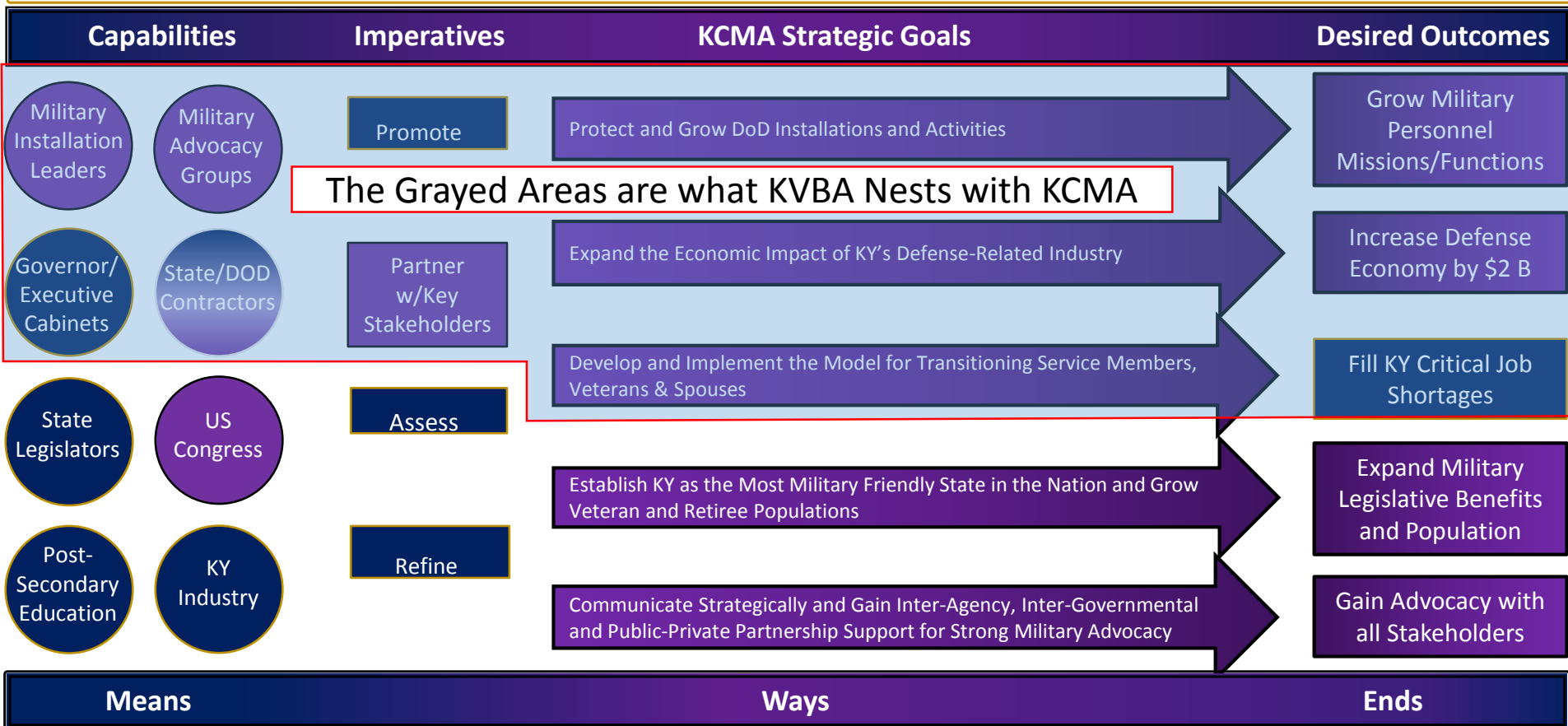
To ensure that Kentucky achieves its full potential in supporting and partnering with our military while creating enduring economic opportunity for the Commonwealth.

Mission

Guided by Kentucky statute, the Kentucky Commission on Military Affairs addresses all matters of military significance by advising and nesting efforts with key stakeholders; protecting and growing our military installations and activities; expanding its defense-related industry; and improving the quality of life for our service members, veterans, and their families in order to fulfill an obligation of never-ending support to our military population and the citizens of Kentucky.

End State

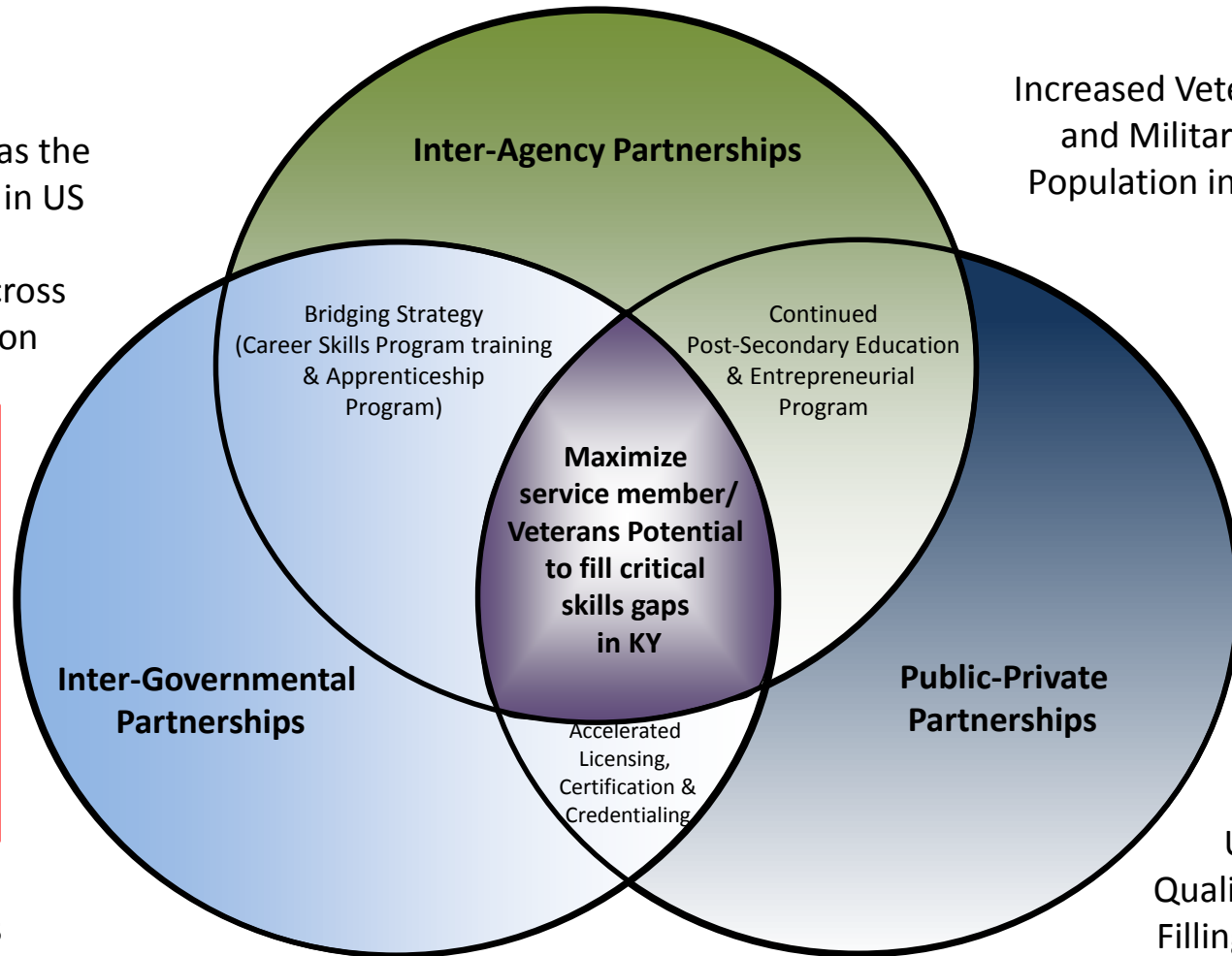
To have grown our installations and National Guard missions, functions, and personnel end-strength; increased Kentucky's \$12 billion dollar defense economic impact by \$2 billion; and enhanced stakeholder advocacy and the veteran and retiree population across the state.



KY Model for Transitioning Service Members, Veterans and Spouses

Recognized as the Best Model in US and Applied Across the Nation

Increased Veteran and Military Population in KY



KVBA Nests with KCMA

Utilized a Quality Workforce Filling Critical Skill Shortages (CSS) in KY

Critical to Success

- Synchronization of effort and cooperation by all stakeholders
- Determine state cabinet responsibilities and gain buy-in/ownership
- Develop a comprehensive national recruitment strategy—Face of Kentucky
- Emphasize and execute a strategic level communication plan
- Synchronize efforts to fill the top ten critical skills shortages in KY
- Develop/use best practice accelerated existing programs
- Tap into the transitioning service member market across KY and the nation
- Make KY the most friendly state in the nation
- Target and promote military spouse employment

“The difference between dreamers and visionaries is action” (Governor Bevin, Annual KCMA Meeting, Dec 2016)

Audiences

- Veterans considering becoming an entrepreneur
 - > Provide potential entrepreneurs with realistic information concerning the entrepreneurial environment, business development, government contracting, etc.
 - > Open up unique networking opportunities with other VOBs.
- Veteran Businesses looking to help other Veterans start their own business
 - > Sending the elevator back down.
 - > For companies who have (or want to have) DoD contracts it provides access to individuals who have the most current military doctrine
 - > Provides networking opportunities to key decision makers within the DoD environment.
- Veterans wanting to work for Veteran owned business
 - > Provides excellent opportunities for Veterans to work in an transitional environment allowing them to build understanding of the private sector.



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Outcomes

- ◉ Work for a Veteran Owned Business (VOB)
 - > Many transitioning Veterans come into the private sector without a realistic expectation of what working outside government service is like. Working for a VOB provides the Veteran exposure to the private sector while having “top cover”.
 - > Transitioning Veterans bring the most relevant military tactics, techniques and procedures specific to each industrial sector to enhance those companies who have Defense Department contracts.
 - > Some may have contacts with key decision makers to allow VOBs to grow within the government contracting environment.
- ◉ Start their own business
 - > Provides a network of VOBs who have built successful businesses who are willing to share specific lessons learned in starting a business.



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Example Events

What: Theme: KVBA Networking Conference

Who: KVBA

When: 10:00am-3:00pm
22 OCT 2022

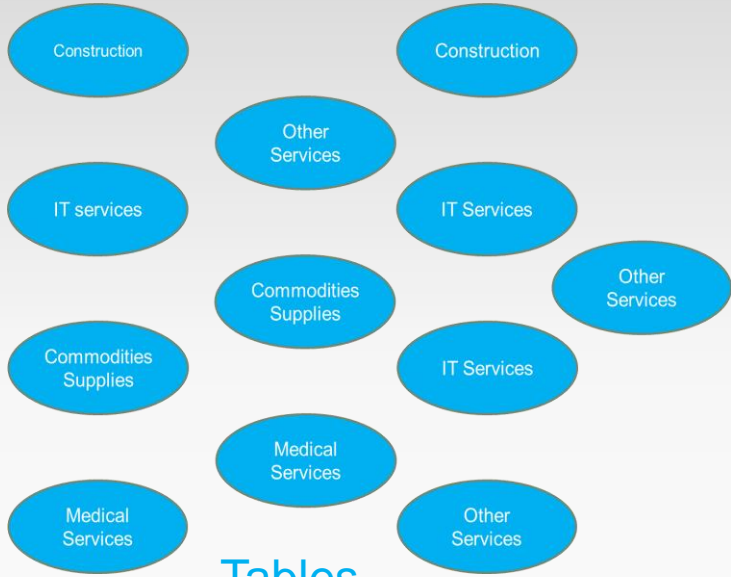
Where: St. John the Apostle Catholic Church (Gym)
515 Broadway Street Road
Brandenburg, KY 40108
(Meade County)

Why: Grow our community and Veteran business

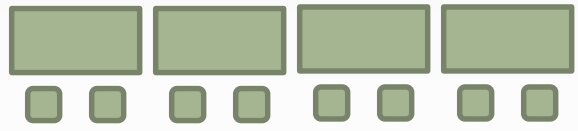
Phase 1 Setup



Veteran Owned Business, Supporters, and Sponsors



Tables



Registration Table & Entrance



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Example Agenda (22 OCT 2022)

MAJ (ret) Alejandro Ramirez (Director of Ceremony)

9:00am-9:50am Kentucky Veteran businesses and supporters set up tables and presentations

9:00am-9:50am Kentucky Veteran Business Alliance (KVBA) Networking Breakfast

10:00am Welcome- MAJ (Ret) Alejandro Ramirez, founder of KVBA

10:05am Singing of the National Anthem- SFC (Ret) Woodberry

10:10am Prayer- Pastor

10:15am Sequence of events and intro Sponsor and of panel members-MAJ (Ret) Alejandro Ramirez

10:20am-10:45am Panel discussion and questions-MG (Ret) Michael Davidson, prior end user, BG (Ret) Jim Iacocca, President Knox Regional Development Alliance, Patricia Krausman-Small Business Development Center (SBDC), Shawn Rodgers, (PTAC), MAJ (Ret) Alejandro Ramirez KVBA and 2022 SBA Person of the Year and 2018 KY Veteran Business of the Year

10:45am-10:50am Lisa Williams Director Innovation & Commercialization Center

10:50am-10:55am MG (Ret) Troy Kok President of Association of the United States Army (AUSA)

10:55am-11:00am Meade County Community Information-Nancy Tate

11:00am-UTC Networking and meet and greet KY Veteran businesses and supporters

12:00pm KVBA Networking Lunch and continue networking

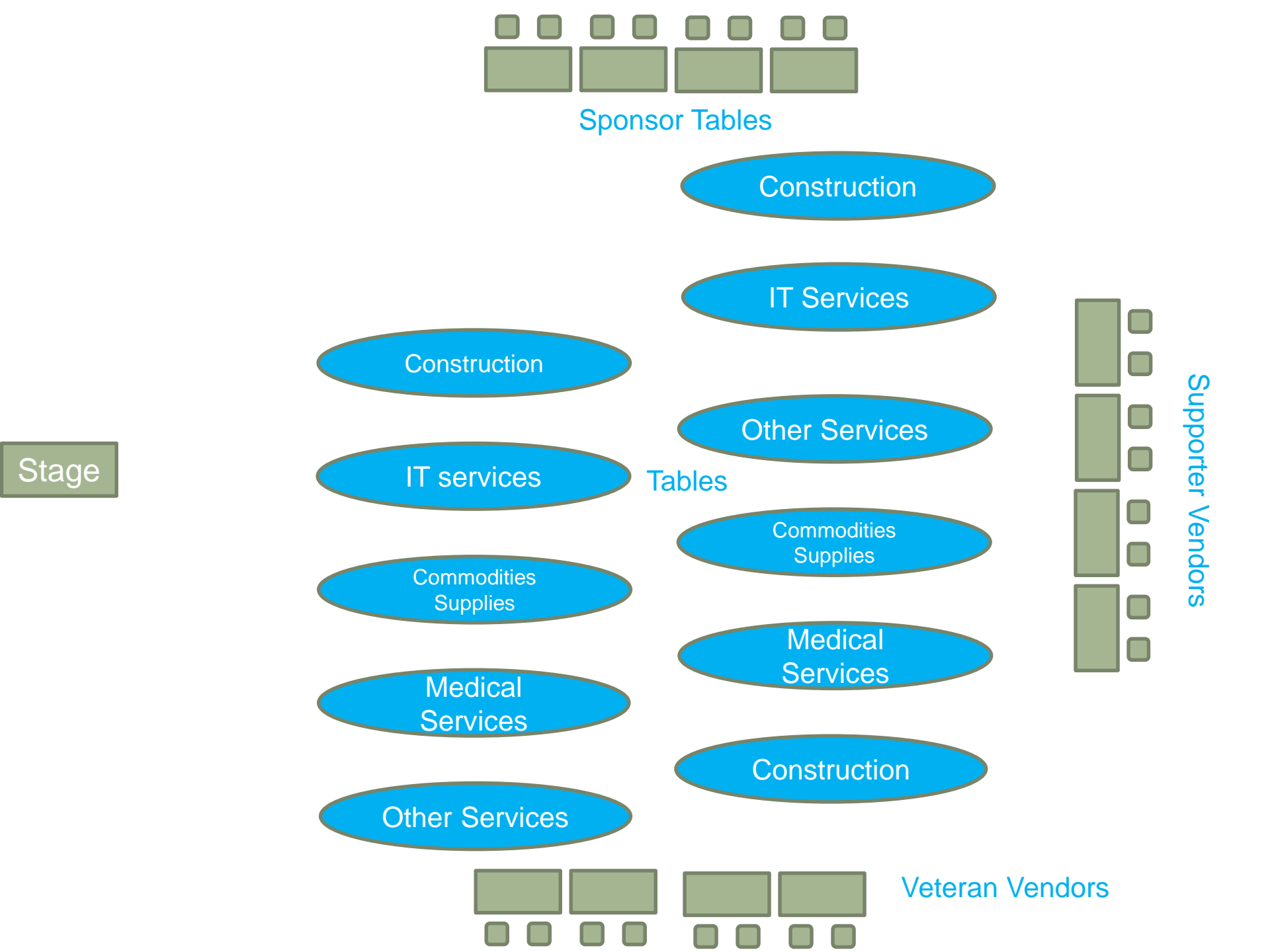
2:50pm-3:00pm Closing remarks- MAJ (Ret) Alejandro Ramirez, founder of (KVBA)

TBD LTC (Ret) Whitney Allen from KDVA, ECTC workforce development, SBA



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Stage

Sponsor Tables

Construction

IT Services

Construction

Other Services

IT services

Tables

Commodities
Supplies

Commodities
Supplies

Medical
Services

Medical
Services

Supporter Vendors

Construction

Other Services

Veteran Vendors

Way Forward

- Recruiting businesses to participate
- Recruiting Veterans to participate in the program
 - > KY Innovation
 - > KY State Representatives and Programs
 - > SFL-TAP
 - > SBA
 - > PTAC
 - > Others



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Resources for Veterans

1. Boots to Business

SBAvets.force.com

2. KYSBDC

<https://kentuckysbdc.com/>

3. VETSTART

<https://business.louisville.edu/academics-programs/entrepreneurship-programs/forcht-center/community-programs/vet-start/>

4. National Veteran Owned Business Association (NAVOBA)

<https://navoba.org/>

5. Veteran Business Outreach Centers (VBOCs)

[VBOC webpage](#) on the SBA website.

6. Veteran Institute for Procurement

[Veteran Institute for Procurement](#)

7. Bunker Labs

BunkerLabs.org

8. Entrepreneurship Bootcamp for Veterans (EBV)

[EBV website](#)

<https://www.military-transition.org/veteran-entrepreneur.html>



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Conclusion

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Endstate

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Questions and RFIs

- ◉ Logistics
- ◉ Location
- ◉ Timing
- ◉ Marketing
- ◉ Funding
- ◉ Sponsors



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Email: Info@kyvba.org

Or Facebook: Kentucky Veteran Business Alliance

<https://www.facebook.com/profile.php?id=100085838241215>



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