

VBA Meeting 2-21-19

Meeting called to order by Bill Cunningham at 3:00 pm

- Watched video honoring Marine Corps honoree by the LA Kings

Bill Cunningham

- May 2018, 0 people in attendance
- 5 people came together to revive the chapter
 - Recognizing people who have contributed (Jeff Pagano, Dave Ortloff, Nick Saifan, Mona Moucharrافية)
- Round Table (what is your biggest business challenge that you're facing/that brought you here today in 4 words)

* = topic of interest

- Finding distressed business owners/owners that need help
- Finding veteran employees/vets to help*
- More groups to reach out/help
- Defining the brand
- Financing/angel investors*
- Veteran students that want to be successful
- Keeping up with technology
- Learning
- Finding a job in sales/marketing/service
- Cyber security work
- Business ownership*
- Developing a long term customer base
- Mentorship to start up a business
- Clients for team building
- Contracting leads
- Helping w/webinars
- Closing leads
- Veteran business owners
- Help vets
- Need insurance (general liability)*
- Developing contracts
- Legal assistance
- Marketing/exposure
- Veteran financing
- DVBE process
- Services to VA
- Student/resources

- Procurement advantages
- Contracting!
- Get vets jobs
- Looking for a kitchen
- Business start up /mentoring, contract development, DBVE process, contracting
 - Disabled Veteran Business Enterprise
 - dgs.ca.gov
 - At least 10% disabled veteran
 - SBDC = small business development center
 - PTAC = procurement technical assistance center
- Students/success, student/VA resources
 - Talk to Jeff Pagano & John Baker
- Legal assistance
 - Vets legal (income limitations)
 - SBDC w/attorneys for free, pro bono, public law center, OC bar association
 - nolo.com
- Owners that need help
 - Insurance people, find Dave!
- More groups to aid
 - Mona talk to Jeff (has 106 veteran service providers/organizations that serve veterans)
- Defining the brand
 - SBDC is an AMAZING resource for that!
 - Personally develop 4 words to describe business, 1 sentence elevator pitch
 - Irvine chapter (tell them the VBA sent you!)
- Finding a job in sales/marketing
 - Talk to Jeff Pagano
 - The Tierney Center does an amazing job in matching people up
- Cybersecurity work
 - Contracts through SBDC
 - SBDC in Irvine (657) 278-1801, Director is Michael Daniels
 - Address: 1 Bantine, Irvine, CA
 - SBDC in North San Diego has a government contracting specialist Sheryl Brown
- Keeping up w/technology
 - Fed VTE → great free resource to look at; align w/DHS training
- Closing leads
 - Talk to John Baker
- Sales/marketing
 - SBDC
- Veteran business owners
 - Finding people who have received \$ and helping them where to put it
- Business ownership

- SBDC
- Long term customer base
 - Do quality work, give something extra for free (& let them know about it)
 - Reliability, value provision, structure your whole business model around forming a relationship rather than a transaction
 - Constant contact, personalize it (thank you card/personal note, phone call, birthday)
 - Become a full service provider
- Clients for team building
 - Reach out to
- Helping w/webinars
 - WebX, YouTube, GoTo Meeting, TED Talks
 - Have structure, include follow up
- Services to the VA
 - Social Connection Event @ Long Beach VA
 - Tomo Meek (702) 665-2440
 - Veterans Logistics, businesses in CA & NV

Nick Saifan

- Communications Committee for OC VBA
 - LinkedIn for VBA OC Chapter
 - Postings w/resources for everybody

Mona Moucharrafie

- Corporate Secretary for OC VBA
 - Check in w/her to leave a business card
 - Will exchange w/Bill Cunningham's and her business card
 - Reach out for anything and everything!

Saji Gunawardane from the US Business Counsel

- Almost joined the airforce after going to Cal but went to law school instead
- Presentation – Basics of Financing Your Business: Initial Capitalization & Subsequent Strategies to Hone a Competitive Advantage
 - Financing Your Business
 - Debt (taking on loans)
 - Equity (giving portion of your company away in exchange for capital/services/etc)
 - Pros/cons for each
 - Types of Debt Financing
 - Personal savings, bank loans, credit cards, friends & family
 - Pros/cons for each

- Angel Investors
 - Person w/experience & \$ that can help you get to the next level
 - Pros/cons
- Venture Capitalists
 - Have \$/resources and are interested in what you're doing (past experience, supplement what they have, etc)
 - Pros/cons
- Here are 3 ways to strategically position your business in order to ensure and demonstrate that it is
 - Self-sustaining, low risk of legal liabilities or regulatory crosshairs, ambitious beyond traditional expectations
 - Strong corporate governance and operational contracts
 - Demonstrate an ability to fund and sustain itself
 - Demonstrate a diligence/savvy for compliance, thereby making it a competitive strength
- Autonomy & independence – always evaluate your options
- saji@usbusinesscounsel.com – Direct: (949) 562-3779 – Connect on LinkedIn: Saji Gunawardane

Bill Cunningham w/other remarks

- Connect w/other people
- Discord app for smartphones
- LinkedIn Group: VBA OC Chapter
- gousvba.org
 - Parent organization, holding a Keeping the Promise event in Temecula, May 9-10
 - Joining: freedom fighter \$0, \$100 a year, \$25 a month
- Upcoming seminar topics:
 - SEOs (search engine optimization)
 - Strengthening online presence
 - Nonprofits
 - Representatives/outreach person from agencies comes out
 - Supplier diversity
 - Marketing workshop
 - Smart age fad, cybersecurity trainings, etc.
 - Networking
- 3 things to do that are required from each person:
 - Follow up, follow up, follow up!
- Possible VBA OC name tags, \$25 each
- Reach out to the people you met today, attending VBN event after VBA meetings (carpool!!)
- Next meeting: March 21 @ 3 pm @ Tierney Center
- Get involved with the VBA!