

## VBA OC Chapter Meeting Notes 5-16-19

### Bill Cunningham

- Meeting called to order @ 3:00 pm
- Asked everyone to open the LinkedIn App
  - Click on People → Nearby → connecting Vets to Vets

### Signature Round Table (name, name of company, service, biggest business challenge)

- Dave Ortolfo, insurance broker, cost-effective advertising
- Mona Moucharrafi, financial education/planning, relationship management
- Ernest Alonzo, commercial properties, attrition
- Steve, loan depot (VA loans specialty), finding qualified candidates
- Voskan Stambolian, property management, corporate lending
- Michele Jablonski, grand canyon university (LB/OC), veteran org partnerships/schooling
- Bob Nonnemaker, pension pros/Rollovers 4 business startups, looking to help others
- Craig McGrath, Merrill Lynch advisor, balance b/w advertising & maintaining relationships
- Brian Colburn, Sitch Radio podcast producing, materials to shorten sales cycles
- Tom Breen, Penmar energy/energy saving/cost reduction HVAC, hire vets 4 rooftop application
- Jane Weir, teacher w/small business on Amazon (rain ponchos), grant funding to put towards marketing/algorithms on amazon
- John Tran, universal cost metals, estate/government bids
- Ernest, US census bureau, hiring people (1,600-2,000 in OC alone)
- Angel Carrera, branch chief of certification for DGS, find disabled vet businesses who want to sell to CA

### Topics for discussion:

- Advertising/marketing & measurement\*\*
  - Know who your target market is
  - Keep track of exactly what you're doing
    - Turn on analytics on your website (where traffic is coming from, page time & focusing on what customers want, updates, hire someone, how did you hear about us, teaming up w/local businesses)
- Relationship management\*\*
  - Salesforce, cloze software, LACRM (less annoying customer relationship management)
- Attrition of people
  - Keeping in touch with everyone, don't burn bridges, texting the younger generation & paying attention to grammar & punctuation, hone in on LinkedIn
- "qualified" candidates\*
  - Use LinkedIn
- Funding

- Make sure you're credible & in good standing, look for resources
- Schooling
  - Training employees, analytics programs, lunch & learn, career resource center, look for what you can offer veteran business owners
- ROBS (401k business financing)
  - Business brokers & franchisers, use for expansion & purchasing,
  - John Shin can create the LinkedIn group
  - Director of LinkedIn → reach out → free premium page
  - Build relationships by crossing over different groups
- Balance
  -
- Shorten sales cycle
  - Utilize technology, grow your relationships (people do business w/people they like & know)
- Find vet employees
  - Utilize the Tierney Center programs, OCVMFC (OC Veteran Military Family Collaborative, employment group, w/150 nonprofit vet orgs),reboot program, recruit military, work for warriors, working wardrobes
- Bid process/cont
- Find DVBEs

“If you want to be successful in any organization, you have to put your heart into it.” –Bill Cunningham  
@ 3:24 pm, 5-16-19

The key is doing something and getting involved.

Ernest w/US Census Bureau

- Gearing up for 2020 census count
- Census count is partially to bring \$ to the community (roads, schools, etc.)
- Training starts in July for the 1,600-2,000 people who need to be hired just in OC
  - Anyone 18+, US citizen, looking for work, background check takes 30-90 days, paid job
    - Veterans get preference, also disabled people
    - Apply online, experience working for federal government

Angel Carrera w/Department of General Services

- Working w/DGS since 2007
- 3% yearly contracting goal mandated by statute
- 2018 audit is the 2<sup>nd</sup> audit since 2014, was very mild, nothing crazy found
- Key findings
  - 133 or 8% of DVBEs are receiving the bulk of the contracting work
  - Buyer/government is having difficulty finding DVBEs

- When departments fail to meet their goals, their privileges to bid can be reduced or taken away depending on the severity of the circumstance
- Consolidated Annual Reports (CAR)

Bill Cunningham

- Values of being a part of the VBA:
  - Developing relationships
  - Unique veteran/business information
  - Better information
  - Learning opportunities
  - You don't know what you don't know!
  - Collaborations (w/other vets)
  - Ego...lol (pride in being a part of an amazing organization)
  - Meeting minutes
  - Get r done & do it
  - Working w/vets
- Become a member of the VBA!!!
  - [gousvba.org](http://gousvba.org)
    - 1<sup>st</sup> year is free
    - 2<sup>nd</sup> year is \$9.95 for the year
    - 3<sup>rd</sup> year and after is \$100 for the year

Meeting adjourned at 5:00 pm