



U.S. Small Business
Administration



University of Wisconsin
Stevens Point

PROVIDING RESOURCES FOR
SMALL BUSINESSES

2020 **Veteran Small Business** Owners Resource Guide



Central Wisconsin Veteran Small Business/Economic Development Roundtable

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Craig Cook, veteran business owner - [Fall Line Outfitters Co.](#)
Jesse Cuff – [Waupaca County Veteran Service Officer \(CVSO\)](#)
John Cuilla, veteran business owner – Preventure
Stephen Decker, veteran business owner - [Five Rings Martial Arts](#)
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Steve Maier - [USDVA](#) Office of Small and Disadvantaged Business Utilization
Melissa Meschke – [UWSP Small Business Development Center \(SBDC\)](#)
Dave Morack – [Waupaca County Board Supervisor](#) / [City of New London Council](#)
Saul Newton - Executive Director, [Wisconsin Veterans Chamber of Commerce](#)
Mari and Angel Nieves, veteran business owners - Nieves Logistic Solutions LLC
Kevin Petersen – [Wisconsin State Representative, 40th Assembly District](#)
Dave Rollins– [Portage County Veteran Service Officer \(CVSO\)](#)
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Lisa Taylor – [Veteran Business Outreach Center \(VBOC\)](#)
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Marc Violante - [Wisconsin Procurement Institute \(WPI\)](#)
Dale Walker - [Fox Valley Tech Venture Center](#)
Carol Wetuski – [United States Department of Agriculture \(USDA\)](#)
Ann Whipp - [UWSP Veteran Coordinator](#)
Rick Wolf – [Lincoln County Veteran Service Officer \(CVSO\)](#)
Paul Zenker, veteran business owner - [On Point Home Inspection](#)
Josh Zimmerman, veteran business owner – [Next Home Priority](#)

This resource is meant to be as comprehensive as possible but may contain some omissions. If you are aware of any organization or business that should be included under any of the main headings, please email the SBDC at UW-Stevens Point to UWSPCE-Bus@uwsp.edu

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Government Organizations

U.S. Federal - Veteran Business



U.S. Small Business
Administration

Small Business Administration (SBA) Veteran's Business Outreach Centers

<https://www.sba.gov/tools/local-assistance/vboc>

The Veterans Business Outreach Center (VBOC) program is a one-stop-shop for transitioning service members, veterans and military spouses looking to start, purchase, or grow a business. Located nationwide, VBOCs provide transition assistance programs, including Boots to Business and Boots to Business Reboot, as well as business development assistance such as training, counseling and mentoring, and resource referrals.

SBA Office of Veterans Business Development (OVBD)

<https://www.sba.gov/business-guide/grow-your-business/veteran-owned-businesses>

Devoted exclusively to promoting veteran entrepreneurship, the OVBD facilitates the use of all SBA programs by veterans, service-disabled veterans, reservists, active-duty service members, transitioning service members, and their dependents or survivors. SBA programs provide access to capital and preparation for small business opportunities. They can also connect veteran small business owners with federal procurement and commercial supply chains.

SBA Federal Contracting Service-Disabled Veteran owned Small Businesses program

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/service-disabled-veteran-owned-small-businesses-program>

The government limits competition for certain contracts to businesses that participate in the Service Disabled Veteran owned Small Business program. Joining the disabled veterans' business program makes your business eligible to compete for the program's set-aside contracts. You can still compete for contract awards under other socio-economic programs you qualify for. The federal government's goal is to award at least three percent of all federal contracting dollars to service-disabled veteran owned small businesses each year.



Veteran Administration (VA) Vets.gov procurement registration

<https://www.vets.gov/employment/job-seekers/register-your-business/>

If you're a veteran who owns a small business, you may qualify for advantages when bidding on government contracts, along with access to other resources and support, through the Vets First Verification Program. This program is run by the Office of Small and Disadvantaged Business Utilization (OSDBU). Registering through OSDBU will allow you to work with the VA (all businesses who work with VA must be registered). Find out if you can register your veteran owned small business.

VA Office of Small and Disadvantaged Business Utilization

<https://www.va.gov/osdbu/entrepreneur/>

The Veteran Entrepreneur Portal (VEP) is designed to save you time with direct access to the resources necessary to guide every step of entrepreneurship. VEP makes it easier for small businesses to access federal services, regardless of its source, and quickly connects veteran entrepreneurs to relevant 'best-practices' and information.

Office of Personnel Management (OPM)

Veteran Services

<https://www.opm.gov/policy-data-oversight/veterans-services/>

Our mission is to expand opportunities to hire and retain veterans, transitioning military service members and their families who have the experience, skills and competences the Federal Government needs.



VA Customer Help Line

https://iris.custhelp.va.gov/app/answers/detail/a_id/204

The VA does not offer small business loans. You should contact the Small Business Administration for information on this subject. The SBA has a website that might be of some help: <http://www.sba.gov/>

Department of Defense (DoD) – Office of Small Business Programs

<https://business.defense.gov/>

Are you a small business interested in working for DoD? Pursuing DoD contracts is not for everyone; it requires patience, persistence and an in-depth understanding of federal acquisition rules.

<https://business.defense.gov/Small-Business/SDVOSB/Veterans-Resources/>

Are you a veteran interested in starting your own small business? Several public and private programs are designed to support you.



U.S. Department of Agriculture (USDA) Business Programs

<https://www.rd.usda.gov/programs-services/all-programs/business-programs>

Business Programs provide financial backing and technical assistance to stimulate business creation and growth. The programs work through partnerships with public and private community-based organizations and financial institutions to

provide financial assistance, business development and technical assistance to rural businesses.

Department of Labor (DOL) Veterans' Employment and Training Service (VETS)

<https://www.dol.gov/vets/> VETS serve America's veterans and separating service members by preparing them for meaningful careers, providing employment resources and expertise, and protecting their employment rights.

USO Pathfinder

<https://www.uso.org/programs/uso-pathfinder>

Transition Resources for Service Members and Military Spouses

U.S. Legislators

<https://www.govtrack.us/congress/members/WI#senators>

State of Wisconsin - Veteran Business



Wisconsin Department of Veteran Affairs (WDVA) Veteran Business

<https://dva.wi.gov/Pages/educationEmployment/FeeWaiver.aspx>

Wisconsin Act 209, signed into law on April 4, 2012 and effective July 1, 2012, created a program that requires the Wisconsin Department of Veterans Affairs (WDVA) establish and maintain a program under which 13 state agencies will grant fee waivers to qualified veterans when issuing initial licenses.

<https://dva.wi.gov/Pages/benefitsClaims/VeteranOwnedBusiness.aspx>

The Wisconsin Department of Veterans Affairs recognizes the important role that veteran owned and disabled veteran owned businesses play in the Wisconsin economy. In order to help such businesses identify and promote themselves, the WDVA makes available a logo for certified veteran owned businesses operating in Wisconsin.

<http://legis.wisconsin.gov/assembly/18/goyke/media/1136/senate-bill-575-release-042516.pdf>

Senate Bill 575, introduced by Rep. Evan Goyke (D-Milwaukee) and Sen. Roger Roth (R-Appleton), requires the Wisconsin Department of Veteran Affairs (WDVA) to design and issue an official logotype to Wisconsin Veteran-Owned and Disabled Veteran-Owned Businesses following their certification by the state.

<http://dva.state.wi.us/Pages/benefitsClaims/Veterans-Service-Organizations.aspx>

Contact your Wisconsin County Veterans Service Officer (CVSO) to find out if you or your family are qualified for local, state and federal veterans' benefits. CVSOs work with the United States Department of Veterans Affairs, the Wisconsin Department of Veterans Affairs and other Veterans Service Organizations to make sure you get all the veteran benefits you are eligible for.



WWBIC – Veterans Business Outreach Center

<https://www.wwbic.com/veterans/>

We are honored to be one of the U.S. Small Business Administration's Veteran Business Outreach Centers (VBOC) providing business development services in Wisconsin.



Wisconsin Procurement Institute (WPI) Veteran Business Contracting

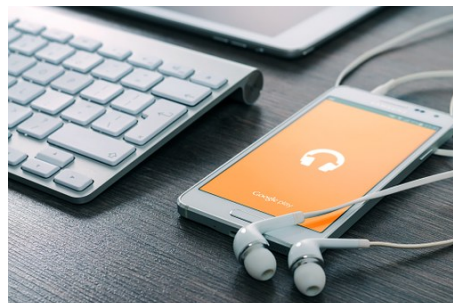
<https://www.wispro.org/>

The Wisconsin Procurement Institute (WPI), a nonprofit organization established in 1987, is an outgrowth of then Congressman Les Aspin's efforts to help Wisconsin businesses win federal contracts, especially defense contracts. WPI's mission is to assist Wisconsin businesses in all of Wisconsin's 72 counties to create, develop and grow their Federal, State and Local Government sales, revenues, profits and jobs. For Wisconsin certification as a Disabled Veteran Owned Business Enterprise (DVB) <https://doa.wi.gov/Pages/StateEmployees/ProgramDescription.aspx>

Wisconsin Technology Council (WTC) Veteran Toolkit

<https://wisconsintechcouncil.com/entrepreneurs-toolkit/women-minorities-and-tribes/>

Toolkit for Women, Minorities, Tribes and Veterans. The Wisconsin Technology Council is the science and technology adviser to the governor and the Legislature. Launched in 2001, the Tech Council was created by a bipartisan act of the governor and the Legislature.



Women's Business Development Center (WBDC) Veteran Business Services

<https://www.wbdc.org/vetbusinessservices/veteran-business-assistance-services-vbas-2/>

The Women's Business Development Center (WBDC) is committed to the success of veteran owned businesses and works to ensure that veterans have technical assistance and resources to achieve their business goals. The WBDC VBAS offers various levels of training and assistance for startup, emerging, and established veteran business owners in Illinois to support and accelerate their business development and growth.



Wisconsin Department of Health Services (WDHS) Veteran License Waiver

<https://www.dhs.wisconsin.gov/regulations/act209.htm>

Wisconsin Act 209 (effective July 1, 2012) requires that the Wisconsin Department of Veterans Affairs (WDVA) establish and maintain a program under which 13 state licensing agencies (including the Department of Health Services - DHS) grant fee waivers to qualified veterans when issuing initial licenses. (DHS licenses eligible for the fee waiver program are listed below.)

Legal Action – Veteran Business Free Legal Service

<http://www.legalaction.org/services/veterans>

Legal Action of Wisconsin's Veterans Small Business Project stimulates economic activity and creates job growth by assisting veterans in launching their new businesses. Under the program, Wisconsin veterans with limited financial resources will receive free legal services for the creation and operation of their business.

InWisconsin – Veteran Entrepreneurial Assistance

<https://inwisconsin.com/blog/vetransfer-grant-fund/>

For veterans interested in starting a business, the process is every bit as challenging as a basic training obstacle course. Since last year, Milwaukee-based Veteran Entrepreneurial Transfer, Inc. (VETransfer) has been helping nearly 300 veterans-turned-entrepreneurs develop viable business models, identify needed services, secure regulatory approval, research sales channels, and learn how to sell their ideas.

Central Wisconsin - Veteran Business



SBDC – Veteran Small Business Consulting

www.uwsp.edu/SBDC

uwsmbce-bus@uwsp.edu 715-346-3838

SBDC

YOUR BUSINESS
RESOURCE FOR
CONSULTING,
TRAINING, AND
RESEARCH.



The University of Wisconsin at Stevens Point Small Business Development Center has provided assistance to the small business community via marketing training, research, growth management, and confidential one-on-one consulting with a focus on capital acquisition and business planning.

Start

- Business feasibility
- Business plan creation
- Business formation

Manage

- Update/review current business plan
- Human resources and cyber security
- Organizational review

Finance

- QuickBooks training
- Financial projections
- Budgeting assistance

Grow

- Hire employees
- Analyze new market opportunities
- Competitor analysis

Market

- Target market research
- Industry trends
- Social and digital media assistance

Request your free start-up packet at bit.ly/UWSP-SBDC-Start-Up

Wisconsin Procurement Institute (WPI) Stevens Point

WPI Stevens Point works in rural and urban areas with large, small, well-established and newly created businesses in areas of manufacturing, technology, construction, research, IT and services. WPI works closely with federal, state and local small business programs to maximize the opportunities and market success for disadvantaged, minority, woman, disabled and veteran owned firms, as well as those located in designated HUBzone and distressed areas.

Contact: Marc Violante
IDEA Center
1039B Ellis St.
Stevens Point, WI 54481

P: 920-456-9990
F: 414-270-3610
Email: marcv@wispro.org

University of Wisconsin Stevens Point Veteran Services

www.uwsp.edu/veteran-services/Pages/default.aspx

The veteran coordinator's main role is to explain educational benefit options, assist with the application for benefits, and to provide campus and community resource information that will contribute to the academic success and well-being of all military-affiliated students. Our office helps students navigate and understand the process of applying for federal and state VA benefits, connects students with resources on campus and other student veterans, and reaches out to faculty and staff on campus to support their efforts in serving our students.

County Veteran Service Officers

wicvso.org/

The County Veterans Service Officers Association of Wisconsin (CVSO) is an organization of professional veteran's advocates.

Adams

Steve Dykes

adamsvso@co.adams.wi.us

Wood

Rock Larson

rlarson@co.wood.wi.us

Portage

Michael Clements

veterans@co.portage.wi.us

Waupaca

Jesse Cuff

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Marathon

Scott Berger

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Lincoln

Richard Wolf

rwolf@co.lincoln.wi.us

Langlade

John Zenkovich

jjzenkovich@co.langlade.wi.us

Oneida

Tammy Javenkoski

tjavenkoski@co.oneida.wi.us

Vilas

Michael Biszak

mibisz@co.vilas.wi.us



Fox Valley Technical College Veterans Resource Center

www.fvtc.edu/programs/admissions-overview/support-services/veterans-services

Fox Valley Technical College has a long history of providing education and training to veterans, servicemembers and qualifying family members. It is a privilege to serve those who have served our country. Our staff assists students with veteran education benefits and serves as a liaison between our students and various federal, state and local agencies.

Fox Valley Technical College ENVoy Program

www.fvtc.edu/Portals/0/PDFs/General%20Site/Eseed_ENVoy_Flyer.pdf?ver=2017-03-30-132640-490

Earlier this year, the Fox Valley Technical College's Venture Center received a grant from the Wisconsin Department of Veterans Affairs to offer the region's first-ever entrepreneur initiative for military veterans. "The funding provides professional support and free tuition for participants in the Envoy program," says Amy Pietsch, director of the Venture Center. ENVoy is an intense, rigorous, one-of-a-kind training series designed to leverage the resources in the entrepreneur and veteran communities to offer practical, real-life, entrepreneur and small business management training and mentoring for veterans in the Fox Valley Technical College (FVTC) district.

Waupaca County

www.co.waupaca.wi.us/

City of Waupaca

www.cityofwaupaca.org/

Lincoln County

www.co.lincoln.wi.us/

Adams County

www.co.adams.wi.us/

City of New London

www.newlondonwi.org/

khager@newlondonwi.org email

New London Area Chamber of Commerce

www.NewLondonChamber.com

Central Wisconsin State Legislators

State Representative Katrina Shankland

<http://legis.wisconsin.gov/assembly/71/shankland>

State Senator Patrick Testin

<http://legis.wisconsin.gov/senate/24/testin>

State Representative Kevin Peterson

<https://docs.legis.wisconsin.gov/2017/legislators/assembly/1598>

Others

<http://legis.wisconsin.gov/>

Nonprofit, Non-Government Organizations (NGO), Private

Nonprofit, NGO – Veteran Business



Wisconsin Veterans Chamber of Commerce

wiveteranschamber.org/

The Wisconsin Veterans Chamber of Commerce is a membership-based business organization serving veterans and military families by supporting veteran owned and veteran-friendly businesses across Wisconsin. On behalf of our members, we serve as an advocate for Wisconsin's veteran business community, and promote economic opportunity for military veterans, military families and veteran-friendly businesses.

WVCC

PROVIDES SUPPORT
TO VETERAN AND
VETERAN
FRIENDLY
ENTREPRENEURS



We are the voice of Wisconsin's veteran business community, dedicated to improving the business climate for military veterans and their allies.

Veterans Business Resource Center

<https://www.vetbiz.com/>

The Veterans Business Resource Center (VBRC) is a Project of the Veterans Advocacy Foundation, Inc., an IRS 501(c)(3) tax exempt organization. Our goals are to honor the men and women who have served our country and to assist them in their entrepreneurial endeavors. As members of the Veterans Business Community, we are confident that the success of this program will directly benefit regional investment and job growth.

Veteran Owned Business (VOB)

<https://www.veteranownedbusiness.com/wi>

Our mission is to help empower military veterans who own businesses to grow, hire fellow veterans and give back to military veteran organizations that directly impact the servicemen and servicewomen (and their respective families) who proudly served our great nation.

Bunker Labs – Assisting Veteran Entrepreneurs

<https://bunkerlabs.org/>

Bunker Labs – a 501(c)(3) non-profit, is a national network of veteran entrepreneurs dedicated to helping new veteran entrepreneurs start their own business. We are committed to seeing that every entrepreneur in the veteran community has the network, tools and resources they need to start their own business.

<https://bunkerlabs.org/our-locations/madison/>

Bunker Labs Madison Wisconsin

SCORE – Resources for Veteran Businesses

<https://www.score.org/resources-veteran-entrepreneurs>

Resources for veteran entrepreneurs. If you're a former service member or a veteran thinking about starting a small business, take advantage of these resources.



CAP Services

<https://capservices.org/>

CAP Services' mission is to transform people and communities to advance social and economic justice. CAP, a private, nonprofit corporation, offers programs in Marquette, Outagamie, Portage, Waupaca and Waushara counties. CAP Services is headquartered in Stevens Point, Wisconsin, with offices in each of the five counties it serves.

America's Small Business Development Center (SBDC)

<https://americassbdc.org/sbdcs-serve-americas-veterans-boots-business/>

America's SBDC network has been serving the veteran small business community for years. SBDCs around the country offer specialized training and programs to help our nation's heroes start and grow their own businesses. America's SBDC network also supports SBA's Boots to Business program in states across the country.

National Veteran Small Business Coalition (NVSBC)

<https://www.nvsbc.org/>

Ensures that veteran small businesses are given first consideration for federal prime and subcontract procurement opportunities. These owners continue to serve their country, putting the security of the United States above all else.

American Corporate Partners (ACP)

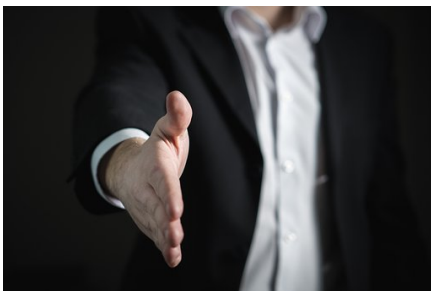
<https://www.acp-usa.org/>

Founded in 2008, ACP aims to ease the transition from the military to the civilian workforce. ACP is the only nonprofit organization engaged in national corporate career counseling for our returning military.

Institute for Veterans and Military Families (IVMF)

<https://ivmf.syracuse.edu/>

The IVMF is committed to advancing the post-service lives of America's service members, veterans and their families. Supported by a world class advisory board and public and private partners, our professional staff delivers unique and innovative programs in career, vocations and entrepreneurship education.

**V-Wise, Veteran Women Entrepreneurs**

<http://vwise.vets.syr.edu/>

Veteran Women Igniting the Spirit of Entrepreneurship (V-WISE) is a premier training program in entrepreneurship and small business management operated by the Institute for Veterans and Military Families at Syracuse University.

Entrepreneurship Bootcamp for Veterans (EBV)

<http://ebv.vets.syr.edu/>

EBV is a novel, one-of-a-kind initiative designed to leverage the skills, resources and infrastructure of higher education. EBV offers cutting-edge, experiential training in entrepreneurship and small business management to post-9/11 veterans and a passion for entrepreneurship as well as military family members who serve in a caregiver role to a veteran with a service-connected disability. The aim of the program is to open the door to economic opportunity for our veterans and their families by developing their competencies in creating and sustaining an entrepreneurial venture.

Startup Veterans

<http://startupveterans.org/>

The Startup Veterans program is designed to provide veterans with the education, resources, strategies and confidence needed to determine the feasibility of a new idea, launch a new company and successfully grow a business.



Coalition for Veteran Owned Businesses (CVOB)

<http://veteranbusinesscoalition.org/>

This first-of-its-kind national initiative supports the success of veteran, service member and military spouse-owned businesses by connecting them with entrepreneurial education and training, small business resources and solutions, and commerce and supplier opportunities. The coalition advocates for and supports businesses operated by the greater military and veteran community, including both business-to-business and business-to-consumer models.

National Veteran Owned Business Association (NAVOBA)

<https://navoba.org/>

NaVOBA provides a direct link for contracting between corporate America and Certified Veteran's Business Enterprises™ (VBE) and Certified Service-Disabled Veteran's Business Enterprises™ (SDVBE).

VetToCeo

<http://www.vettoceo.org/>

We are a band of veterans who share a passion for entrepreneurship as a viable career choice after our time in the military.

Vets 19 - Veteran Entrepreneur Training Symposium

<http://www.veterantrainingsymposium.com/>

The goal is to provide the knowledge and relationships needed for veterans to transition into business owners to service the federal government. The VETS agenda is crafted by veterans already doing business with the federal government—veteran entrepreneurs who have walked in your shoes.

Private Veteran Business



Veteran Owned Business

www.veteranownedbusiness.com/

Join other veteran owned small businesses (VOSB) already listed, and at no cost get your company's profile potentially seen by millions of fellow veterans, government agencies, prime contractors, subcontractors, corporate purchasing departments and every day consumers who strongly and proudly support veterans. (11/11/17)

VetFran

<https://www.vetfran.com/>

Our mission is to provide access and opportunities in franchising to our nation's veterans and their spouses.

Prudential Veteran Initiatives

<https://www.prudential.com/links/about/veterans/veterans-initiative>

Today, veterans are returning to civilian life by the tens of thousands, eager to apply their highly refined talents in sustainable careers. At Prudential, we have responded by creating our Veterans Initiatives.

Patriot Boot Camp

<http://patriotbootcamp.org/>

Patriot Boot Camp is hosting its next technology entrepreneurship boot camp in Austin, TX. The program will welcome 50 military veteran and spouse entrepreneurs from around the country, who will participate in educational workshops, mentoring sessions with startup experts, and peer networking over the course of three intensive days.



Grants and Loans – Veteran Business



Street Shares

<https://streetshares.com/>

Business loans and financing for veterans. StreetShares is a company with a mission: bringing trusted digital finance to America's heroes. If you've met the team, you'll know why. Our team is an incredibly passionate and dedicated group of veterans and civilians who are driven by helping entrepreneurs succeed.

Startups.co

<https://www.startups.co/articles/business-grants-for-veterans>

We've compiled all the information veterans need to find business grants ranging from federal government grants to state-level small business grants, as well as resources for private funding specific to current and former service members.

Nav.com

<https://www.nav.com/blog/10-small-business-grants-and-loans-for-veterans-29031/>

The 21.8 million veterans in the United States have made remarkable sacrifices in their service and deserve all the appreciation they receive and more. Their time in the military and the skills they've developed give them a distinct perspective, which they can use to start amazing businesses. Like any person trying to start their own business, veterans need capital to get things off the ground. Multiple institutions offer grants or financing options with specific benefits for veterans.

The Balance Small Business

<https://www.thebalancesmb.com/small-business-grants-for-veterans-4161247>

The Balance Small Business offers small business grants for veterans.

Veteran Entrepreneur Training Program

<https://hccvet.org/vet/>

By participating in the VET program, held at the HCC Veteran Business Center in Dallas, Texas, veterans acquire skills, fellowship and a professional experience that will lead them down the path of success. From their classroom work, lectures from business leaders, and practical applications of their interactions with entrepreneurs and business leaders, they will become equipped to face the challenges of entrepreneurship and succeed.

GrantWatch

<https://www.grantwatch.com/cat/38/veterans-grants.html>

Grants are available to veterans for home, home improvements and business. Grants for the disabled veteran, small business grants for veterans and grants for individuals and organizations that support veterans and their families.

Angel Investors

<http://www.hiversandstrivers.com/>

Hivers and Strivers is an Angel Investment Group focusing on early stage investments to support startup companies founded and run by graduates of the U.S. Military Academies. Most of our investors have served in the military and are successful senior executives with experience in a broad range of industries and business models.



Fundera

<https://www.fundera.com/business-loans/guides/veteran-business-loans>

The place to find veteran business loans. Veteran business loans can be any type of debt financing geared towards helping veteran entrepreneurs grow their businesses.