

### AGENDA · FEBRUARY 28-MARCH 3, 2019

TIME	SESSION	
THURSDAY, FEBRUARY 28, 2019		
8:00-10:00 A.M.	VET SOURCE Check-In & Breakfast	
10:00-10:30 A.M.	Main Session: Kick-Off & Welcome	
10:30-11:30 A.M.	Panel Discussion: Stories from Successful VOBs	
11:45 A.M1:00 P.M.	Panel Discussion: Procurement with Corporations	
1:00-2:30 P.M.	Networking Lunch	
2:45-3:45 P.M	<b>Breakout Sessions</b> Certification: Is It Right for You? Joint Ventures: Teaming Together to Win Marketing & Capability Statements	
4:00-4:30 P.M.	Closing Remarks	
4:30-6:00 P.M.	Networking & Refreshments	
	FRIDAY, MARCH 1, 2019	
8:00 A.M.	VETERAN EDGE Check-In & Breakfast	
9:00-10:30 A.M.	State of Veteran Entrepreneurship	
10:45 A.M1:00 P.M.	<b>Business Showcase &amp; Resource Exposition</b> *Tables will be set up from 9:00 A.M4:00 P.M.	
1:00-1:30 P.M.	Lunch	
1:30-2:50 P.M.	Main Session: Kick-Off KEYNOTE SPEAKER: Larry Broughton, Founder & CEO, broughtonHOTELS and broughtonAdvisory, former U.S. Army Green Beret	
3:00-4:15 P.M.	Main Session: Panel-Advice from Successful Entrepreneurs	
4:30-6:30 P.M.	<b>Elective Programs</b> Office Hours Jam Session - What's Your Greatest Challenge Jam Session - Building a Brand that Sells Itself	
6:30-8:30 P.M.	Networking Reception	

# ivmf.syracuse.edu/veteranedge



VETERAN EDGE DALLAS 2019 SPONSORED BY: First Data.

TRAVELERS

Walmart <sup>2</sup>

The D'Aniello Family

Foundation







## AGENDA · FEBRUARY 28-MARCH 3, 2019

#### The Hilton Anatole Hotel $\cdot$ Dallas, TX $\cdot$ #VeteranEDGE

SATURDAY, MARCH 2, 2019   8:00 A.M. Breakfast   8:30-9:30 A.M. Panel Discussion   9:45-10:45 A.M. Concurrent Breakout Sessions 1-4 Effective Public Relations: Get Noticed, Engaged & Trusted Using Your Branch Do Registrate Making the Connection: Knaygating Big Business Supply Chains Supply Chain Optimization   10:55-11:55 A.M. Concurrent Breakout Sessions 5-8 Website Connection: Knaygating Big Business Supply Chains Supply Chain Optimization Options for Financing Growth   11:55 A.M. Concurrent Breakout Sessions 9-18 Website Connection: Knaybut Setter Distribution Options for Financing Growth   12:20-1:05 P.M. Lunch   12:20-1:05 P.M. Main Session: Knaybut Setter Andy Williams, Recon Realty, Flip or Flop Fort Worth 11:15-2:15 P.M.   2:30-3:30 P.M. Concurrent Breakout Sessions 9-12 Search Engine Optimization Building a Tamo of Growth Part 1 Sales, Customer Acquisition & Loyally Eucadership: Building Buy-In & Culturen   3:45-4:45 P.M. Concurrent Breakout Sessions 13-16 Business Continuity Planning Building a Tamo of Growth Part 2 It's Your Estate, Ave You In Control? Product Marteting & Branding   6:00-6:45 P.M. Vet50 Dinner & Program In Partnership with Noce 5000 RevTOTE SPEAKER: Media of Honor Recipient, Jack Jacobs, Colonel (USA Retired)   7:00-9:00 P.M. Vet50 Dinner & Program In Partnership with Noce 5000 RevTOTE SPEAKER: Media of Monor Recipient, Jack Jacobs, Colonel (USA Retired)   8:00 A.M. Breakfast   9:00 -10:00 A.M. Main Session: REVNOTE SPEAKER: Korto Monolu, Korto Monolu Fashions, Project R	TIME	SESSION	
8:30-9:30 A.M.   Panel Discussion     9:45-10:45 A.M.   Enfective Public Relations: Get Noticed, Engaged & Trusted Using Your Brand to Negotiate Making the Connection: Kingging Big Business Supply Chains Supply Chain Optimization     10:55-11:55 A.M.   Concurrent Breakout Sessions 5-8 Website Ortiques Exit Strategies & Succession Planning Moving from a Traditional to a Growth-Oriented Organization Options for Financing Growth     11:55 A.M.   Concurrent Breakout Sessions 5-91 Website Ortiques     2:30-1:05 P.M.   Lunch     12:20-1:05 P.M.   Main Session: KENOTE SPEAKE: Andy Williams, Recon Realty, Flip or Flop Fort Worth     11:55 A.M.   Concurrent Breakout Sessions 9-12 Search Engine Optimization Building a Team for Growth Part 1 Sales, Customer Acquisition & Lupatiy Leadership: Sulling Buy-In & Cuture     3:45-4:45 P.M.   Concurrent Breakout Sessions 13-16 Business Continuity Planning Building a Team for Growth Part 2 It's Your Estate, Are You in Control? Product Marketing & Branding     6:00-6:45 P.M.   Vet50 Dinner & Program in Partnership with XEOC SOCO KENOTE SPEAKER: Medial of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     7:00-9:00 P.M.   Main Session: KENOTE SPEAKE: Korto Momolu, Korto Momolu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20 Contracting & Partnerships Using Financial Statements to Make Stnart Business Decision Marketing & Partnerships Using Financial Statements to Make Stnart Business Decision Marketing & Partnerships Using Financial Statements to Make Stnart Business Decision Ma	SATURDAY, MARCH 2, 2019		
9:45-10:45 A.M.   Concurrent Breakout Sessions 1-4 Effective Public Relations: Get Noticed, Engaged & Trusted Using Your Brant to Negolate Making the Concurrent Breakout Sessions 5-3 Website Critiques Exit Stratégies & Succession Planning Moring from a Traditional to a Growth-Oriented Organization Options for Trianacing Growth     11:55 A.M.   Concurrent Breakout Sessions 5-3 Website Critiques Exit Stratégies & Succession Planning Moring from a Traditional to a Growth-Oriented Organization Options for Trianacing Growth     11:55 A.M. 12:20 PM.   Lunch     12:20-1:05 PM.   Main Session: KENOTE SPEAKER: Andy Williams, Recon Realty, Flip or Flop Fort Worth 1:15-2:15 PM.     2:30-3:30 PM.   Concurrent Breakout Sessions 9-12 Search Engine Optimization Building a Team for Growth Part 1 Sales, Cuestone: Acquisition & Loyalty Leadership: Building Bury in & Culture     3:45-4:45 PM.   Concurrent Breakout Sessions 13-16 Business Continuity Planning Building a Team for Growth Part 2 It's Your Estate, Are You in Control? Product Marketing & Branding     6:00-6:45 PM.   Vet50 Dinner & Program In Partnership with Sace 5000 KENTE SERARE: Medial of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     7:00-9:00 PM.   Vet50 Dinner & Program In Partnership with Sace 5000 KENTE SERARE: Medial of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     9:00-10:00 A.M.   Main Session: KENTE SERARE: Korto Momoulu, Korto Momoulu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial Rose in Order) Digital Mark	8:00 A.M.	Breakfast	
Effective Public Relations: Dat Volced, Engaged & Trusted     Using Your Brand to Negotiate     Making Wor Brand to Negotiate     10:55-11:55 A.M.     Concurrent Breakout Sessions 5-3     Website Critiques     Exit Strategies & Succession Planning     Moving from a Traditional to a Growth-Oriented Organization     12:20-1:05 P.M.   Lunch     12:20-1:05 P.M.   Main Session: KENICHE SPEAKER: Andy Williams, Recon Realty, Flip or Flop Fort Worth     11:15-2:15 P.M.   Panel Discussion     2:30-3:30 P.M.   Concurrent Breakout Sessions 9-12     Search Engine Optimization   Building a Team for Growth Part 1     3:45-4:45 P.M.   Concurrent Breakout Sessions 13-16     Building a Team for Growth Part 2   It's Your Estate, Are You in Control?     Product Markeling & Branding   Building a Team for Growth Part 2     6:00-6:45 P.M.   Vet50 Reception     7:00-9:00 P.M.   Vet50 Dinner & Program In Partnership with Nosc.5000     KENNOTE SPEAKER: Medal of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     S00 A.M.   Breakfast     9:00-10:00 A.M.   Main Session: 12-20     Outmating & Partnership with Mass.5000   Contracting & Partnerships     11:30-12:30 P.M.   Concurre	8:30-9:30 A.M.	Panel Discussion	
Website Critiques   Exit Strategies & Succession Planning     Moving from a Traditional to a Growth-Oriented Organization   Options for Financing Growth     11:55 A.M12:20 P.M.   Lunch     12:20-1:05 P.M.   Main Session: KENNOTE SPEAKER: Andy Williams, Recon Realty, Filp or Flop Fort Worth     1:15-2:15 P.M.   Panel Discussion     2:30-3:30 P.M.   Concurrent Breakout Sessions 9-12 Search Engine Optimization Building a Team for Growth Part 1 Sales, Customer Acquisition & Loyalty Leadership: Building Buy-In & Cutture     3:45-4:45 P.M.   Concurrent Breakout Sessions 13-16 Business Continuity Planning Building a Team for Growth Part 2 H'S Your: Estate, Are You to Control? Product Marketing & Branding     6:00-6:45 P.M.   Vet50 Reception     7:00-9:00 P.M.   Vet50 Dinner & Program in Partnership with Exact, 50000 KENNOTE SPEAKER: Medal of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     9:00-10:00 A.M.   Main Session: KENNOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20 Contracting & Pathtenships Using Financial Statements to Make Smart Business Decision Marketing     11:30-12:30 P.M.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growth Buildens     11:30-12:30 P.M.   Concurrent Breakot Sessions 21-24 Options for Financial House in Order? Options for Financial Growth	9:45-10:45 A.M.	Effective Public Relations: Get Noticed, Engaged & Trusted Using Your Brand to Negotiate Making the Connection: Navigating Big Business Supply Chains	
12:20-1:05 PM.   Main Session: KEWOTE SPEAKER: Andy Williams, Recon Realty, Flip or Flop Fort Worth     11:15-2:15 PM.   Panel Discussion     2:30-3:30 PM.   Concurrent Breakout Sessions 9-12 Search Engine Optimization Building a Team for Growth Part 1 Sales, Customer Acquisition & Loyalty Leadership: Building Buy-in & Culture     3:45-4:45 PM.   Concurrent Breakout Sessions 13-16 Business Continuity Planning Building a Team for Growth Part 2 It's Your Estate, Are You in Control? Product Marketing & Branding     6:00-6:45 PM.   Vet50 Reception     7:00-9:00 PM.   Vet50 Dinner & Program in Partnership with Exact 5000 RETWOTE SPEAKER: Medal of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     SUNDAY, MARCH 3, 2019   SUNDAY, MARCH 3, 2019     8:00 A.M.   Breakfast     9:00-10:00 A.M.   Main Session: KEWOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20 Contracting & Partnership Using Financial Statements to Make Smart Business Decision Marketing & Public Relations Digital Marketing     11:30-12:30 PM.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financial House in Order? Options for Financial House in Order? Options for Financing Growth	10:55-11:55 A.M.	Website Critiques Exit Strategies & Succession Planning Moving from a Traditional to a Growth-Oriented Organization	
1:15-2:15 PM.   Panel Discussion     2:30-3:30 PM.   Concurrent Breakout Sessions 9-12 Search Engine Optimization Building a Team for Growth Part 1 Sales, Customer Acquisition & Loyalty Leadership: Building Buy-In & Culture     3:45-4:45 PM.   Concurrent Breakout Sessions 13-16 Business Continuity Planning Building a Team for Growth Part 2 It's Your Estate, Are You in Control? Product Marketing & Branding     6:00-6:45 PM.   Vet50 Reception     7:00-9:00 PM.   Vet50 Dinner & Program in Partnership with Discus.50000 KEYNOTE SPEAKER: Medial of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     SUNDAY, MARCH 3, 2019   SUNDAY, MARCH 3, 2019     8:00 A.M.   Breakfast     9:00-10:00 A.M.   Main Session: KEYNOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20 Contracting & Partnerships Using Financial Statements to Make Smart Business Decision Marketing & Public Relations Digital Marketing     11:30-12:30 PM.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financial House in Order? Options for Financial Growth	11:55 A.M12:20 P.M.	Lunch	
2:30-3:30 PM.   Concurrent Breakout Sessions 9-12 Search Engine Optimization Building a Team for Growth Part 1 Sales, Customer Acquisition & Loyalty Leadership: Building Buy-In & Culture     3:45-4:45 PM.   Concurrent Breakout Sessions 13-16 Business Continuity Planning Building a Team for Growth Part 2 It's Your Estate, Are You in Control? Product Marketing & Branding     6:00-6:45 PM.   Vet50 Reception     7:00-9:00 PM.   Vet50 Dinner & Program in Partnership with Dace.5000 KEYNOTE SPEAKER: Medal of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     8:00 A.M.   Breakfast     9:00-10:00 A.M.   Main Session: KEYNOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20 Contracting & Public Relations Digital Marketing     11:30-12:30 PM.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financing Growth	12:20-1:05 P.M.	Main Session: KEYNOTE SPEAKER: Andy Williams, Recon Realty, Flip or Flop Fort Worth	
Search Engine Optimization     Building a Team for Growth Part 1     Sales, Customer Acquisition & Loyalty     Leadership: Building Buy-In & Culture     3:45-4:45 PM.   Concurrent Breakout Sessions 13-16     Business Continuity Planning     Building a Team for Growth Part 2     It's Your Estate, Are You in Control?     Product Marketing & Branding     6:00-6:45 PM.   Vet50 Reception     7:00-9:00 PM.   Vet50 Dinner & Program in Partnership with Toxos, 5000 KEYNOTE SPEAKER: Medal of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     SUNDAY, MARCH 3, 2019   Busing Enancial Statements to Make Smart Business Decision Marketing & Partnerships Using Financial Statements to Make Smart Business Decision Marketing & Partnerships Using Financial Statements to Make Smart Business Decision Digital Marketing     11:30-12:30 PM.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financial House in Order?	1:15-2:15 P.M.	Panel Discussion	
Business Continuity Planning Building a Team for Growth Part 2 It's Your Estate, Are You in Control? Product Marketing & Branding     6:00-6:45 P.M.   Vet50 Reception     7:00-9:00 P.M.   Vet50 Dinner & Program in Partnership with Moc.5000 KEYNOTE SPEAKER: Medal of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     SUNDAY, MARCH 3, 2019     8:00 A.M.   Breakfast     9:00-10:00 A.M.   Main Session: KEYNOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20 Contracting & Partnerships Using Financial Statements to Make Smart Business Decision Marketing     11:30-12:30 P.M.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financial House in Order?	2:30-3:30 P.M.	Search Engine Optimization Building a Team for Growth Part 1 Sales, Customer Acquisition & Loyalty	
7:00-9:00 PM.   Vet50 Dinner & Program in Partnership with Imc. 5000 KEYNOTE SPEAKER: Medal of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     SUNDAY, MARCH 3, 2019     8:00 A.M.   Breakfast     9:00-10:00 A.M.   Main Session: KEYNOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20 Contracting & Partnerships Using Financial Statements to Make Smart Business Decision Marketing & Public Relations Digital Marketing     11:30-12:30 PM.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financing Growth	3:45-4:45 P.M.	Business Continuity Planning Building a Team for Growth Part 2 It's Your Estate, Are You in Control?	
Vector Dinner & Program in Partnersinp with Addecordor KEYNOTE SPEAKER: Medal of Honor Recipient, Jack Jacobs, Colonel (USA Retired)     SUNDAY, MARCH 3, 2019     8:00 A.M.   Breakfast     9:00-10:00 A.M.   Main Session: KEYNOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20 Contracting & Partnerships Using Financial Statements to Make Smart Business Decision Marketing & Public Relations Digital Marketing     11:30-12:30 P.M.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financing Growth	6:00-6:45 P.M.	Vet50 Reception	
8:00 A.M.   Breakfast     9:00-10:00 A.M.   Main Session: KEYNOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20 Contracting & Partnerships Using Financial Statements to Make Smart Business Decision Marketing & Public Relations Digital Marketing     11:30-12:30 P.M.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financing Growth	7:00-9:00 P.M.	- · ·	
9:00-10:00 A.M.   Main Session: KEYNOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway     10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20 Contracting & Partnerships Using Financial Statements to Make Smart Business Decision Marketing & Public Relations Digital Marketing     11:30-12:30 P.M.   Concurrent Breakout Sessions 21-24 Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financing Growth	SUNDAY, MARCH 3, 2019		
10:15-11:15 A.M.   Concurrent Breakout Sessions 17-20     Contracting & Partnerships   Using Financial Statements to Make Smart Business Decision     Marketing & Public Relations   Digital Marketing     11:30-12:30 P.M.   Concurrent Breakout Sessions 21-24     Social Media   Legal Considerations for Growing Companies     Is Your Financial House in Order?   Options for Financing Growth	8:00 A.M.	Breakfast	
Contracting & Partnerships     Using Financial Statements to Make Smart Business Decision     Marketing & Public Relations     Digital Marketing     11:30-12:30 P.M.     Concurrent Breakout Sessions 21-24     Social Media     Legal Considerations for Growing Companies     Is Your Financial House in Order?     Options for Financing Growth	9:00-10:00 A.M.	Main Session: KEYNOTE SPEAKER: Korto Momolu, Korto Momolu Fashions, Project Runway	
Social Media Legal Considerations for Growing Companies Is Your Financial House in Order? Options for Financing Growth	10:15-11:15 A.M.	Contracting & Partnerships Using Financial Statements to Make Smart Business Decision Marketing & Public Relations	
12:30-1:30 PM. Plated Lunch & Closing Remarks	11:30-12:30 P.M.	Social Media Legal Considerations for Growing Companies Is Your Financial House in Order?	
	12:30-1:30 P.M.	Plated Lunch & Closing Remarks	

## ivmf.syracuse.edu/veteranedge



VETERAN EDGE DALLAS 2019 SPONSORED BY: First Data.

TRAVELERS

Walmart >;<

The D'Aniello Family

Foundation

PEPSICO DAV DAV