

Noteworthy Events

VETERANS DAY



Friday, November 11th

THANKSGIVING



Thursday, November 24th

FRANCHISE EXPO SOUTH



January 12-14, 2017
Dallas, TX

INTERNATIONAL FRANCHISE EXPO



June 15-17, 2017
New York, NY



Starting in business: Advice from veterans & pros

Going from service member to CEO is a more natural transition than many veterans realize. A large support network has sprung up to help vets start their own businesses, but many don't know it exists.

The Small Business Administration and the International Franchise Association's VetFran program recently partnered with Marriott's TownPlace Suites in Clinton, Maryland, to host a workshop aimed at educating veterans on the basics of entrepreneurship and special programs available to former service members.

The two biggest components for veterans preparing to start their own businesses are choosing the right kind of business for them and securing capital, experts said.

They also recommended that aspiring business owners take time to think about their passion.

"If they've always wanted to own their own business, they should definitely write down what they're passionate about, what their interests are, what they want to do," said Paul C. Rocchio, senior director of development and member services for the International Franchise Association. "Maybe tie it into what they did in their military service — what kind of responsibility, what kind of job they had."

VetFran Manager George Eldridge works with veterans every day. He helped an Air Force veteran start a franchise in his living room and garage that has become so successful that the vet has opened a showroom and warehouse.

"He is in his third year of franchising and in the program and doing great," he said.

Eldridge encourages vets interested in business ownership to do their research and examine all possibilities.

"In the military you think, 'I can't fail,' but sometimes you have to think about the risks you're getting into and have a balanced expectation when getting into something like this," he said.

Veterans looking toward franchise ownership may find a good match for their interests on VetFran's website, he said. Over 100 different industries franchise, with the most active being food, followed by hospitality, home-based businesses, child care and pet care.

Contacting the SBA is also a good place to start, advised Laurie Sayles Artis, a Marine veteran who owns Civility Management Solutions, a management consulting firm.

"They are free mentors there to do just that," she said, noting that this is a cost-effective way to decide what area a vet wants to work in compared with paying for training that turns out to be in an area outside of the vet's passion.

"I've watched people fumble through [without knowing] what business they were getting into before they got there," she said. "I highly recommend no training until you decide what training you want to get."

Financing opportunities also abound for veterans. The SBA, which has 68 field offices around the U.S. and 1,000 resource partners, has Veterans Business Outreach Centers throughout the country offering information on how to gain access to capital.

For veteran-specific programs, the SBA helps businesses obtain reduced loan fees for any loan under \$350,000.

Earlier this year, the SBA also launched LINC, Leveraging Information and Networks to Access Capital, an online tool that simplifies connections between loan seekers and lenders. By answering just a few questions, an applicant can reach out to lenders all over the country.

"If you qualify for something, even if it's maybe a non-traditional loan or a micro-loan, the lender will reach back out to you and say, 'Hey, maybe we can talk about and this is the next level,'" said Chris James, an SBA assistant administrator. At least 3,000 veterans have used LINC to make a connection since the program launched two months ago.

"That doesn't mean it translates into a loan exactly, but at least it's linking up a business with a potential lender all around the country, and not just your bank," James said.

VetFran does not provide financing, but, like LINC, it connects veterans to help with funding, working closely with the SBA and lenders within its supplier group to help them afford the franchise opportunity they want.

Those shopping for a franchise can expect to pay from \$10,000 to \$20,000 for a home-based business, Rocchio said — and into the millions for a McDonald's or hotel brand, with options everywhere in between.

"Our members participating in the VetFran program are offering their franchises at a discounted rate or in some cases are waving the initial franchise fee to make it easier for [veterans] to become an owner-operator and to own their own business," he said.

Rocchio and the other speakers urged veterans to think like entrepreneurs and be aggressive in reaching out for help.

"As veterans, you do have a few more opportunities than some other folks," he said.

3 Habits to Break Before Becoming a Leader



October 2016 – by Marlene Chism

Employees often talk about ways they wish their leaders would change, from listening better to acknowledging efforts. The reality is that leadership is never as easy as it looks. Once you become the leader your blind-spots seem to increase.

On the journey to becoming the leader you want to be, there are many difficult lessons, including new habits to develop and old habits to eliminate. Here are three habits to eliminate before you start your leadership journey.

The need to be right

- The need to be right
- The desire for the spotlight
- The urge to fix others

The need to be right at all costs does more damage to your leadership reputation than occasionally admitting you were wrong. The need to be right feeds the ego, but the willingness to be wrong changes a culture. Here's why: If you already know all the answers, you shut others out instead of inviting their engagement. You keep all the glory for yourself at the expense of developing enthusiastic teamwork.

When you always have to be right, ask yourself this: What are you protecting and what are you hiding? Most leader's I have met who have this addiction are completely blind to it. So here's the checklist of how the need to be right manifests in the workplace and in your relationships.

- Knowing all the answers
- Arguing every point
- Holding grudges
- Fear of making decisions
- Telling instead of asking

Time and time again I remind my executive clients, "You do not need to know how to solve all the problems."

The solution: Stop trying to prove your superiority and instead get curious. Curiosity is the key to getting other ideas, exploring options and gaining the necessary knowledge to course-correct quicker.

The desire for the spotlight

Desire for the spotlight is a paradox. On the one hand,

if you like recognition, the desire for the spotlight can be just the motivation to put in the extra initiative. On the other hand, if your desire for the spotlight is addictive, it can keep you from acknowledging and growing others. A telltale sign that you are addicted to the spotlight is jealousy; the green-eyed monster. You feel jealous of one of your rising stars, when instead you should feel proud.

Here are some other ways to know if you are addicted to the spotlight:

- You take all the credit
- Poking holes in other people's ideas
- Making decisions that only benefit you
- Withholding information that could help someone else shine
- Constant worry about someone out-doing you

The solution: Acknowledge others and look for opportunities to share credit. If you find yourself challenged in this area, ask yourself this question: "What is the worst that could happen if I share the spotlight?" See if there is a self-worth issue at play.

The urge to fix others

A common problem with most sensitive and caring leaders is taking on other people's emotional issues. That's why leaders avoid difficult conversations, walk on egg shells, and overcompensate for poor performers.

In "Stop Workplace Drama" I refer to this as rescuing. At the root of rescuing is really the need to rescue oneself. The truth is we human beings are simply uncomfortable with our emotions.

How do you know if you have the urge to fix others?

- People-pleasing
- Avoiding difficult conversations
- Over-extending
- Allowing poor performance
- Feeling sorry for others

The solution: Notice when you are being inauthentic, and ineffective. For example, when you say "yes" but need to say "no," or when you avoid a performance conversation or make an excuse for an employee's poor performance. Practice letting other people own their emotional issues. Say to yourself, "This belongs to them, not to me."

Conclusion

Habits are either the best servant or the worst master. When you master your habits, you become an effective leader. Habits that master you become your addictions. Starting early to recognize your addictive patterns can give you a head start on building the framework to increase engagement, empower others and eventually grow new leaders.

Batteries Plus Bulbs Powered by Vetpreneurs

By Megan Cummins

Veterans' professionalism, organization, technical know-how, risk-tolerance and leadership skills often set them up for great endeavors after service. In fact, veterans are at least **45 percent** more likely to take the plunge into entrepreneurship than people with no active-duty military experience. An example of one of these veterans is Jane Watts, a veteran of the U.S. Coast Guard ('82-'85) and the owner of four stores in the greater Atlanta area. Watts, who considers the service the building blocks for success, still relies on the knowledge she gained as an electrician's mate to run her business and benefit her community—providing in-depth product expertise, especially related to batteries. The discipline, technical and leadership skills Watts learned in the U.S. Coast Guard transferred well to civilian life as a business owner. "I always wanted to own and operate my own business," she shared. "I was drawn to the idea of following the processes and procedures put in place by a proven franchise system that could also offer me outstanding support and training."



Jane Watts(right): Coast Guard veteran and store owner

★ ★ OWNERSHIP WITH HONOR ★ ★

To offer "vetpreneurs" like Watts the opportunity to use their multidisciplinary traits and start a business of their own, Batteries Plus Bulbs offers an ongoing \$10,000 discount off their franchise fee to qualified military veterans in select markets through **Vetfran**, a national program created to help military veterans become franchise owners. Additionally, Batteries Plus Bulbs is currently accepting applications for its new landmark veteran program called **Ownership with Honor**. The first-of-its kind program offers select qualified U.S. military veterans more than \$210,000 in financial support to cover the bulk of cost of opening a Batteries Plus Bulbs store. This extraordinary opportunity, available for a limited time, equates to a nearly 85 percent discount off of the initial store investment. It also provides comprehensive training and ongoing support to help these veterans get their store up and running. If you or someone you know is interested in applying to this program, please visit the [website](#) to apply.



With nearly 1.5 million people expected to transition out of the armed forces over the next few years, many will look to franchising as a new business opportunity. As such, Batteries Plus Bulbs will continue its efforts to support and celebrate entrepreneurial-minded veterans.



Trivia Time!

(Click on answer box below)

1. Thanksgiving occurs on the:
 - a. 4th Thursday in November
 - b. 3rd Thursday in November
 - c. November 26th each year
2. The first Thanksgiving lasted:
 - a. One day
 - b. Two days
 - c. Three days
3. Which president is believed to be the first to pardon a turkey and start this annual tradition?
 - a. President Lincoln in 1863
 - b. President Roosevelt in 1939
 - c. President Harry Truman in 1947
4. What is a baby turkey called?
 - a. A chick
 - b. A nestling
 - c. A poult
5. A full grown turkey has about how many feathers?
 - a. A million
 - b. Too many to count!
 - c. 3500
6. It has been estimated that how many Americans eat turkey at Thanksgiving:
 - a. 88%
 - b. 50%
 - c. 75%
7. Which Indian tribe taught the Pilgrims how to cultivate the land and were invited to the Thanksgiving meal?
 - a. Apache
 - b. Wampanoag
 - c. Cherokee
8. What utensil was not used by the Pilgrims to eat Thanksgiving dinner?
 - a. Knife
 - b. Fork
 - c. Spoon
9. What is a snood?
 - a. The loose skin under a male turkey's neck
 - b. A hat worn by a Pilgrim
 - c. A hot cider drink served at Thanksgiving

HAPPY THANKSGIVING!

Answers: 1) 1, 2) 3, 3) 3, 4) 3, 5) 3, 6) 1, 7) 2, 8) 2, 9) 1