



VA



U.S. Department  
of Veterans Affairs



# 10 Minutes Until the Webinar



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# 5 Minutes Until the Webinar



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# 3 Minutes Until the Webinar



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Women  
Veterans  
Alliance

VA



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# 2 Minutes Until the Webinar



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# 1 Minute Until the Webinar



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# Expanding Global Opportunities for Women Veteran Owned Businesses



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# WELCOME TO THE INTERACTIVE WEBINAR



Ensure that your speaker volume is turned up



Submit questions through the Q&A widget



A copy of the slides will be emailed after the event



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# INTRODUCING OUR SPEAKERS



**Melissa A. Washington**  
CEO & Founder



**Michelle Gardner-Ince**  
Director, Women Veteran-Owned  
Small Business Initiative



**VR Small**  
Founder & CEO



**Michael K. Jackson**  
Business Development Specialist;  
Minority & Women Owned  
Business Outreach Group







## Melissa A. Washington

*CEO & Founder*

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# Welcome

# VA



# U.S. Department of Veterans Affairs

DEPARTMENT OF VETERANS AFFAIRS



## Michelle Gardner-Ince Director

WOMEN VETERAN-OWNED SMALL BUSINESS INITIATIVE

WE LOVE BEING SOCIAL - CONNECT. LIKE. FOLLOW. SHARE.



# OSDBU



# VIRTUAL ENGAGEMENT

# ABOUT THE DIRECTOR



**MICHELLE "G-I" GARDNER-INCE**  
**COL, USAF, RETIRED**



***DIRECTOR, WOMEN VETERAN-OWNED  
SMALL BUSINESS INITIATIVE (WVOSBI)***



**OSDBUWVOSB@VA.GOV**

**OSDBU Call Center:**

**1-866-584-2344**

**Email: [vip@va.gov](mailto:vip@va.gov)**

**Hours: 8 a.m.–6 p.m. (EST)**

## **DIRECTORATE DETAILS**

**MISSION:** Increase Woman Veteran Businesses in the Federal and Commercial Marketplace.

Architect of the Federal government's 1<sup>st</sup> Women Veteran-Owned Small Business (WVOSB) Initiative.

Facilitate partnerships and teaming amongst Prime Vendors and Women Veteran-Owned Small Businesses through strategic engagement.

Increase access, economic, procurement and learning opportunities for Woman Veteran-Owned Small Businesses (WVOSBs) in an effort to build business resiliency.

Enable WSDVOSBs/WVOSBs by providing access to cross-agency small business support services, education, and capital.

Increase partnerships with Commercial, Federal agencies, non-profits, and educational institutions.

Meet VA Small Business Goals (Goals Credit for 2-fers (SDVOSBs/VOSBs and WOSBs).

**11 Foster collaboration and strategic partnerships** amongst WVOSBs.

## BY THE NUMBERS:

# The WHY for the WVOSB Initiative

- **Women Veterans are the fastest-growing demographic for VA.**
- **Government- and Agency-wide acquisitions have few dedicated requirements to consider VOSBs for subcontracting and none for WVOSBs.**
- **14,000+ on CVE verified firms on Vendor Information Portal (VIP) database only 9% are women.**
- **Women are underutilized in VA's Top 10 primary spend areas.**
- **Few Prime Vendors firms - 1% Women Veterans.**
- **Number of Women-owned firms is growing significantly faster.**
  - An SBA report states that 50% of all new businesses are women.
  - Women-owned firms are more likely to have financial challenges and growth restrictions.

Education



Opportunity

DEPARTMENT OF VETERANS AFFAIRS



WOMEN VETERAN-OWNED SMALL BUSINESS INITIATIVE

Access



Engagement

# WOMEN VETERAN OWNED SMALL BUSINESS INITIATIVE - LEVELING THE PLAYING FIELD

## Top Challenges

- Certification
- Business Knowledge
- Difficulty in entering a predominant male NAICS code market
- Creating internal contact as a Prime/Sub Contractor

## Resources

- Information on/from Conferences and Workshops
- Training: How to get government contracts once certified or organized(e.g. LLC, LLC, Inc., Sol prop., Partnership)
- Education
- Peer Mentorship
- Networking/Peer Network
- Work/Life Business
- Procurement Technical Assistance Center (PTAC) Counselors

## Reasons for pursuing Business Ownership

- Independence
- Creativity Flexibility
- Work Life Balance
- Business Opportunities
- Dissatisfaction with current employer
- American Dream : Be a business owner

## Solutions

- Training
- Business acumen
- Assistance with CVE certification
- Assistance with forming a company
- Contact information for Primes
- Learning the government contract bidding process
- Transitioning skills learned in Military to business
- Dissatisfaction with current employer

Education



Opportunity



Access



Engagement

# WVOSBI ENGAGEMENT STRATEGY

**Goal: Foster collaboration and strategic partnerships**

## **Models:**

- Cohort -30-200 Women **that meet monthly.**
- Focused community of interest (i.e., Construction, OIT increases **access and opportunity**) . .
- Internal VA program or Administration (i.e., NCA, VBA, VHA, OIT increases **access and opportunity**) .
- External Prime Vendor (hosted ½ , 1 or 2 day Bootcamp that increases **education and engagement**)
- Educational entity (hosted **education** that increases resiliency).
- Non-profit entity (hosted **education and engagement** that increases resiliency).

# Major Successes

VA – Non-Profit Memorandum of Agreements

2019 WVO SB Cohort (Dashboard)

Mentor –Protégé’ AND Non-Disclosure Agreements w/Major Corporations

Revenue up \$20 Million in Federal Contracts ( ¼ of Cohort)

VA VIP Database 10% in WVOSBs

5 Finalist for VA –Wide IT Acquisition (T4NG)

Collaborations with:

- Non-Profit and State Entities Engagements
- Center for Women Veterans (CWV)
- Veterans Benefits Administration (VBA)
- Small Business Administration (SBA)
- Women Chamber of Commerce
- Women Business Centers



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WOMEN VETERAN-OWNED SMALL BUSINESS INITIATIVE



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# About "G-1"



**1960**

US Army Colonel

**FATHER**

Tuskegee Univ



**Military Dependent**

**17 schools**

**Mother - Army Wife of the Year**

Overseas / US



**ROTC**

**Commissioned Officer**

Tuskegee Univ  
4 year scholarship



**Military Spouse**

**Dual Military**

2 children  
30 year marriage  
Spouse w/career



**Military Member**

**Colonel, USAF, Ret**

Led award - winning organizations  
Only 2% Colonels Female  
1st African American  
Female to make Colonel in AF Specialty area



**Veteran**

**Veteran | Women Minority Champion**

Supplier Diversity  
Economic Empowerment  
Leadership

**MISSION: Increase Woman Veteran Businesses in Federal and Commercial Marketplace.**





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# Women Veteran-Owned Small Business Initiative (WVOSBI)



<https://www.va.gov/OSDBU/wvosbi.asp>

OSDBU Call Center:  
1-866-584-2344  
Email: [vip@va.gov](mailto:vip@va.gov)  
Hours: 8 a.m.–6 p.m. (EST)



## VR Small

*Founder & CEO*

214-489-7984

[info@veteranwomensec.org](mailto:info@veteranwomensec.org)

[www.veteranwomensec.org/](http://www.veteranwomensec.org/)



# WHO IS EXIM BANK?

EXIM is an independent agency of the U.S. Government

**Mission:** Maintain and create U.S. jobs by supporting the growth of U.S. exports

- › Established in 1934
- › Headquartered in Washington, D.C.
- › 12 Regional Offices nationwide
- › Support for all U.S.-based companies who export





# POLL #1



What is your export volume?

# GLOBAL POPULATION



**95%**

**Of Sales Opportunities Are Outside of the US**



# Why Do Only 1% of Companies Export?

Fear of the Unknown ..... **RISK!**



# QUESTIONS EXPORTERS ARE ASKING



- ❓ Should I enter that new market?
- ❓ When and will I get paid?
- ❓ How will I get cash to make the product?
- ❓ I made the big sale, but will my buyer be able to obtain financing?





## EXIM SUPPORTS SMALL BUSINESS



- › In FY 2019, **EXIM authorized \$8.2 billion** of loan guarantees, export credit insurance, and direct loans in support of an estimated \$9 billion of U.S. export sales.
- › U.S. export sales backed by EXIM in FY 2019 supported an estimated **34,000 U.S. jobs.**



**\$8.2 BILLION**  
of authorized  
EXIM assistance



## FY 2019 STATS *(cont.)*



- › In FY 2019, EXIM's **small business authorizations** totaled nearly exceed in **\$2.3 billion, representing 27.5 percent of total authorizations** the agency's charter requirement of 25 percent. Transactions that directly benefited small business exporters were more than **89 percent of total transactions.**
- › EXIM authorized **\$440.6 million for minority- and women-owned businesses** in FY 2019.



# OUR FINANCING MAKES THE DIFFERENCE

- › Minimize risk
- › Level the playing field
- › Supplement commercial financing



# WE SUPPORT A VARIETY OF INDUSTRIES



Manufacturing



Construction Equipment



Medical Equipment



Mining



Power-generation



Aircraft & Avionics



Services



Renewable Energy



Agribusiness



Wholesale/Retail



Oil & Gas



**Pre-Export  
Financing**

**Post-Export Financing**



**Working Capital  
Guarantees**

**Insurance Guarantees  
Direct Loans**

# HOW CAN EXIM PRODUCTS ASSIST YOU?



Funds to Fulfill Orders



Working Capital Guarantee



Risk Protection  
Extension of Credit  
Access to capital



Receivables Insurance



Buyer Financing

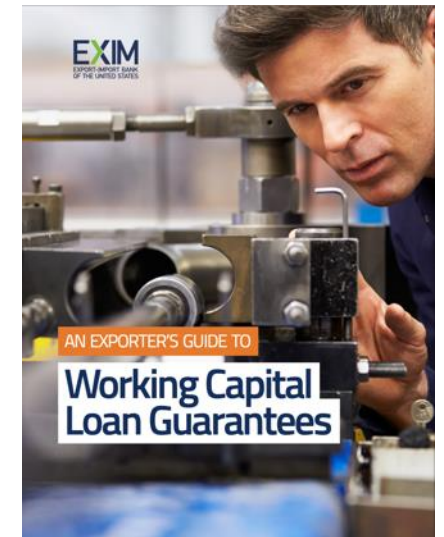


Medium- and Long-Term  
Insurance and Loan Guarantee

# WORKING CAPITAL GUARANTEE (WCG)

**Provides lenders with a 90% guarantee to extend short-term loans allowing exporters to purchase inventory, pay for labor, overhead, etc.**

- Advance rates are larger than lenders typically offer:
  - Up to 90% against export accounts receivable
  - Up to 75% against exportable inventory (including work-in-process)
- Also covers standby of credit





*LOANS, GUARANTEES AND ...*

**EXIM Accounts**  
**Receivable Insurance**



## POLL #2



What are the terms of payment you are currently using?





# EXPORT CREDIT INSURANCE



- **Protects against buyer nonpayment**
  - Shields U.S. exporters from commercial and political risks
- **Expands sales and develops new markets**
  - Allows exporters to offer “open account” credit terms
  - Eliminates the need for buyers to pay in advance thereby improving cash flow
- **Boosts borrowing base**
  - Increases exporters borrowing base with their lenders by assigning EXIM insured receivables as collateral

# EXPORT CREDIT INSURANCE



Term / Type of Foreign Buyer	Class I: Sovereign	Class II: Bank	Class III: Private
Sight Letters of Credit	\$0.04	\$0.04	N/A
S/DD/P; CAD	\$0.07	\$0.09	\$0.24
1-60 Days	\$0.19	\$0.24	\$0.65
61-120 Days	\$0.32	\$0.39	\$1.06
121-180 Days	\$0.41	\$0.50	\$1.35
181-270 Days	\$0.51	\$0.63	\$1.70
271-360 Days	\$0.62	\$0.77	\$2.08

# JUST A FEW PUBLIC POLICY (CHARTER) RESTRICTIONS




- › No Military or Defense-related products or obligors (exceptions apply)
- › U.S. Content (Standard-Term: 50+%; Medium-Term: 85% U.S.)
- › Restricted Countries (Country Limitation Schedule)
- › Economic impact
- › Shipping
- › Additionality







CALL EXIM, IF YOU...



-  Have a foreign buyer that wants credit terms
-  Export routinely but your growth in foreign sales is limited because of risks of non-payment
-  Are losing export opportunities because you will only accept a Letter of Credit (L/C) or cash pre-pay

-  Are encountering cash flow problems due to increased foreign sales
-  Have a buyer that needs several years to pay for capital equipment



# ADDITIONAL RESOURCES AND ASSISTANCE



- › Insurance Brokers
- › Regional Export Promotion Program (REPP) Members
- › Delegated Lenders
  - [www.exim.gov/tools-for-exporters](http://www.exim.gov/tools-for-exporters)
- › U.S. Export Assistance Centers (USDOC and SBA)
  - [www.export.gov](http://www.export.gov)



EXPORT-IMPORT BANK  
OF THE UNITED STATES



## Michael K. Jackson

*Business Development Specialist;  
Minority & Women Owned Business Outreach Group*  
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Questions?



## POLL #3



Would you like to be contacted by a representative?





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# Closing Remarks



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