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Legion to train women veteran entrepreneurs

WASHINGTON (June 26, 2013) – The American Legion has announced that it is offering an entrepreneurship program aimed specifically at women military veterans and military spouses. The two day, free of charge session, “For Her Entrepreneurship – Resources, Opportunities, Experiences & Support (For HEROES) will be conducted during the veterans’ service organization’s 95th annual convention in Houston, Aug. 26-27.

The program was created by the Legion in collaboration with the U.S. Small Business Administration (SBA) and the Institute for Veterans and Military Families (IVMF) at Syracuse University. After completing this free course, participants will be equipped with the tools and knowledge needed to identify a business opportunity, draft a business plan and launch an enterprise.

“SBA is truly committed to help veteran women entrepreneurs succeed,” said SBA Associate Administrator Rhett Jeppson. “We know that more than 250,000 military service members transition out of active duty each year and that women are outpacing men with respect to starting new businesses.”

He continued, “We provide these aspiring entrepreneurs support to launch their business and that’s why we’re joining with the Legion to provide this program.”

The training curriculum includes an introduction to entrepreneurship and skills training, plus detailed information on resources and support programs designed specifically to aid veterans working with the federal government. Business conceptualization, business plan formulation, financial planning, start-up funding, marketing and related topics will be explored as well.

“Entrepreneurship is the answer for many veterans who find the job market a particularly tough one these days,” says Joe Sharpe, director of the Legion’s National Economic Division. “According to the SBA, veterans are more likely than non-veterans to start their own small businesses. Heretofore, however, the entrepreneurial interests of women veterans have been neglected. That is why this groundbreaking session will be so valuable.”

Participants who complete this course will also be provided access to an eight-week online Foundations of Entrepreneurship course offered by IVMF. Completion of that online curriculum will require approximately 10-hours of study each week as it walks participants through the fundamentals of developing a business plan.

Women veterans interested in enrolling in the free entrepreneurship training program can register online at <http://www.legion.org/convention/economic> or by contacting Jasmine Davis at 202-263-5771 or jdavis@legion.org.

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