

Help for our transitioning troops: from [re]starting businesses to finding employment



Small Business Basics for Veterans™ is a resource guide to assist returning service men and women with starting or growing their businesses. It provides the basics on topics such as business planning, cash flow management, marketing, financing and insurance needs along with information on where and who is providing assistance to our returning troops.

“The willingness with which our young people are likely to serve in any war, no matter how justified, shall be directly proportional to how they perceive the Veterans of earlier wars were treated and appreciated by their nation.”

~George Washington

- Help our returning troops transition back to civilian life
- Extremely targeted and unique distribution
- Generate great Public Relations
- Helps implement provisions of new federal legislation targeting veterans
- Full color 50+ pages in attractive magazine format
- Copies available for all advertisers/sponsors
- Distributed by the US Small Business Administration, SCORE, the US Department Veterans Affairs, Veteran Service Organizations, Veteran Business Resource Centers, Transition Assistance Centers and many others
- Special section on employment opportunities
- Forward written by Jack Jacobs, Medal of Honor recipient and NBC news analyst
- Initial print run in excess of 300,000 copies
- **Viewable in its entirety on military and small business websites receiving over 100 million unique visits**

There are over 20 million veterans in the US and over 5 million veteran owned businesses

For further information and to learn about sponsorship and advertising opportunities, please contact Steve White, 800-742-1075 or via email steve@whiteandcompany.com