This conference is designed by SDVOSBs who understand the value of time, money and the power of networking.
CELEBRATING VETERANS IN BUSINESS EVERY DAY

TO LEARN MORE, VISIT:
T-Mobile.com/SupplierDiversity
Dear Veterans, Advocates, and Sponsors:

On behalf of the Veterans In Business Network, I would like to welcome you to our 3rd Annual National Conference here in beautiful San Diego, CA.

As a group, Veterans are a strong force in business; contributing over $1.4 trillion a year to the economy. The VIB Network is honored to serve and support the 2.5 million Veteran-Owned Businesses across the country through all stages of their business development. Over the next two days, please make the most of the workshops, resources and networking opportunities we have organized to help Veteran Businesses grow and succeed. Numerous buyers from both the public and private sector will be in attendance to answer questions and provide valuable insights on how to do business and win contracts. I hope you will take full advantage of the wealth of knowledge and resources we have assembled for this event.

Your support for this Conference allows the VIB Network to continue our education, training, business development and networking efforts for Veterans. I look forward to meeting many of you and discussing your successes, struggles, and ways the VIB can help make 2020 a great year for Veteran Entrepreneurs.

Best Regards,

Cole Woodman, Chairman

Sign up for updates! vibnetwork.org

Congratulations
Veterans In Business Network
on your success and for hosting your 3rd Annual National Conference!

As past honorees, CWA also congratulates the 2019 VIB, Above & Beyond Corporation Award Winners.
CWA applauds you for your efforts in advancing the Disabled Veterans Business Community.

Conference Commitment Sponsor
California Water Association
Corporate Member
With your support, we have been able to offer FREE webinars and outreach events.

We continue to make improvements to the VIB website – including the addition of an Opportunity Board and an Events Calendar this year!

There are over 1400 Veteran businesses in our directory... and counting...

In 2020 we are excited to welcome new programs, partnerships and technology.

Through your support, the Veteran Business Community can continue to grow and succeed.

Thank You!

The VIB Network would like to thank our Corporate Members for supporting us throughout the year.

Become a VIB Corporate Member Today!
Contact Executive Director Rebecca Aguilera-Gardiner at rebecca@vibnetwork.org
Together
We Have the Power to Keep the Future Bright

Southern California Edison proudly supports diverse business enterprises through bidding opportunities, technical assistance and capacity building.

We are proud to sponsor the Veterans in Business 3rd Annual National Conference

For information on Supplier Diversity and Development, please visit sce.com/sd or call 1-800-275-4962

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Union Bank is proud to support the Veterans in Business Network.

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Supplier Diversity and Development  
Richard Chacon  
Director  
Supplier Diversity Manager  
800-821-5351

Supplier Diversity and Development  
Donna Ruff  
Supplier Diversity Manager  
925-280-2077

Community Outreach  
Rossina Gallegos  
Director  
714-565-5701

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Our community is stronger because of you

As a champion of diversity, we celebrate our active military service members, veterans and their families. And we proudly support those organizations that share our vision.
### Monday, October 28

- **0630-0730**  Sunrise Stretch & Strength - on the Beach
- **0830-1600**  Check-in/Registration & Information Desk (VIB Cafe) - Point Loma Ballroom Foyer
- **0830-1445**  Sign-up for Tactical Networking - Foyer

**The following will be in the Point Loma Ballrooms (unless noted)**

- **0900-0915**  Welcome: Tips for VIB Conference Success
- **0915-1000**  Successful Veteran Businesses (Panel)
- **1000-1010**  Break
- **1010-1100**  Working "ON" Your Business Not "IN" Your Business
- **1100-1110**  Break
- **1110-1140**  Doc's Top 10 List of Veteran Owned Business Must-Dos!
- **1140-1200**  Seminar Sneak Peak
- **1200-1330**  Lunch Break - on your own; restaurant/food trucks (INVITE ONLY) VIB Veteran 2 Veteran: Business Cohorts Luncheon - Coronado Room
- **1330-1345**  Welcome Back: What to expect for 2nd half of the day
- **1345-1445**  Tips to Working with Corporations & Government Agencies (Panel)
- **1445-1500**  What to Expect from Tactical Networking
- **1500-1630**  Tactical Networking – Roundtable business matchmaking session for Corporations, Government Agencies, Prime Contractors & Veteran businesses
- **1630-1930**  Socializing on the Sand: VIB Welcome Reception - on the Beach

### Tuesday, October 29

- **0630-0730**  Sunrise Stretch & Strength - on the Beach
- **0730-1500**  Check-in/Registration & Information Desk (VIB Cafe) - Point Loma Ballroom Breezeway
- **0745-0830**  Breakfast burrito, fruit, and coffee - Cabo Courtyard
- **0800-1030**  Exhibitor Opportunity Expo Set-up - Point Loma Ballrooms 2 & 3
- **0800-1050**  Business Development Seminars (see below)
- **0800-0850**  (8 - 8:50 am) Secrets to Success: How to Tap into Army Corps of Engineers Contracts - Coreena Conley & Chris Tande
- **0900-0915**  (9 - 9:15 am) Successful Veteran Businesses (Panel) - Coreena Conley & Chris Tande
- **0915-1000**  (9:15 - 10 am) Top Notch Capabilities Statement & Tactics - Coreena Conley & Chris Tande
- **1000-1010**  (10 - 10:10 am) Break
- **1010-1030**  (10:10 - 10:30 am) Getting past the Gate Keeper to Win Corporate Contracts - Lisa Castillo, Lisa Roben, Angelique Rewers, & Jose Gabriel Espinoza
- **1030-1045**  (10:30 - 10:45 am) Show Me the Money - Financial Panel - Mark Bergeron, Darius Mahajer, Ken Luis, & Frank Robinson
- **1045-1100**  (10:45 - 11:00 am) Power Couples - Teaming, Joint Ventures, Mentor-Protege & Other Alliances - Hawk Thomas
- **1100-1115**  (11 am - 11:15 am) Getting past the Gate Keeper to Win Corporate Contracts - Lisa Castillo, Lisa Roben, Angelique Rewers, & Jose Gabriel Espinoza
- **1110-1125**  (11:10 - 11:25 am) Break
- **1125-1140**  (11:25 - 11:40 am) Top 5 Cybersecurity Safeguards for Small Businesses - Adam Austin
- **1140-1200**  (11:40 am - 12 pm) Ribbon Cutting - below Point Loma Terrace Opportunity Expo Opens: Interactive Exhibiting - Point Loma Ballrooms 2 & 3
- **1200-1315**  VIB Network Luncheon and Fireside Chat with Cedric Williams Vice President, Construction of Southern California Gas - Point Loma Ballroom 1
- **1315-1600**  (1:15 - 4 pm) Opportunity Expo Reopens - Coffee and dessert served in Expo
- **1800-2100**  VIB Network Above & Beyond Awards Banquet Dinner at the San Diego Air & Space Museum in Balboa Park - 2001 Pan American Plaza, San Diego
Cedric Williams is vice president of construction for Southern California Gas Company (SoCalGas) and San Diego Gas & Electric (SDG&E), Sempra Energy’s regulated California utilities. He oversees execution of the planned natural gas system capital investment program for both utilities, as well as their construction management capabilities.

Prior to rejoining Sempra Energy, Williams was vice president of National Grid’s complex capital delivery program. Before joining National Grid in Massachusetts in 2014, Williams had a 25-year career with SoCalGas. He has held a number of increasingly responsible management positions at SoCalGas, including director of labor relations, director of gas system operations and director of field operations.

Williams spent four years in the U.S. Marine Corps prior to joining SoCalGas. He currently sits on the board of directors for The YMCA of Greater Los Angeles and is active with the Leukemia/Lymphoma Society. Williams holds a bachelor’s degree in industrial engineering from California State University, Long Beach, and a master’s degree in business administration from California State University, San Bernardino.
SoCalGas® supports Veterans in Business Network (VIB). We recognize that success hinges upon strong corporate values. Diversity is a value that brings SoCalGas closer to our customers and makes us a stronger competitor in the energy marketplace. Visit socalgas.com (search "SUPPLIER DIVERSITY").

SoCalGas Supplier Diversity Program
vendorrelations@semprautilities.com

socalgas.com | 1-800-427-2000
Our panel of experts includes fellow Veteran business owners who have walked in your boots, as well as Veteran business advocates.

PANEL DISCUSSION: “Successful Veteran Businesses”

Learn from a panel of successful business owners! Find out how they’re utilizing their Veteran Business status and how they’re differentiating themselves from the completion to succeed in business.

Meet Our Experts

Cole Woodman
Chairman (Moderator)
Veteran - Navy

Eric Castro
President
Veteran - Army

Laurie Sayles
President/CEO
Veteran - Marine Corps

Aliahu “Alli” Bey
CEO / President
Veteran - Army

Timothy Devine
President
Veteran - Air Force

SPEAKERS & BUSINESS DEVELOPMENT SEMINARS

Andy Kemal
Founder/Principal Consultant, INFIX • Army Veteran Spouse

Working "On" Your Business, Not "In" Your Business: How to Scale for Growth

Business owners typically know what they “should” be doing - but frequently are not able to focus on their highest priorities.... because they have day-to-day activities in running their business that create distractions. This is the cause of “working ‘IN’ the business”. Andy addresses some valuable methods like defining a clear vision so one can start to climb ON TOP of their business and start doing the things to scale the business for greater profits and longevity.

Eric “Doc” Wright
Owner/Founder, Vets2PM • Veteran - Navy

Doc’s Top 10 List of VOB Must-Dos!

Eric “Doc” Wright has about 19 pages of lessons learned from founding 3 companies and 1 non-profit organization over the last 6 years. 1 was a spectacular failure, and the other 3 are smashing successes! In this talk, he presents what he considers the top 10 Veteran Owned Businesses Must Dos for VOBs to realize success and longevity.

Robert E. Jones
President/Owner • Veteran Advocate

Accounting Automation Tools to Simplify Your Business

Does the thought of accounting make you cringe? Looking for ways to ease the administrative burden of accounting? Join me to learn about inexpensive tools to automate the entire accounting function in your business from timekeeping to payroll, vendor bills to payments, and customer invoices to receipts. You can ditch the paper and your tax CPA will be thrilled to have easy access to all of your records and year-end reports.
PANEL DISCUSSION: "Veteran Business Briefing"
De-code the secrets to working with corporations and government agencies.

Rene Cota
President (Moderator)
Veteran - Marine Corps

Jose G. Espinoza
Supplier Diversity Manager
Veteran - Marine Corps

Michael Aguillio
SB/DVBE Customer Liaison
Veteran Advocate

Dawn Gilbert
Director of Strategic Sourcing – Supplier Diversity
Veteran Advocate

Ken Mayo
Industrial Services Sourcing Lead
Veteran - Army

2019 Year in Review

2019 was a busy year!

We attended Veteran business outreach events coast to coast. VIB Chairman Cole Woodman addressed the Utah Veteran and Military Commission on Veteran Business Preferences in contracting. He also participated on a panel at the CPUC En Banc. VIB Executive Director Rebecca Aguilera-Gardiner was appointed to the California Insurance Task Force and also received the Women of Excellence Leadership Award by Diversity Professionals.

Thank you to our many volunteers throughout the year who worked the VIB booth, sat on boards and help keep the VIB mission moving forward.

Special Thanks To SDVOSB/DVBE Volunteers:
• Leah Nelson of Nelson Leadership
• Dustin Hayes of ProVet Concrete
• Jackson Dalton of Black Box Safety
• David Ramil of Provotal Adaptive Services
• Marlon Blue of BSE Security Services
• Bill Mingione of Bancroft Capital, LL
• Betty Aguilera and Victor Avalos

...and the VIB Conference Volunteer Machine.
PANEL DISCUSSION: "Secrets to Success: How to Tap into Army Corps of Engineers Contracts"

Small Business Deputies drop deep knowledge on what it takes to be a successful Corps contractor. The speakers will share their experiences based on working with hundreds of small businesses on what works, what doesn't and what you need to consider to be successful. This seminar is most valuable for small businesses in the construction, engineering, and environmental remediation industry.

Presented by
Representatives from U.S. Army Corps of Engineers, Los Angeles District

Michelle Morales
Small Business Deputy
Veteran Advocate

Eric Ravelli
Small Business Deputy
Veteran Advocate

Robert Garcia
Small Business Deputy
Veteran Advocate

INCLUSION defines our culture | DIVERSITY drives our success

California American Water, a CPUC-regulated utility, proudly provides water to approximately 660,000 people throughout California. Diversity is a cornerstone in our hiring process and supplier and procurement practices.

Visit californiaamwater.com and click on “Supplier Diversity” under “About Us.” Below are just a few examples of what we buy:

CONSTRUCTION

• Electrical
• Well drilling/rehab
• Network/main repair
• Asphalt paving/patchwork
• Tank painting/rehab

SERVICES

• Meter installation
• Landscaping and weed abatement
• Auditing, legal and finance
• Engineering services
• Construction inspections
• Valuation studies

GOODS

• Meters
• MRO supplies
• Uniforms
• Water treatment chemicals

CONTACT US
Edward Simon | (619) 446-4764 | Edward.Simon@amwater.com
Mary Lou Ruiz | (619) 446-4765 | MaryLou.Ruiz@amwater.com

www.californiaamwater.com
PANEL DISCUSSION: “Getting Past the Gate Keeper to Win Corporate Contracts”

Join us for an interactive session with Supplier Diversity professionals from various commercial sectors to give you real insight and tactics on how to get through gatekeepers. The experts will share best practices how to garner success and get invited to corporate RFPs. This workshop will give attendees deep insight on how to navigate through the wonderful world of Supplier Diversity and GROW YOUR BUSINESS!

Lisa Castillo
Associate Director
Veteran Advocate

Lisa Roben
Supplier Diversity Program Manager
Veteran Advocate

Angelique Rewers
CEO
Veteran Advocate

Jose G. Espinoza
Supplier Diversity Manager
Veteran - Marine Corps

Diversity & Inclusion is our foundation for innovation and drives our business forward.

Comcast NBCUniversal is proud to support the 2019 Veterans In Business National Conference.
PANEL DISCUSSION: “Show Me the Money”

Cole Woodman
Chairman (Moderator)
Veteran - Navy

Mark Bergeron
Head of Field Sales
Veteran Advocate

Darius Mahajer
Senior Vice President and
Southern California Regional Lending Director
Veteran Advocate

Ken Luis
Lender Relations Specialist
Veteran Advocate

Frank Robinson
Managing Director,
Community Initiatives Manager
Veteran Advocate

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OR VISIT STREETSHARES.COM
Marc Koehler  
President • Veteran - Navy

“Combat Burnout: Finding the Perfect Balance Between Your Business & Personal Life”
Do You Feel Overwhelmed and Stretched Too Thin? Are You Late to Your Kids Choir Performances or Soccer Games? Are You ‘Leading Your Day’ or is the ‘Urgent of the Day’ Leading You? Today, we have unprecedented access to products, tools, and information that are supposed to make our lives better. So why are we still struggling to achieve more harmony and balance in our lives?

Chandra Adusei  
Owner • Veteran - Navy

“Inspired Sales: Five Components to Creating a Sales Plan for Longevity”
As business owners it is understood that financial targets are important to the growth and longevity of the business. However, that is not a well-balanced sales plan. In order to truly achieve success and longevity for your business, any sales plan must include these 5 critical components to avoid burnout, reduce stress, and hit target goals while having fun in the process.

Hawk Thomas  
Managing Counsel • Veteran - Air Force

“Power Couples: Teaming, Joint Ventures, Mentor-Protege and Other Alliances”
Successful pacts in the federal market must fly with contracting officers, withstand challenge by competitors, and deliver exemplary performance while steering clear of the courthouse. Learn how to shape the battlespace before and after your proposal with the right partners to vastly improve the odds of winning and executing contracts vital to your success.

Coreena Conley  
Executive Director/CEO, Veterans Business Outreach Center • Veteran Advocate

Chris Tande  
Small Business Manager, Service Area Office (SAO) West, U.S. Dept. of Veterans Affairs  
Veteran - Army

“Top Notch Capabilities Statement & Tactics”
The government and private sector markets utilizes a business development document known as a Capability Statement. This learning platform provides guidance to better understand the different types and usage of a Capability Statement. You will learn how to create a core focused effective industry specific Capability Statement that will capture the interest and deliver a value proposition. Then you will learn how to develop your value proposition to foster and solidify relationships with decision makers.

Adam Austin  
Cybersecurity Lead • Veteran Advocate

“Top 5 Cybersecurity Safeguards for Small Businesses”
The government and private sector markets utilizes a business development document known as a Capability Statement. This learning platform provides guidance to better understand the different types and usage of a Capability Statement. You will learn how to create a core focused effective industry specific Capability Statement that will capture the interest and deliver a value proposition. Then you will learn how to develop your value proposition to foster and solidify relationships with decision makers.
Contractors Need Help?

Cybersecurity 101 Online Class

Totem's cybersecurity engineers and compliance analysts have created an online course that provides clarity and helpful information which answers many common questions that arise during the compliance journey for DoD contractors.

Seven Week Focus:
Introduction DFARS Cybersecurity Requirements
System Security Plans
Plan of Action and Milestones
Incident & Breaches
Cybersecurity and the Cloud
Company Culture and Cybersecurity Buy-In
Scanning IT Systems

TotemTech/Cybersecurity-for-contractors

Visit us at the Opportunity Expo!

Totem is a Proud Veteran Owned Small Business
Partnering with diverse suppliers

Through Supplier Diversity Development, Lilly aspire to broaden participation of small and diverse-owned businesses in the Lilly supplier base to levels more reflective of the diverse business community.

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Hal Hays Construction, Inc. is proud to be a sponsor of the 2019 VIB Network National Conference.
Nathan Fletcher  
San Diego County District 4 Supervisor • Veteran - Marine Corps

Nathan’s life experiences range from leading classified human intelligence missions in combat zones and being decorated for valor under fire, to passing landmark legislation, to training Nobel Prize winning human rights activists in the developing world.

Supervisor Fletcher’s responsibilities to San Diego, the region and state go beyond his role as Supervisor. He was appointed by Governor Gavin Newsom to serve as a member of the California Air Resources Board. He is also a member of the Governor’s Council of Regional Homeless Advisors and the Regional Task Force on the Homeless. Supervisor Fletcher is Co-Chair of the Child and Family Strengthening Advisory Board. He is also Chair of the Metropolitan Transit System Board and a member of the San Diego Association of Governments’ Transportation Committee.

He served as a Counterintelligence/Human Intelligence Specialist in the Marine Corps and served two combat tours in Iraq, the Near East and the Horn of Africa. For his service, he earned the Joint Service Commendation Medal, the Global War on Terrorism Expeditionary Medal, the Navy/Marine Corps Achievement Medal with Combat “V” for valor along with other awards. A proud Veteran’s advocate, Supervisor Fletcher founded the Three Wise Men Veterans Foundation to help eliminate stigma surrounding Post-Traumatic Stress and launched the ‘Honorably Discharged, Dishonorably Deported’ campaign to spotlight the unjust deportation of veterans. He successfully brought home previously deported veterans. Additionally, Supervisor Fletcher has worked with international non-governmental organizations to build and improve democracies and protect human rights in countries including East Timor, Cambodia, Serbia and Myanmar. He also previously served as the Senior Director of Global Strategic Initiatives for Qualcomm Incorporated working around the world on the intersection of jobs, technology and education striving to promote innovation, economic growth and corporate responsibility.

Supervisor Fletcher is an Ironman Triathlete and avid outdoorsman who enjoys surfing and alpine mountaineering/glacier climbing. He lives with his wife, Assemblywoman Lorena Gonzalez Fletcher and their five children in the City Heights community of San Diego, California.
COCKTAIL RECEPTION & WINE TASTING
Wine tasting with Varga Vineyards (Veteran Business);
Live music by SkARMY, a high energy 8-piece Ska Band;
Hor d’oeuvres, networking and more!

1900 (7 pm)
PROGRAM / DINNER
Color Guard & National Anthem
Invocation by Mona de los Reyes
San Diego Naval Welcome by Captain Dan Cobian, U.S. Navy
Keynote by Nathan Fletcher, San Diego County Supervisor & Combat Veteran

AWARDS
Teaming Partners of the Year
Announced by 2018 Winner David Mowry of Blair, Church & Flynn
Oscar Mike Award
Announced by 2018 Recipient Alihu “Alli” Bey of Haight Bey & Associates
Government Agency of the Year
Announced by 2018 Winner California DGS
Bravo Zulu Award
Announced by 2018 Recipient Dawn Gilbert
Corporation of the Year
Announced by 2018 Winner California Water Association
Veteran Business of the Year
Announced by 2018 Winner Erick Castro of KSE

2100 (9 pm)
ANNOUNCEMENTS, WRAP-UP and More Music
2020 Conference Location Announcement

Suit and tie/business attire.
Continue the networking and share a taxi, Lyft or Uber.

Honorary Guest

Captain Dan Cobian • Commodore, Destroyer Squadron 21 • Active Duty - Navy

Captain Dan Cobian is a native of San Diego, CA. Enlisting as an Electronics Technician (Submarine) in 1988, he served onboard USS HADDOCK (SSN 621) where he was accepted into the BOOST commissioning program. He graduated in 1996 from the University of San Diego with a Bachelor’s degree in Business Economics and later from the Naval Postgraduate School in Monterey, where he earned a Masters in Financial Management. Sea tours include Auxiliaries and Electrical Officer in USS FORT FISHER (LSD 40), Main Propulsion Assistant and Fire Control Officer in USS PRINCETON (CG 59), Weapons Officer and Combat Systems Officer in USS STETHEM (DDG 63) and Executive Officer and Commanding Officer in USS SPRUANCE (DDG 111).

Our Emcee

Derrick Harris • Entertainer / Musician • Veteran - Marine Corps

Known as DHarris on stage, Derrick has been a full time musician for over 12 years. His love for country & music kept Derrick touring all over the world, gracing barricades & stages from San Diego to Beirut, Europe and Asia. A firm believer in the power of education, he is both an educator of music and financial literacy. An entrepreneur and community advocate at heart, Derrick takes pride in serving his community & peers. He organizes financial literacy workshops; educating families at no cost on wealth & debt management, retirement & savings planning and teaches them the power of life insurance. Taking the core values he learned from the Marine Corps: his mission is to honor his community and impact the world through courage and commitment.
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Guided by strategic outreach, advocacy, prime supplier engagement, business development, education and involvement in community initiatives, AT&T’s Supplier Diversity program aims to improve the livelihoods of diverse individuals in communities across the country for years to come.

www.attsupplierdiversity.com
SOUTHWEST GAS SALUTES OUR VETERAN-OWNED BUSINESSES, THANK YOU FOR EVERYTHING YOU’VE DONE AND CONTINUE TO DO.

We strive to create a network of diverse suppliers within our communities. To learn more about how to do business with Southwest Gas, please visit swgas.com.
SUPPLIER DIVERSITY
INCLUSION MAKES US STRONGER

At AARP, we believe in the power of diversity. Choosing to engage diverse entrepreneurs for our business needs is a way to add value and perspective to our programs at AARP, as well as to live out our mission of championing positive social change. Small and diverse businesses are a tremendous source of innovation and ideas.

Learn more and get to know us at www.aarp.org/about-aarp/supplier-diversity
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Salute to Service
Veterans at the San Diego County Water Authority and its 24 member agencies help provide safe, reliable water supplies across the region.

Stephen Lee
Safety Officer
San Diego County Water Authority

Marcia Long
Public Works Utilities Secretary
City of Carlsbad

Valentin Martinez
Instrument and Control Technician III
Sweetwater Authority

Rhondi Emmanuel
Administrative Services Manager
Vallecitos Water District

Our Region’s Trusted Water Leader
San Diego County Water Authority

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When you hire veterans and military spouses, or use companies they own, everybody wins. Because they're looking to build their future with you, and you're looking for top talent with integrity, leadership experience, advanced education and technical know-how.

That's why USAA has teamed up with some of America's leading corporations to help veterans and military spouses find jobs and grow their own businesses. Together, we encourage organizations of all sizes to become a part of our mission by:

- Hiring veterans and military spouses
- Using veteran and military spouse-owned companies
- Supporting local veteran organizations
- Encouraging others to do the same

Join us today and start creating success for your business and America's military families.

To learn more, contact supplier.diversity@usaa.com
We’re on a mission to provide education, training, resources, outreach and support to help all Veterans in Business grow and succeed.
Thank You

to all our Sponsors, Exhibitors, & Contributors!

...and so many more!