



BOLD ENOUGH TO MAKE IT HAPPEN

V-WISE NATIONAL GRADUATE TRAINING CONFERENCE 2014

Possible Interview Participants

Program Staff

J. MICHAEL HAYNIE, PH.D.

VICE CHANCELLOR, VETERANS AND MILITARY AFFAIRS, SYRACUSE UNIVERSITY; EXECUTIVE DIRECTOR AND FOUNDER, INSTITUTE FOR VETERANS AND MILITARY FAMILIES, SYRACUSE UNIVERSITY



Dr. Mike Haynie is the Vice Chancellor of Syracuse University, responsible for Veterans and Military Affairs. In that role Dr. Haynie provides strategic leadership to the University's campus-wide portfolio of veteran and military-connected programs, partnerships, and research – and works to develop new veteran and military-connected initiatives across the institution. Dr. Haynie also serves as the Executive Director of Syracuse University's *Institute for Veterans & Military Families*, and as the Barnes Professor of Entrepreneurship at SU's Whitman School of Management.

Mike completed his doctoral degree in Entrepreneurship and Business Strategy at the University of Colorado at Boulder's Leeds College of Business. His academic research is focused on decision-making, identity, and entrepreneurial thinking, and has been published in many of the world's leading entrepreneurship and business journals. Dr. Haynie currently serves on the editorial review boards of the *Journal of Business Venturing* and the *Journal of Management Studies*. Before beginning his academic career, Dr. Haynie served for 14 years (1992-2006) as an officer in the United States Air Force.

Dr. Haynie joined the faculty at Syracuse University in 2006, and shortly thereafter founded the *Entrepreneurship Bootcamp for Veterans with Disabilities* (EBV) program as a social venture of the university. The EBV program was created to empower post-9/11 veterans through entrepreneurship, and since the program's inception more than 900 veterans with disabilities have received the EBV training, and the initiative has expanded to a network of eight world-class business schools across the U.S.

Further building on that effort, Haynie then went on to launch the Institute for Veterans and Military Families (IVMF) at Syracuse University (2011), as the nation's first, interdisciplinary academic institute focused purposefully on informing and impacting the policy, economic, wellness, and social concerns the nation's veterans and their families. Today IVMF training and educational programs directly impact more than 10,000 veterans and family members annually, and the IVMF is widely acknowledged as the hub of academic thought leadership informing the post-service concerns of the nation's veterans and military-connected families.



THE INSTITUTE FOR VETERANS AND MILITARY FAMILIES

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STARS AND STRIPES
MARKETING



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Dr. Haynie is a sought after advisor and speaker related to business strategy, veterans, and entrepreneurship. His work and scholarship has been widely featured by the media, to include the ABC Evening News with Diane Sawyer, MSNBC, CNN, CNBC, and Fox News, and also in the *New York Times*, *LA Times*, *INC Magazine*, the *Wall Street Journal*, *Forbes*, the *Chronicle of Higher-Education*, *Fortune*, and *Entrepreneur Magazine*. In 2013, Dr. Haynie's work empowering veterans through entrepreneurship was the subject of a feature story by the CBS news magazine *60 Minutes*, titled "Succeeding as Civilians."

Dr. Haynie currently serves as the chairman of the U.S. Secretary of Labor's Advisory Committee on Veterans' Employment, Training, and Employer Outreach, appointed to that role in 2014 by Labor Secretary Thomas E. Perez. He also serves on the external advisory committee of the Center for Integrated Healthcare at the Syracuse Regional Veterans Medical Center, and as an appointed member of Governor Andrew Cuomo's New York State Council on Returning Veterans and their Families. In addition, Dr. Haynie serves as a member of the advisory committee for the Corporation for Public Broadcasting's Veterans Coming Home project, and as a member of the selection committee for the Kennedy Center's Lincoln Awards, honoring excellence in service to veterans and their families.

Professor Haynie has received numerous awards for his community engagement, scholarship, and teaching. Some include the U.S. Air Force Academy's Snyder Memorial Award, the Gutttag Research Fellowship, the National Federation of Independent Business (NFIB) Award for Research Excellence, the Michael Mescon Award for the Best Empirical Research in Entrepreneurship, and the McGraw-Hill/Irwin Award for Innovation in Entrepreneurship Pedagogy. In 2012, the editors of *INC Magazine* named Haynie's EBV program as one of the '10-Best' college-based entrepreneurship training programs in the United States, and Syracuse University has recognized Dr. Haynie's work with Oberwager Prize (2007), and with Syracuse University Chancellor's Citation for Excellence in Engaging the World (2010).



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Program Staff (continued)

JAMES SCHMELING, J.D.

J.D., CO-FOUNDER, MANAGING DIRECTOR, PROGRAMS, INSTITUTE FOR VETERANS AND MILITARY FAMILIES, SYRACUSE UNIVERSITY



James Schmeling, J.D., co-founded the Institute for Veterans and Military Families at Syracuse University, and was appointed as its first managing director. He currently supervises the Programs mission area, which includes transition, employment, education and training programs: the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV); the Entrepreneurship Bootcamp for Veterans-Families (EBV-F); the Veterans Career Transition Program (VCTP), (over 35 industry-certified career paths); the Transition Assistance Program: Boots to Business Program; Veteran Women Igniting the Spirit of Entrepreneurship (VWISE); and, VetNet.

Schmeling's work on veteran employment includes collaboration with GE for the Get Skills to Work initiative, and for a veteran employment toolkit – Veteran Employment Leading Practices: Tools for Engaging Talent; collaboration with JPMC's 100,000 Jobs Mission (over 150 major business and industry partners), and he sits on the Veterans Employment Advisory Committee for the U.S. Chamber of Commerce's Hiring Our Heroes initiative. He is IVMF's liaison with the U.S. Business Leadership Network.

As an academic administrator and intrapreneur, Schmeling co-founded two, and built three, highly successful publicly-engaged institutes in public and private universities with between 35 and 60 employees in each. He has administered or implemented over \$90 million in grant funding, and authored or co-authored proposals directly resulting in over \$45 million in funding, as well as being co-principal investigator or principal investigator on over \$16.3 million in funded projects. He leads and has served on several non-profit boards.

Mr. Schmeling has published on veteran policy, employment practices, entrepreneurship and disability, study of corporate culture, disability as a component of diversity, and more. He has been widely quoted in news media including the Washington Post, The Guardian, USAA magazine, regional and local news sources, in print, on the radio, and on television, and speaks regularly to national conferences on veteran employment and entrepreneurship, and to elected and appointed officials.

Schmeling is a U.S. Air Force veteran, served 6+ years, and was honorably discharged as a sergeant. He earned his law degree, with distinction, from the University of Iowa, and his B.A. in political science with a minor in international studies (Latin America) from Iowa State University.



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Speakers and Instructors

DR. AMANDA NICHOLSON

ASSOCIATE DEAN, UNDERGRADUATE PROGRAMS; PROFESSOR OF RETAIL PRACTICE

SAM WALTON FELLOW; SU-ENACTUS, WHITMAN SCHOOL OF MANAGEMENT, SYRACUSE UNIVERSITY



Dr. Amanda Nicholson, a native Englishwoman, spent more than 20 years in the retail management field before entering higher education. She began her career with Marks & Spencer in London and then moved to Chicago to work in a variety of department store management positions, attaining the position of vice president over two apparel divisions and opening a successful new store concept for her organization.

She now teaches a variety of retail classes including retail fundamentals, apparel product development and sales management. She continues to consult for the retail industry and her commentary has been featured in a variety of news outlets, including the New York Times, Wall Street Journal and CNN.com.

Nicholson's research interests include the preparation of students with appropriate skills for industry, developing student leadership skills and the role of communications in the retention of retail employees. She is the faculty advisor for the immensely successful Syracuse University chapter of ENACTUS, an international organization of hundreds of university teams that work on entrepreneurial projects in their communities and abroad.

Program Graduates

ANGELA CODY-ROUGET, COLORADO

FOUNDING PARTNER, MAJOR MOM



Angela Cody-Rouget is a founding partner of Major Mom and one of seven Certified Professional Organizers in Colorado. She is also a certified Family Manager. She moved with her family and the military more than 27 times. Because of this, she learned to keep her load light and not get attached to stuff. Angela understood what it was like to make new friends and then have to leave them. Angela Cody spent 18 years dedicated to serving her country in the US Air Force.

She attained the rank of major and resigned her commission to be a better wife and mother to her two children. She worked as a corporate sale representative for five years and then started her organizing company. She earned a BA in Speech Communication at Indiana University and an MBA from University of

Colorado. Today, Angela puts a high value on her church, family, friends and staff, as she cherishes



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those strong connections. She sees that she's part of a larger global family, and longs for her business to grow so that she can give more to help those in need – especially children.

Program Graduates (continued)

Angela is a member of the National Association of Professional Organizers (NAPO) and Faithful Organizers, and has served as the President of the Board of Directors for NAPO-Colorado. Like most women, she sometimes feels torn between kids and career and the balancing act is difficult, but she's thankful for a husband who is supportive and understanding and she couldn't do life without him. Frederic, who was born and raised in France, is the man who she exchanged salutes over 12 years ago.

Since Angela is 75% German (and everyone knows Germans are known for their strong regimented lives and organization), it's been an interesting blend of backgrounds! When Angela isn't organizing, you might find her hanging out with her children, hiking in the foothills, working on her book or cooking fabulous meals.

PATRICIA NELESKI, FLORIDA OWNER, NAVYRATPACKS.COM



Patricia Neleski is a small business owner, military spouse, and graduate of V-WISE New York City 2014. Her company, NavyRackPacks, designs and manufactures blackout, flame-retardant, rack storage curtains for Navy ships and subs, Coast Guard cutters and Military Sealift Command Vessels. How It Happened: Neleski's business started ten years ago in her garage when she sewed a better curtain for her husband because "the light streamed in like cheesecloth" through his Navy-issued shade!

Within weeks of that first fateful foray, the idea took off and Neleski was displaying her product at Navy Exchanges, through a scholarship foundation, at USO events, and online. Swamped with orders, writing freelance for the local newspaper, attending classes, raising a family, and caring for her sailor all at the same time, Neleski built her business step by step over 10 years.

Now, NavyRackPacks is a tidy bricks and mortar operation in St. Mary's, Georgia. Since 2006, Neleski has been a registered government contractor and her curtains are sold directly to Navy ships, subs, Coast Guard cutters, Military Sealift Command and NOAA ships as well as to individuals. Her website has garnered top Google rankings for many years. The packs are made entirely in the U.S., and the company's employees are hired through the Spouse Employment Assistance Program at the Navy's Fleet and Family Service Center at Kings Bay, Georgia. Pat and her husband Ed, a retired submarine Chief Petty Officer, who now helps veterans find jobs through the GPS/TAP program, have been married for 19 years and raised four daughters.

Business ownership is a Neleski family tradition. Neleski's father is an Army veteran who went on to be a veteran entrepreneur in partnership with her mother after retirement. According to Neleski, being part of the military community as a service member or spouse helps individuals learn what is needed to be successful business owners: "The one characteristic this group shares is that to be



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successful, all of us have to learn to think on our feet -- we have to be problem solvers in the face of adversity, and we have to take risks. These are all the skills that make great entrepreneurs.”

Program Graduates (continued)

LEAH OLSZEWSKI, ALABAMA CEO AND COFOUNDER, FEMTAC



Leah Olszewski has served in the U.S. Army for over 17 years. She is currently serving in a Special Operations unit. Leah and her sister, a former Army pilot and current federal law enforcement officer, founded FEMTAC in 2013. FEMTAC is dedicated to providing women tactical apparel and equipment that truly meets their needs and interests.

As more women enter field operations, Leah Olszewski understands the importance of serving them better is now. She holds an MBA and has previous business ownership experience, but will use many of those skills she learned in the Army and her extensive network to see FEMTAC to its success and deliver the truest source of fit, function, and innovation in women's tactical apparel.

CHARMANE H. SELLERS, TEXAS PRESIDENT AND CEO, ALEON PROPERTIES INC. (API)



Charmane H. Sellers is an honorable Veteran of the United States Air Force and the President and CEO of ALEON Properties, Inc. (API), which celebrated 11 years in business this year! API provides renovation, remodel, and interior finish-out construction services, which also includes Training Services: OSHA Safety, to both commercial and residential clients in both the public and private sectors. API has provided construction services on projects at Texas A&M San Antonio Campus, Austin Community College, Huston Tillotson University, Austin Independent School District and the City of Austin.

Furthermore, API is the only EPA Accredited Training Provider in Austin, and we've trained close to 500 contractors in EPA Lead Safe Work Practices. Charmane has a Bachelor of Science Degree in Psychology, and a Master's Degree in Public Administration/Public Policy, with a focus on (1) Veterans Services and Housing, (2) Affordable and Senior Housing, (3) Education and Technology. She has 20+ years of experience as a community and public affairs professional and has used her skill-set to build relationships with leaders in the private, public and non-profit sectors. She has been successful in utilizing her strong communication, inter-personal and organizational skills in order to accomplish project objectives. She is also a second generation entrepreneur, and her company's name is derived in loving memory of her mother, Leona—thus, the name ALEON.

She is also a nationally and internationally recognized researcher and published author. She also volunteers: Steering and Fundraising Committee Member, Keep Austin Affordable Campaign bond process to create more affordable housing for the citizens of Austin, and was nominated and selected



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to serve on the Board of Directors at Green Doors, a local non-profit organization that provides affordable housing to individuals, families, Veterans of low-to-moderate income, primary focus to eliminate homelessness.

Program Graduates (continued)

She is a recent finalist as Woman Vetpreneur of the Year 2014, selected from over 200 submissions to the National Association of Veteran Owned Businesses; her company was awarded SMALL BUSINESS OF THE YEAR 2014 by the Greater Austin Black Chamber of Commerce. She also was a business pitch winner, April 2013, and Awardee of the Count Me In, Women Veteran Entrepreneur Corp Business Accelerator Program sponsored by Capitol One. She also participated in business development programs to grow her business: University of Pennsylvania, Wharton School of Business SBDC Program, University of Texas HUB Mentor-Protégé Program and the J.E. Dunn Minority Business Development Program.

LOVAY WALLACE-SINGLETON, NORTH CAROLINA FOUNDER, VETERANS EMPLOYMENT BASE CAMP AND ORGANIC GARDEN



Lovay Wallace-Singleton served 20 years in the U.S. Navy working as an Air Traffic Control Supervisor. After the military she spent four years as a Disabled Veteran Outreach programmer and six years as a Federal Budget technician. Her father served in the Army and she has two sons, one that has served in the Air Force (two tours in Iraq) and another who is currently serving in the Air Force.

Realizing that North Carolina has the fourth largest military population in the country, she launched Veterans Employment Base Camp and Organic Garden, a non-profit organization for disabled and homeless veterans in Craven County in May of 2012 after attending EBV and V-WISE training.

Lovay knew she needed to do something to assist the 9/11-era veterans and those two programs gave me the encouragement and foundational information that I needed to get our business up and growing.

Veteran's Garden will use Community Supported Agriculture, also known as a CSA, which provides produce delivered in boxes weekly to the subscribers or made available at a pickup site. Community gardening improves quality of life by providing a catalyst for neighborhood and community development, it stimulates social interaction, encourages self-reliance, beautifies neighborhoods and creates opportunities for recreation, exercise, therapy and education.

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