



## ARE YOU AN ENTREPRENEUR?

Are you ready to expand your business, but not sure where to start? /  
Could you benefit from having an *Inc.* 500 CEO on your side, ready to help?  
/ Do you need an action plan to grow your business, hire new staff, or break  
into a new market? / What's holding you back? Burst through the barriers  
and join the *Inc.* Military Entrepreneur Program!

The *Inc.* Military Entrepreneurs Program will continue its mission to provide resources to military business owners by hosting a Mentor Fair at the *Inc.* 500|5000 Conference & Awards Ceremony in Washington, D.C.

### YOUR PARTICIPATION IN THE *INC.* MILITARY ENTREPRENEUR MENTOR FAIR WILL INCLUDE:

One-on-one mentoring sessions—with a CEO from *Inc.*'s 500 Fastest Growing Companies List / Small focus round tables—led by a CEO from *Inc.*'s 500 Fastest Growing Companies List / Networking with other Military Entrepreneurs / Key note speeches from Norm Brodsky, founder, CitiStorage; partner, Black Gold Suites and *Inc.* columnist and Giovanni Feroce, CEO, Alex and Ani; former U.S. Army field grade officer and Operation Iraqi Freedom combat veteran

### SELECTION IN THE *INC.* MILITARY ENTREPRENEUR SPECIAL DELEGATION WILL INCLUDE:

One-on-one mentoring sessions—with a paired CEO from *Inc.*'s 500 Fastest Growing Companies List / One-on-one mentor pairing with an alumni Military Entrepreneur / Special meet and greet with an all-star *Inc.* 500 | 5000 keynote speaker / Full-access to all conference keynotes and breakout sessions / Two receptions, two breakfasts, and two lunches throughout conference / VIP seating at *Inc.* 500|5000 Black-Tie Gala & Awards Ceremony / Take-home resources from top business experts

\*Special delegation is only available to those running a business. Selection is based on strength and need of applicant.

Accepted applications will be notified on or around September 13, 2013. Only fully filled out applicants will be considered. If selected, chosen applicants will receive further information regarding event details and their participation. The *Inc.* Entrepreneurs Program is free to attend. Participants are responsible for all travel costs related to the conference. For questions concerning the application, please email Natalie Thomas at [nthomas@inc.com](mailto:nthomas@inc.com). Please follow @IncOnStage | #incvets.

Those interested in attending must submit a completed application by September 5, 2013 to qualify for the special delegation. We will accept applications for the Mentor Fair through October 1. For more information and to apply visit: [www.inc.com/military-entrepreneurs](http://www.inc.com/military-entrepreneurs). *Inc.* Magazine is one of the top business publications focused exclusively on fast-growing, privately held Companies.



**EL BROWN,**  
Military Spouse, KinderJam

**Briefly describe your company's products or services.** KinderJam provides mobile careers for women by training them to teach KinderJam classes in their communities.

**What were your business challenges before attending the *Inc. Military Entrepreneur* program?** My company was on the cusp of going to the next level it was growing faster than my abilities. I realized I didn't have an operation and process system in place. Therefore, bring on more instructors would be a potential for chaos.

**What did you gain from your mentor and your experience?** Through the *Inc. Military Entrepreneur* program I meet seasoned entrepreneurs that were willing to sit down with me and give me suggestion and advice on how to make my company run more smoothly. I then acquired an Operations Officer and with in four after my mentor session KinderJam grew from 26 instructors worldwide to 41.

**How did the *Inc. Military Program* support you as a military spouse business owner?** Giving me the exposure to the possibilities in business was the biggest support for me as an entrepreneur and concrete advice about running and sustaining a growing business.

**How did you benefit from your mentors at the *Inc. Military Program*?** Military Entrepreneur program was hands down the single most pivotal things I could have ever done for my business at this time. I feel so tremendously blessed to have been given the opportunity to showcase KinderJam to an audience of entrepreneurs who could instantly assist me in taking my business to the next level with sage and relevant advice I could apply immediately.



**TIM SMITH,**  
Patriot Commercial Cleaning,  
U.S. Army

**Briefly describe your company's products or services.** Patriot Commercial Cleaning specializes in offering professional cleaning services to commercial clients.

**What were your business challenges before attending the *Inc. Military Entrepreneur* program?** Before the *Inc.* conference,

it was weighing on my mind whether I should sell 49% of Patriot Commercial Cleaning to a holding company that was interested in buying my company. My mentor was Norm Brodsky at the last *Inc.* conference and it really was a life changing experience. Norm asked me about my life plan for my family and me. He asked me about not just my business goals, but where I wanted to be in business and life in 10 to 15 years. I realized after speaking to my family that I wanted to grow the business organically and spend time with my family. I was able to start Patriot Commercial Cleaning with \$5,300 that I borrowed from my retirement fund. In 2011 we had \$240,000 in gross sales, signed in contracts. Two years later in the *Inc. Military Entrepreneur* Program and our gross sales are about \$335,000 of contracts signed this year 2013. The most important part to me is we have grown to a staff of 15 and over 85% of our employees are veterans the remainder 15% our family members of veterans making PCC 100% either veterans or family members of veterans who are employed with us.

**What did you gain from your mentor and your experience?** Norm helped me think about what I really wanted out of my life; but he did not give me the answers. He has an awesome ability to make the entrepreneur think about what is really important to them and because of that I will always be grateful to the *Inc. Military Entrepreneur* Program.



**CARL AND LORI CHURCHILL,**  
Co-Founders,  
LockNLoad Java,  
Veteran and Military Spouse, U.S. Army

**Briefly describe your company's products or services.** Lock-n-Load Java provides premium coffee and cocoa via an on-line retail web site, for shipment direct to customers. We donate \$1 from every order to military charities and donate coffee to deployed service members as a way to give back.

**What did you gain from participating in the *Inc. Military Program*?** We discovered and applied to the *Inc. Military Entrepreneur* program in early 2012. The military and veteran community and all those that support them are our target audience. This program has been phenomenal. One of the big benefits of this program is the network of support you gain from other military and mil-spouse entrepreneurs you meet. We have gotten a ton of support and introductions to other companies and opportunities through this network. Our first wholesale customer came from an introduction through another *Inc. Military Entrepreneur* and resulted in a 5% increase in volume from just that customer. Another outstanding benefit is the access to mentors and advice. Mentors we were paired with not only provided us with valuable information but provided direct help in increasing our sales and sharpening our marketing.

The generous offer to attend *Inc.* Events is amazing as well. The knowledge from other entrepreneurs and the speakers at these *Inc.* events have increased our entrepreneurial IQ and provided us additional opportunities for growth. Finally, one of the best things about this program is the ongoing motivation to grow our company. Being an entrepreneur is a lonely, tough job and you question yourself often. We feel energized by this program and every event has renewed our dedication. We have stuck with it, worked hard, and believed in ourselves. The result has been a quarterly growth rate averaging 22%. We went from \$18K in annual revenues just prior to joining this group to \$117K in revenues the next year. We are on track to have another strong growth year in 2013.

**How did you benefit from your mentors at the *Inc.* Military Program?** At GROWCO we were assigned Clark Stevenson, the CEO

and founder of the Treadmill Doctor. He gave valuable advice on how to professionalize our online presence. He became a new customer and bought several hundred dollars worth of coffee and had his staff help us with a number of issues. We saw immediate results from that meeting. The good fortune continued at the *Inc.* 500|5000 when we were matched with, Russ Carrol, CEO at Miva Merchant, one of the top providers of ecommerce software and hosting. One of our priorities was to find a new shopping cart provider and revamp our web site. Russ generously offered to help and provide his team as a resource. This offer was the equivalent of thousands of dollars of free services and development costs. That migration is complete and promises to usher in the next phase of success and growth for Lock-n-Load Java.

## TESTIMONIALS

**“When I first met my mentor, Norm Brodsky, at *Inc.* 500/5000 in 2011, he wrote down on a napkin an idea for my business and said, ‘Go Bigger’. I still have the napkin and I’m now working with top companies in the industry such as Amazon, MetLife, LaQuinta Inns & Suites and more. Traffic to the site has grown over 332% in the past year and we are reaching millions each month around the world through our social media programs. The best part—Norm is still a phone call away.”**

— **Jennifer Pilcher, Military Spouse, [MilitaryOneClick.com](http://MilitaryOneClick.com)**

**“It was easy to connect with other military active duty, veterans, and spouses at the *Inc.* Military Entrepreneur Program. Instant familiarity and trust, much like when I was in the service, pervaded all of my talks and discussions with them. I got some good business ideas and support from many of the attendees and the military entrepreneurs and had a great time. Most importantly, I came away MOTIVATED to continue on in my business and develop a sustainable and scalable military recruiting firm that can do good and also do well.”**

— **Matthew Brogdon, Veteran, Pathfinder Group**

**“My biggest challenge was figuring out how to move my business from a hobby to an operating business. The *Inc.* Military Entrepreneur program has given me the tools and confidence needed to grow my business. Running an online business, I was thrilled to have mentors in the IT field. I knew that I should and could do more with my website but I didn’t know what or how. My mentors gave me valuable advice on how to optimize and drive more traffic to my website and how to provide my customers with a better online shopping experience.”**

— **Lakesha Cole, Military Spouse, TuTee Swank**

**“The mentors were positive and helpful and helped me conceptualize important ideas and marketing strategies to move forward with my business. The networking both with mentors and fellow mentees was also incredibly valuable. I feel so lucky to now be moving forward with the support of my mentors and the military spouse entrepreneurs I met at the mentor fair. Before attending I felt very alone in my ideas and ambition.”**

— **Charlotte Moore, Military Spouse, [MyActiveChild.com](http://MyActiveChild.com)**

