

OKVetWorks

April 2021

Newsletter



**Korean Consulate General
Business Plans
POW Recognition Day
Military Brats' Month**



At ODVA and the OKVetWorks Program, our commitment to supporting VOBs grows out of our core values, especially our emphasis on putting veterans first. Our purpose is to help VOBs reimagine redefine, and transform their businesses to create new value in today's world.

To fulfill our mission, we think globally, locally and far into the future.

We focus on three areas:

1

We help veterans achieve their potential by supporting access to education

2

We support VOBs in providing assistance with state contracting and bidding

3

We support VOBs by marketing and promoting their businesses

Korean Consulate General Donates 10,000 Face Masks to State Military Veterans

By Krista Townsend

Monday, March 01, 2021

(OKLAHOMA CITY) – The Oklahoma Department of Veterans Affairs (ODVA) held a ceremony to recognize the Consulate General of the Republic of Korea Ahn Myung Soo for the Republic of Korea's donation of 10,000 KF94 face masks. The masks were presented and distributed to representatives of veteran service organizations located throughout the state during the ceremony which was held at 9 a.m. on Friday, February 26, 2021 at the 45th Infantry Division Museum.

"It is a great pleasure to recognize and honor Oklahoma veterans who served in Korea," Consul General Soo said. "We must not forget those who served and sacrificed for our nations and it is our goal to keep members of our veteran communities healthy and thriving."

The service organizations will distribute the masks to Oklahoma veterans who served in Korea as well as other state veterans. Organizations in attendance included the Oklahoma Veterans Commission, American Legion, Veterans of Foreign Wars, Disabled American Veterans, Paralyzed Veterans of America, Military Order of the Purple Heart and the National Guard Association of Oklahoma. Masks also will be shared with the veteran residents of the seven state owned and operated veterans centers.

"We are honored to receive such a generous donation of face masks by Consulate General Soo," said Joel Kintsel, ODVA executive director. "The KF94 masks are of very high quality and will offer a high-level of protection for our state veterans."

The masks originate in Korea with 'KF' standing for Korean filter and '94' representing a 94 percent standard of filtering out airborne particles. The disposable masks have an adjustable bridge that can be manipulated to get a secure fit over the nose bridge and side flaps contouring the face. Soo traveled to Oklahoma from the consulate in Houston, Texas, where he oversees a jurisdiction of five south central states including Oklahoma.



Featured Veteran Owned Businesses



MCI DIAGNOSTIC CENTER

"Redefining laboratory science one life at a time."



Who We Are

As a Service-Disabled Veteran-Owned Small Business, we are a company of business, commerce and industry experts delivering a comprehensive provision of benefits to our clients, partners, and individuals with efficiency and compliance. Our team will ensure reliable solutions that uphold excellence with regard to patient care.

What We Do

We are committed to support our customers and fulfill their requirements by meeting or exceeding their needs and goals with adherence to local, state & federal requirements. We provide unsurpassed quality and patient care by developing and maintaining high standards and not wavering on those distinct criteria.

Our Vision

Our goal is to empower veterans, patients, physicians, and all of our partners with the information necessary to make clinical decisions for their best care and well-being. With this focus, we strive to provide excellence in all services provided by MCI Diagnostic Center.



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National Former Prisoner of War Recognition Day

April 9

Taken from an article by Joe Wallace

Read more:

<https://militarybenefits.info/former-pow-day/#ixzz6pUAYP5ss>



National Former Prisoner of War Recognition Day is a day that, while not as well-known as National POW/MIA Recognition Day, is just as important. It is a day to honor captured wartime service members who eventually came home. The word “former” is the key to remembering the major difference between these two events honored every year on their respective days. It is observed annually on April 9th, and commemorates the surrender of between 60,000 and 80,000 US and Filipino service members to the Imperial Japanese army at the Bataan Peninsula, Philippines in 1942.

The late Senator John McCain is a former POW; his memory and the memories of many others who came home from POW camps are on the minds of those who observe both holidays. And there are troops still unaccounted for to this day who should be remembered in the same manner as those who came home.

The Backstory of National Former POW Recognition Day

It is said that the Vietnam War is the conflict most closely associated with POW/MIA Day in terms of what inspired the occasion and who was motivated to push for its recognition. In the same way, specific wartime events which inspired the formal creation of Former POW Recognition Day occurred during WWII following the surrender of US and Filipino service members at the Bataan Peninsula.

Dubbed the Bataan Death March, on April 9, 1942, the Imperial Japanese army began to force-march the American and Filipino POWs from Mariveles, situated at the tip of the Bataan Peninsula, 65 miles away to a train station in San Fernando.

It has been estimated that over 20,000 men died on the march to San Fernando. During the march, American and Filipino POWs were beaten, robbed, starved, tortured, denied medical care, and executed by Imperial Japanese service members.

The original intent of Former POW Recognition Day seems focused on the events described above and on World War Two in general, but over the decades the emphasis on POWs overall has expanded greatly.

2nd Quarter VOB Nominations

Click anywhere on this page to nominate
a Veteran Owned Business for the
OKVetWorks Business of the quarter!



Business Plan



Traditional business plan format

You might prefer a traditional business plan format if you're very detail oriented, want a comprehensive plan, or plan to request financing from traditional sources.

When you write your business plan, you don't have to stick to the exact business plan outline. Instead, use the sections that make the most sense for your business and your needs. Traditional business plans use some combination of these nine sections.

Executive summary

Briefly tell your reader what your company is and why it will be successful. Include your mission statement, your product or service, and basic information about your company's leadership team, employees, and location. You should also include financial information and high-level growth plans if you plan to ask for financing.

Company description

Use your company description to provide detailed information about your company. Go into detail about the problems your business solves. Be specific, and list out the consumers, organization, or businesses your company plans to serve. Explain the competitive advantages that will make your business a success. Are there experts on your team? Have you found the perfect location for your store? Your company description is the place to boast about your strengths.

Market analysis

You'll need a good understanding of your industry outlook and target market. Competitive research will show you what other businesses are doing and what their strengths are. In your market research, look for trends and themes. What do successful competitors do? Why does it work? Can you do it better? Now's the time to answer these questions.

Organization and management

Tell your reader how your company will be structured and who will run it.

Describe the legal structure of your business. State whether you have or intend to incorporate your business as a C or an S corporation, form a general or limited partnership, or if you're a sole proprietor or LLC.

Use an organizational chart to lay out who's in charge of what in your company. Show how each person's unique experience will contribute to the success of your venture. Consider including resumes and CVs of key members of your team.

Service or product line

Describe what you sell or what service you offer. Explain how it benefits your customers and what the product lifecycle looks like. Share your plans for intellectual property, like copyright or patent filings. If you're doing research and development for your service or product, explain it in detail.

Marketing and sales

There's no single way to approach a marketing strategy. Your strategy should evolve and change to fit your unique needs. Your goal in this section is to describe how you'll attract and retain customers. You'll also describe how a sale will actually happen. You'll refer to this section later when you make financial projections, so make sure to thoroughly describe your complete marketing and sales strategies.

Funding request

If you're asking for funding, this is where you'll outline your funding requirements. Your goal is to clearly explain how much funding you'll need over the next five years and what you'll use it for.

Specify whether you want debt or equity, the terms you'd like applied, and the length of time your request will cover. Give a detailed description of how you'll use your funds. Specify if you need funds to buy equipment or materials, pay salaries, or cover specific bills until revenue increases. Always include a description of your future strategic financial plans, like paying off debt or selling your business.

Financial projections

Supplement your funding request with financial projections. Your goal is to convince the reader that your business is stable and will be a financial success.

If your business is already established, include income statements, balance sheets, and cash flow statements for the last three to five years. If you have other collateral you could put against a loan, make sure to list it now.

Provide a prospective financial outlook for the next five years. Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be even more specific and use quarterly – or even monthly – projections. Make sure to clearly explain your projections, and match them to your funding requests. This is a great place to use graphs and charts to tell the financial story of your business.

Appendix

Use your appendix to provide supporting documents or other materials were specially requested. Common items to include are credit histories, resumes, product pictures, letters of reference, licenses, permits, or patents, legal documents, permits, and other contracts.

Education



Take the survey

We are partnering up with a University and a Technology school to bring you higher education.

What type of classes would you attend?

Would you want to earn a certificate?

Would you want to earn a degree?

Click anywhere on this page, take a short survey, and let us know what you would be interested in studying.

Month of the Military Child -OR- Military Brats' Month

What's a "Military Brat"?

The children of a parent or parents serving full-time in the United States Armed Forces are sometimes referred to as "military brats." Many "military brats" wear the name like a badge of honor, often because of the moves, stressors and cultural experiences that make them more resilient than their civilian counterparts. Outside the military it can often be construed as derogatory. Military brats move an average of 10 times while growing up, and some have moved as many as 36 times. These frequent moves, exposure to different cultures and languages and immersion in military customs are all common, life-defining experiences in the military brat subculture.

Purple Up! For Military Kids Day

"Purple Up! For Military Kids" is a day for DoDEA Communities to wear purple to show support and thank military children for their strength and sacrifices. Purple indicates that all branches of the military are supported; Air Force blue, Army green, Navy blue, Marine red and Coast Guard blue are all thought to combine together as a single color - purple.



Native Americans in the 45th Infantry Division



OKVETWORKS

A PROGRAM OF



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