

Professional

WOMAN'S

Fall 2015

magazine

**2015
BEST
OF THE
BEST**

Mompreneurs:
Successful
and Diverse

Workforce
Diversity
& Career
Advice

Benefits of
Employing
People with
Disabilities

*Serena
Williams*

WOMAN OF THE YEAR

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INSPIRE THE CHANGE

SAN ANTONIO 2015

NATIONAL WOMEN'S BUSINESS CONFERENCE
Hosted By NAWBO

Are you ready to change your world in just two days?

September 28-29, 2015

San Antonio Marriott Riverwalk in San Antonio, Texas

Join us for the National Women's Business Conference & 40-Year Anniversary Bash hosted by NAWBO and celebrating four decades of strong women entrepreneurs, like you, extending their hands to one another.

Featuring keynotes from two best-selling authors:



Leigh Anne Tuohy

Subject of *The Blind Side* book-turned-movie and founder of the Making It Happen Foundation



Bonnie St. John

First African-American ever to win Paralympic medals in ski racing, business owner and leadership consultant

PLUS

- ✓ Breakout sessions on leading business and advocacy topics
- ✓ Exhibit hall packed with the best tools and resources
 - ✓ Chapter, member and video contest awards
- ✓ Hundreds of women entrepreneurs from across the U.S. who understand that their voice matters and they are "better together"



NAWBO
National Association of Women Business Owners

Visit nawbo.org for more information and to register

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Erica G. Courtney

WARRIOR WOMAN

Erica G. Courtney understands just how difficult integration into a male dominated environment can be and is passing on the lessons she's learned to the next generation of Army officers and Veteran entrepreneurs. Erica faced gender bias early in her career, having been among the first women officers assigned as a helicopter pilot to a heavy division cavalry unit in the U.S. Army. Statistically only 1% of the U.S. population serve in the military and less than 1% of the total 1% are women in combat arms roles. Erica was definitely outnumbered by her male counterparts, many who did not want women serving alongside of them. Because she worked hard and set the example, the men who originally did not want her there were the same ones who wanted her to stay near the end of her tour of duty.

Erica graduated number one in her cadet class, has jumped out of airplanes as a paratrooper and had a hand in Operation Enduring & Iraqi Freedom as a senior logistician. She was responsible for \$750M in equipment, 200 million-dollar annual budgets and outfitting 2,500 troops deploying anywhere in the world within 24-hours. She's been deployed around the globe to Europe, Afghanistan and South Korea. She served 11 years active and after a

long break, decided to re-commission to teach senior ROTC cadets as a Reservist because there are so few women instructors and this generation of leaders will be dealing with integration like no other.

During her break in service she earned an executive MBA, worked as a corporate executive and went on to establish her own successful government business development company for six years. Now Erica is the CEO of 2020vet, a fast growing business certified as small, woman and service disabled veteran-owned. Within the last few years since inception, the client base includes multiple state agencies working as a Prime and/or corporate subcontractor. Like most small businesses, Courtney is looking for a larger longer-term contract that will put more Veterans to work. She is ready and has developed partnerships with large companies that have the scalability to go global.

Besides putting Veterans directly to work, she is assisting disabled veteran entrepreneurs as a Board of Director member for the Disabled Veteran Business Alliance (DVBA) that empowers business owners to be successful through advocacy, mentorship, training,

Erica was definitely outnumbered by her male counterparts, many who did not want women serving alongside of them.



technology, contracting opportunities and public relations. Since as many as 40% of recently discharged Veterans are going into business for themselves, she wants to be part of helping them succeed. Erica knows how valuable Veterans are because of their skill sets and mission focused attitude.

President Barack Obama said, "If you want somebody who's going to get the job done, and done right, hire a Veteran." Erica agrees but wants us to take this a step further and hire a Veteran owned company. You don't just hire one Veteran in this case, you hire a team of Veterans and that is how they work best. Statistics show that Veteran owned firms stay in business longer than their civilian counterparts and often produce

better results thanks to their military training and experience.

Erica has won numerous awards such as; Women Who are Changing the World by Oprah Magazine and the White House Project, 40 under 40 improving business and their communities by the Jacksonville Business Journal and most recently identified as a Woman of Influence by the Silicon Valley Business Journal.

She is married to a Coast Guard pilot and has two school aged sons actively serving their community as Boy Scouts. Even though Erica has many years ahead of her where she will continue to work hard professionally and help Veterans, she knows that her greatest contribution to society is to raise her sons who'll serve something greater than themselves, and value diversity and strong women. ■



2020vet offers intelligent logistics optimization solutions through experienced personnel & innovative technologies that reduce risk, disruption, cost and your environmental footprint while increasing oversight, speed, security, flexibility and quality giving customers the competitive advantage needed in an ever-changing business environment. We are risk managers that become strategic partners with an emphasis on hiring and helping highly skilled military Veterans reintegrate into society successfully.

ENGINEERING

- Supply chain solutions concept-implementation
- Custom software solutions
- Environmental assessments
- Forensic analysis
- Expert witness testimony

LOGISTICS

- Acquisition
- Inventory/vendor management
- Assembly/kitting
- Fulfillment
- Distribution
- Reverse logistics

TECHNOLOGY

- Proprietary systems
- Secure data management
- Online ordering
- Real-time visibility & reports
- Digital media duplication & print
- Call center & customer care

2020vet Experts + Advanced Technologies = Innovative Results