Dear members, partners and friends,

During these unprecedented times, the US Veteran Business Alliance has been diligently monitoring, adjusting to, and providing information regarding COVID-19 and the impact it is having on our members, their businesses, and the markets in which they operate. As we maneuver through these troubled times for the foreseeable future, we will continue to provide you with important updates as they become available. USVBA is well positioned within the veteran entrepreneur community to provide information to our membership regarding strategies and tactics to navigate these uncharted waters. Additionally, but just as important, we want to receive input from veteran small business owners regarding their needs and shortfalls, and pass that information to our legislators. Current crisis aside, USVBA is undergoing substantial changes internally to assist our members and partners, and I wanted to share some information with you to let you know the path we are on, and what you can expect in the coming months. Thank you for your continued support, and we are proud to be your information source, and partner to start, maintain, grow, and recover your businesses.

Operations

• We have established a Chapter Development and Operations Committee which is developing standard operating procedures for chapter operations, allowing the local leadership to better leverage the strengths of the national organization, as well as communicate and coordinate engagement strategies, plans, and even events with each other.
• As part of this effort, we have brought on an experienced professional who is ensuring that the national message is effectively being transmitted to our local chapters, and helping members better leverage the organization in their business activities.

Website Update

• We are in the process of improving our website to provide relevant and up to date information to our members and partners. This information will be routinely updated and topical, to keep pace with the rapidly changing economic environment. Currently, this will revolve the pandemic response, but as we evolve, it will continue to include information across the spectrum of interests of our members and partners.

2020 Keeping The Promise update

• As you know, we made the decision to postpone our annual celebration. We've worked with all our members, partners, and vendors to minimize our losses. Fortunately, as the event was planned for May 8-9, the economic disruption this postponement has caused is minimal. We are exploring several options to provide a similar venue for information sharing and networking. We'll continue to provide information as time goes on.

2020 Event Updates

• The Board of Director Meeting will be rescheduled once the current environment allows us to select a date. Once this date is set, I will send notifications and invitations to all. We'd like this to be an opportunity to safely get together to not only discuss business,
but also enjoy some time together with any members and partners who can make it. Details to follow.

Relationship and fundraising strategy
We are implementing a comprehensive strategy to work with our partners and supporters. We realize that you and your organizations need our support to find capable businesses, and we are committed to you. While your monetary support is crucial to our operations, what is even more important is our relationship with you. You are an integral part of our success, and we want to ensure that you know and understand this. On a practical level, this involves putting systems in place to ensure timely and accurate communications, as well as transparency of operations. As we work to formalize our way ahead in this new reality, we will need your support and we are hopeful we can count on you. In the coming weeks, we will be in touch to further detail our plan of action with our contingency plan we are diligently working on.

- The board had committed to the goal of putting systems in place that will allow us to be favorably rated by Charity Navigator within two years.
- Year to Date Fundraising – Not only have our members been affected by the current crisis, but USVBA itself has been impacted as well. As a result, we have instituted several cost cutting measures that will allow our work to continue as we navigate through the storm.

Please let me know if there are any additional items you would like to discuss. My email address is danielc@gousvba.org. In the meantime, be well and thank you as always for your time, support and loyalty to the USVBA.

Sincerely,

Daniel Connor
President, USVBA