# STARS STRIPES.

# Military Spouse 2022 Entrepreneur Guide

April 2022

Brought to you by the Association of Military Spouse Entreprenuers™ (AMSE™)

# NAVIGATING ENTREPRENEURSHIP AS A MILITARY SPOUSE

# EMPLOYMENT HEADACHES

Military spouses encounter over 35% unemployment rates and rising, according to the Department of Defense's 2019 Active Duty Spouses Survey.



no matter where you move.

**>>>** 

# WRITE YOUR OWN STORY

In a life controlled by the military, direct your narrative to build a career and legacy that creates predictability.

# $\otimes$

# START, SCALE AND

AMSE'S program was founded to support the needs of military spouse entrepreneurs. We are the only program that specializes in military spouse entrepreneurship and provides a hub with access to tools, resources, and the community needed to build a thriving business.

# ECONOMY IMPACT

Small businesses have accounted for 65.1% of net new job creation since 2000.



# (HOOSING ENTREPRENEURSHIP

Over 12 million spouses in the U.S., but ONLY 48% are self-employed, business owners or aspire to be.

# IN THIS ISSUE

How to Grow Your Business with Partnerships

Resources You Need to Thrive as a Business Owner

AN ADVERTISING SUPPPLEMENT TO STARS AND STRIPES



As a military spouse, we know how important your business is to your way of life. And Armed Forces Insurance® (AFI) is ready to help you protect it from move to move and throughout the stages of growth. We've been serving the military community for over 135 years. You can trust us to keep you covered.

Learn more about why AFI is the best choice to cover your business at afi.org/stripes or call 800-248-3509.



home | renter | auto | business





# **Table of Contents**

The content found within this guide was provided by the Association of Military Spouse Entrepreneurs<sup>™</sup>

**Education** Why AMSE™, Why Now?



The Only Business Curriculum You Will Ever Need



AMSE™ Masterclass



Connections How to Fuel Business Growth with Partnerships



One Shared Mission, Two **Powerful Companies** 









Getting Back to In-Person Connections Team

Meet the AMSE"

# A Note from AMSE™'s Founder



Hello readers,

This ongoing project with Stars and Stripes represents one of our six core values. At the Association of Military Spouse Entrepreneurs™, collaboration is on the top of the list and woven into

everything we stand for at AMSE™.

I am truly a believer in sharing the stage with anyone, which you will notice as you flip through the pages of this guide. You will see

and visionaries throughout showcasing their gifts and talents front and center for the world to see.

Back in 2014, when I created the MilSpouse Creative Facebook group, I had no idea it would lead me to AMSE™. I often wondered if I was wasting my time or helping anyone. I created the group because I felt alone and discouraged as I tried to build my business. In the early stages, I had to beg spouses to join the community. Now we span over 19 time zones, are in 15 countries, and thousands are connecting every day. It shows that you have to follow your heart even when you feel like you're not making any headway.

Many times as entrepreneurs we feel like we will never reach the finish line and I often reflect on not giving up. Knowing that this guide will be in the hands of over 80K people helps to remind me that our work here at AMSE™ isn't done yet. Every military spouse deserves to have support and tangible resources in building their business. My greatest dream would be that this quide sheds light on the programming spouses need to

support them in growing and sustaining their business in their military life.

One afternoon in the fall of 2021 while sitting on my back porch, I was trying to come up with what the next guide's focus should be. I realized that I wanted to take you on a journey and take a deep dive into all of our programs. The team has worked so hard to create programs that focus on what military spouses need to start, scale and sustain their businesses. We support military spouses in various ways here at AMSE™.

In this guide, we dissect every aspect of AMSE™ and how it serves the military spouse in any stage of business. You will learn the best way to access and use the benefits of what our free program has to offer. In addition, our programs also give opportunities to partners and community supporters who want to connect and collaborate with military spouse entrepreneurs.

So, dive in, take notes, and take action. Whether you are a new military spouse trying to figure out how to start a profitable business or an organization that wants to be a part of our social and

economic impact, I would like to invite you to join or assist in expanding our program. I am 100% certain vou will find a space with AMSE™ to collaborate.

Moni Jefferson

Founder/CEO Association of Military Spouse Entrepreneurs™ (AMSE™)

YEARS 1800 **MEMBERS** 

creatives, dreamers, makers,





www.amseagency.com













# Why AMSE™, Why Now? ■

By: Anna Larson, Co-founder of Selena + Anna

Reading time: 2 min, 30 sec

For the past decade, the rate of unemployment for military spouses has been five times the national average, or about 22%, according to the Department of Defense. Many of us have turned to entrepreneurship to find financial security, continue to grow our professional skills, and bring personal fulfillment.

I was certain that starting my own business would give me everything I had been missing. I'd be my own boss, add to our family finances, do only the things I wanted to do and none of the things I didn't. Then the reality of being an entrepreneur hit, and it was a much more complicated journey than I had imagined.

There is a happy ending to this story—I found the Association of Military Spouse Entrepreneurs $^{\text{\tiny{TM}}}$  (AMSE $^{\text{\tiny{TM}}}$ ) and discovered what every military spouse entrepreneur needs.

# AMSE™ is Synonymous With Community

Let's start with the biggest benefit of AMSE™—networking. AMSE™'s community is the best way to grow your business. It's where you will make the social connections that enable you to meet your business needs and make your business goals a reality.

Networking through AMSE™ is a business asset. Over 80% of business professionals find networking essential to career success. You'll find support, encouragement, and motivation with AMSE™. You'll learn best practices, get hot tips, and more. You'll find new customers and get a chance to tell others about your business.

AMSE™ has built its community on pretty much every social media platform. There's no shortage of places to find like-minded support and work

with a mindset of collaboration, mutual respect, and business growth.

# Professional Development Will Grow Your Mind

Nearly 50% of all entrepreneurs say the biggest benefit of entrepreneurship is being in charge of their own career, according to a survey by FreshBooks. As an entrepreneur, you are your team. Honing skills and professional development is not a luxury, it's part of your job.

There is no lack of digital events offered through AMSE™. Just one peek at their monthly calendar, and you'll see it is full of professional development opportunities: monthly coworking, coffee chats, masterclasses taught by successful and high-caliber business professionals, and more.

You'll find yourself learning in a way that doesn't just build competency. Instead, it makes military spouses some of the most skilled business owners globally.

# Save with Discounts and Partnerships

One of the biggest challenges for entrepreneurs is a lack of capital, which highlights the value of the discounts and partnerships you'll find through an AMSE<sup>™</sup> membership.

With over 400 preferred partners, discounts, trusted resources, and business tools, there is something for every area of business practices for you to try. My small business has benefited from thousands of dollars of savings through the AMSE™ partnerships over the past year.

As savvy business owners, AMSE™ members can leverage these partnerships to help automate their workflows, build more business connections, find funding opportunities, and receive discounts on business tools and resources.



# Military Spouse Entrepreneurs Understand Each Other

Entrepreneurship is a career choice filled with starts, stops, and detours. But, it also brings purpose, financial success, and flexibility to the military spouse community. With the support of the nation's President and First Lady, the DOD's Military Spouse Employment Program, and the 2018 Military Spouse Employment Act, there is no better time to connect and collaborate with other military spouses.

This is our time to shine. It's our time to elevate our profession. Our time to leverage the power of our voices and pave a smoother path for future generations.

Take your place by joining the AMSE<sup>m</sup> program and find out what it means for your business to be powered by the Association of Military Spouse Entrepreneurs $^{m}$ .

■ Take Action: What are you waiting for? Sign up for your FREE AMSE™ membership now at AMSEmembers.com.

My AMSE Checklist
Created FREE Accoun

Secured verification

Complete Profile

Add your photo &

update your information

Connect
Browse & connect with other

milspouse small business owners

Join Slack

Start networking & having conversations

Register for an event

Get started & sign up

Check out the monthly AMSE Action Guide

Sign up for discounts and sell online

#### **EDUCATION**



# Welcome Creatives, Makers, Doers, + Visionaries

By: Christina Etchberger, CEO of It's a Military Life

Reading time: 3 min, 19 sec

If you are reading this, you know the military lifestyle is not always kind to military spouses in business, let alone those trailblazers that want to change the world with their brilliant ideas.

In a sea of endless resources and information overload, it's easy to feel uncertain of where to start. That's where the Association of Military Spouse Entrepreneurs™ comes in. AMSE™ provides a central hub for future and current entrepreneurs with everything they need to succeed.

As a military spouse entrepreneur located in South Korea, I was worried about managing my business overseas. But with AMSE™'s perfectly curated program, I can continue to grow my nonprofit organization and entrepreneurial endeavor. AMSE™ understands the unique situation I am in and provides virtual resources. And the best place to find all of it is in the Member Dashboard.

COMMUNITY
COMPARED
TO OTHER
PROGRAMS

## It All Starts Here

The Home Page has everything you need to begin! On the left side of the page, there are very simple steps.
The first step, "Start Here," walks you through an introduction to AMSE™, how to join the Slack Channel, and sets you up with How-to Videos for the Membership Dashboard.

The Member Dashboard allows you to set up a profile. First, set up the profile photo. So many entrepreneurs use a fun professional photo that gives a face to their business. You can also add a cover photo. Here, you can showcase your business, add another personal photo, or share something that speaks to who you are. There are so many ways you can make your profile unique. I like to think of my AMSE™ profile as a LinkedIn for military spouses.

Another thing I love about being a part of the platform is the security. I know that everyone in the community is verified and is military affiliated. This allows me to feel safe as I share information about myself as a spouse.

Once you set up your photo, get to work filling out your profile. The profile is separated into 3 intentional sections: about me, about my business, and about my military affiliation.

The About Me section allows you to share more about yourself and your business so people can easily connect with you. This area also gives you direct access to your membership and preferences.

The About My Business section gives insight into my business aspirations and goals. This is helpful to AMSE™ as your answers direct the program, the types of subject matter experts to bring, resources to create, and events to host. Out of thousands of organizations out there supporting military spouses and small business owners, AMSE™ is the only one focused on military spouse entrepreneurship. Your voice matters and is important to them.

The About My Military Affiliation section is where you share your journey.

AMSE™ wants to know more about who they are serving and the issues affecting you as you build your business.

Once you finish your profile, you can dive right into the Member Dashboard!

AMSE™ has compiled and created so much content for members and put it in a central, easy-to-navigate portal. The left side of your screen shows a menu to help you find and move between all that is offered. You will see:

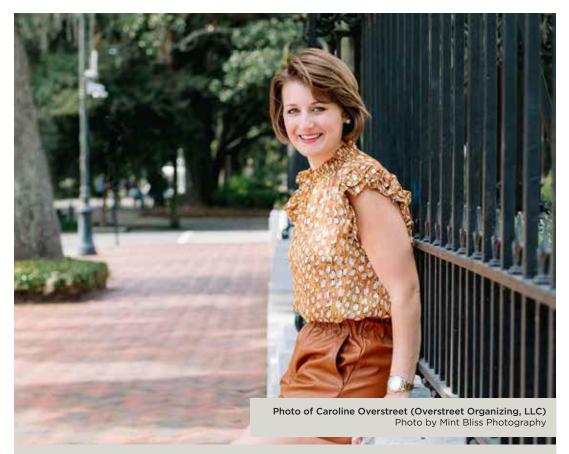
- AMSE™ Action Guides: a hub for all the published Action Guides. Download them or come back to view as many times as you like.
- Building Your Business the AMSE™
  Way, Unit 1: the first unit of this
  valuable coursework, available to all
  members
- Building Your Business the AMSE™ Way, Units 2-7: the remaining units, available to All-Access Pass holders.
- Business Blueprints: every worksheet, template, or list you could think of to solve problems and work out solutions.
- Event Replays: miss a Masterclass? Find over 90 recorded sessions here, available to All-Access Pass holders.
- Monthly AMSE™ + Partner Events: all your events in one place, both in and outside of AMSE™.
- Sell Online: our exclusive partnership with Spouse-ly to support entrepreneurs on both platforms.
- The Vault: all the good stuff. Find trusted partners, AMSE™ member discounts, and recommended programs from our team to you.
- The AMSE<sup>™</sup> Cohort: an 8-week intensive with CEO Moni Jefferson and the Building Your Business the AMSE<sup>™</sup> Way course. Get on the waitlist for the next session.

Finally, make sure to interact with your fellow members! The stream on the main page provides ample opportunities to engage with others. Follow fellow entrepreneurs, participate in the chat stream, add photos, and more. There are even groups to join for specific fields and interests.

The AMSE™ Member Dashboard is the home for all military spouse entrepreneurs, no matter where you are located or what stage of business you are in. Keep reading this guide to learn even more about all these benefits found here.

Take Action: Go fill out your profile and see everything there is in the Member Dashboard.





# Accountability, Community, + Coaching: The AMSE™ Cohort

By: Jayla Rae Ardelean, Host of The Heart of a Milspouse Podcast

Reading time: 1 min, 41 sec

Before I found the Association of Military Spouse Entrepreneurs™, I didn't know where to find other milspouse entrepreneurs in the online space. We may have followed each other on Instagram, but I wasn't getting the sense of community I deeply desired. When a fellow milspouse recommended AMSE™ to me, I dug deeper and quickly realized—this is it. Here they are!

I first started as a free member in the AMSE™ program and considered upgrading to the All-Access Pass. Then came the first AMSE™ Cohort in the fall of 2021 and I just knew that I had to be a part of it. I had invested in business coaching before and spent hundreds of dollars. But I recognized that there's nothing like being coached from a shared milspouse lens.

Plugging in with a community of like-minded military spouses with the same circumstance and similar goals was a gamechanger for me.

I knew I had skipped so many essential steps in setting up my business the proper way. and it was time to change that. I was looking for guidance, accountability to complete the hard or mundane tasks, and to feel less alone on the journey. All of those things happened in the AMSE $^{\text{\tiny{TM}}}$  Cohort and I was able to provide support to other milspouses too, which inspired me to continue on my path. It was hard to admit I needed the help but the AMSE™ program, community, and leaders made me feel supported and confident.



The hands-on guidance from AMSE™ CEO Moni Jefferson was like no other. We worked through the Building Your Business the AMSE™ Way coursework over eight weeks, with coaching sessions and check-ins to track our progress. We also had access to a cohort group within the AMSE™ Member Dashboard to check in with one another, which proved to be greatly beneficial.

What I found in the AMSE™ Cohort were new connections that genuinely want to see me and all milspouses succeed. Being what I call a Late-Career Milspouse, I sometimes struggle to relate to seasoned or brand new military spouses because our journeys are incredibly different. However. the path to entrepreneurship is a great equalizer amongst all spouses. It's often the only consistent or available option of employment for us, and AMSE™ is the place to build a successful path for spouses.

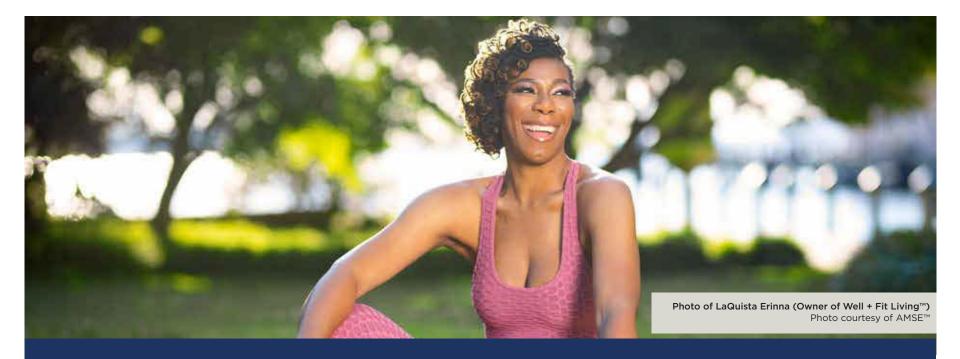
A notable, yet unexpected result of joining the cohort was visibility amongst AMSE™ members inside and outside the cohort. It's helped a small, but mighty group of us seek each other out for support, exchange services, or establish collaborations.

After I graduated from the cohort, I felt much more connected to AMSE™ as a whole.

I learned how to network and build deeper connections with fellow milspouses in the group. Without a doubt, my year will have double the impact after that experience! It certainly has been worth the upgrade to the All-Access Pass. So if you want to start making a profit, the AMSE™ Cohort is for you.

■ Action Item: Get on the waitlist for the next AMSE™ Cohort on their main website.

_	grj	y/lo	les	



# The Only Business Curriculum You Will Ever Need

By: Rachel Carpenter, Co-owner of The Military Mom Collective

Reading time: 1 min, 52 sec

You may feel overwhelmed as a new entrepreneur, even if this is not your first business venture. There are so many things to do. More than likely, you will have many questions, get stuck or not even realize you're missing something to set up a solid business foundation.

There are plenty of business coaches, strategists, and educational programs that you can consult for support and answers. You can watch endless hours of tutorials on YouTube. But why do all that when you have access to the best, proven program for military spouse business owners? As an AMSE™ member, you have all this available to you in your Member Dashboard.



The Building Your Business the AMSE™ Way coursework was created by and for military spouse business owners whose needs are unique in establishing a business.

This coursework includes 58 modules that will give you the tools and knowledge you need to succeed. All the coursework provides a focused, guided approach to business and strategy. From finances to pitching to building brand awareness, every aspect of starting and sustaining a business is covered.

#### The modules are broken down into seven units:

- **Getting Started:** Learn the foundational pillars needed to establish a thriving business.
- Financials: Every entrepreneur needs accurate finances. Go over funding, budgeting, and planning for launch and beyond.
- **Legal:** Find out which business structure is right for your business and learn how to protect against the unknown.
- Go to Market: Gain all the tools and resources you need to go to market and launch your service or product!
- Operations + Technology: This is vital to your business (and sanity!)—learn how to automate your processes, the value of team building, customer relations management (CRM), and project management.

- Marketing: Get your name and products in front of customers! Get tips and tools to help market on all platforms
- Pitching + Partnerships: Gain skills for pitching to partners and investors. Better yet, take the tried and tested methods of  $AMSE^{TM}$ 's very own CEO and Public Relations expert, Moni Jefferson.

Each module has short videos with topic instructions guiding you in detail through the coursework. Each unit has a template to work through the topic to really help you get your ideas down on paper.

My favorite part of the curriculum is how easy it is to use. The units and modules are organized neatly within the AMSE™ Member Dashboard with navigation between each unit and module, helpful videos and tutorials, and easy buttons for downloads.

Business and continuing education courses can cost hundreds or thousands of dollars. The Building Your Business the AMSE™ Way coursework is an affordable and comprehensive way to build your skills and prepare yourself to succeed in your business. The first unit is free for all members, and the remaining units are available to All-Access Pass holders. That is a huge value, especially if you are first beginning as an entrepreneur.

The Building Your Business the AMSE™ Way curriculum is another way AMSE™ brings value and tangible resources to

milspouse entrepreneurs. Start making a profit today with the right education and support in place. What are you waiting for?

Take Action: Log into the **AMSE™ Member Dashboard to** start unit 1 of the curriculum.



This AMSE cover was designed by our brand partner Nicte Cuevas of

Nicte Creative Design is a bilingual award-winning branding and design firm for visionary companies. We invigorate brand awareness through our empathy-driven methodology, enhance community connections and amplify your unique brand position. Nicte has taught thousands worldwide with courses on branding, color psychology, and design as a LinkedIn Learning instructor.

**COURSES** 

**EBOOKS** 



## **EDUCATION**



# Virtual Collaboration with AMSE™ Group Coaching + Coworking

By: Moniek James, Owner of Renegade Creative Media Group Reading time: 1 min, 29 sec

Entrepreneurship can feel isolating as you work hard on and within vour business. One of the reasons that AMSE™ was founded was to provide a community for milspouse entrepreneurs to connect and work together. There is no better place to start than in the Virtual Coworking and Group Coaching monthly events.

### **Virtual Coworking**

Virtual Coworking at AMSE™ is available to Free and All-Access members. This is an open forum to bring ideas, projects, and anything that one might want to get some feedback on.

These sessions are a great opportunity to beat back the loneliness that sometimes comes with entrepreneurship. Attendees get to work side-by-side (virtually) with fellow

AMSE™ members to discuss ideas and cross items off their to-do lists in an intimate setting. Gain insight and learn from the journeys of other milspouse entrepreneurs, and do this wherever you may live.

#### **Group Coaching**

Group Coaching sessions are available to All-Access Pass holders. They are led by an AMSE™ HQ Team member or one of the AMSE™ Group Coaches. Sharing space with a group of peers gives attendees the best of both worlds: the wisdom of others and getting the attention they need to achieve their business goals.

Group coaching is where conversations sparkle. Milspouse entrepreneurs can comfortably work together toward their goals and support each other along the way. It's also an ideal setting for introverts who want to fuel their creativity in a way that isn't overwhelming.

Group coaching attendees are assisted with uncovering solutions to the challenges that are keeping them stuck. They're able to discuss ideas and ask for feedback while creating a greater sense of community and collaboration. Every month is hosted by a different team member or coach, so attendees gain access to a diverse mix of expertise to help them start, scale, and sustain their businesses.

# **Collaboration + Community**

AMSE™ is proud to create collaborative working environments online for military spouse entrepreneurs like you to get the tools, support, and resources you need to succeed as a business owner.

Take Action: Sign up for the next Virtual Coworking and Group Coaching sessions in the Event Calendar on the **AMSE™ Member Dashboard.** 



# HIRE THE MILITARY **MARKETING** NINJA, SARA COPP



Book your FREE Consultation @ militarymarketingninja.com

# Build your milspouse network with our community partners...













#### EDUCATION



Photo of Saudia Maria Gilchrist (The Paws Corner, LLC) Photo courtesy of AMSE™

By: Sara Copp, AMSE™ Membership Success Manager

Reading time: 1 min, 34 sec

What is a masterclass? You may have seen this term in the educational sphere, and it can be presented in different ways. At the Association of Military Spouse Entrepreneurs™, a masterclass is another way to bring value and training to our members.

# What is an AMSE™ Masterclass?

AMSE™ Masterclasses are 60-minute, value-packed, virtual classes led by an industry expert. The topics and themes are focused on entrepreneurship but cover all areas. From finances to innovative technology to health and wellness, there is a class that can benefit anyone in any business. Every class is virtual and hosted on Remo, an interactive platform where you can meet and connect with military spouses from all over the world.

AMSE™ has partnered with some of the biggest brands in the world of entrepreneurship to bring members valuabale, high-touch courses that are accessible anywhere. Past hosts include experts from Yahoo Small Business, Monday.com, iFundWomen, Google, and Hello Alice.

AMSE™ Masterclasses

# And these classes don't appear out of thin air—AMSE™ listens to the needs of its members.

During the program enrollment process, our members are asked about their needs and struggles when it comes to growing and scaling their businesses. This information is used to select subject matter and bring in industry experts to teach in these areas, completely free of charge. You read that correctly—FREE.

As a special bonus, members who attend the AMSE™ Masterclasses live receive exclusive discounts and bonuses to products and services from the organization.

These classes are perfect for all entrepreneurs in any stage—whether you're just starting your business or scaling to multiple figures—there is something for all entrepreneurs in these Masterclasses.

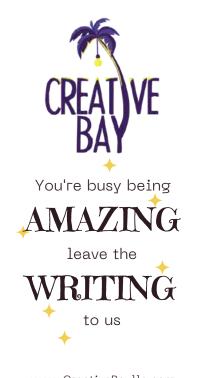
# Registering for an AMSE™ Masterclass is effortless.

Simply log into the AMSE™ Member Dashboard and click on the Events tab to secure a spot. AMSE™ also sends reminder emails to members 30 minutes before each class. And as always, come as you are. If you do not want to be on screen or engage that day but want the education, you can still attend with your camera off and listen in.

Can't make it live? No problem! All-Access Pass holders can access Masterclass replays on-demand. You can watch and learn on your own time.

With over 90 Masterclasses and counting, AMSE™ is bringing the resources and skills that milspouse entrepreneurs need straight from the industry experts. Sign up for your FREE AMSE™ membership to get started learning and growing.

Action Item: Look for Masterclasses and all AMSE™ virtual events on the Member Dashboard in the Events tab.



www.CreativeBayllc.com @CreativeBayllc

# How to Fuel Business Growth with Partnerships

By: Kat Calvo, AMSE™ Director of Partnerships Reading time: 3 min, 53 sec

One of my most cherished memories during my family's tour in Japan is that of lying down under a magnificent sakura (cherry blossom) tree in the middle of Tokyo's Shinjuku Gyoen. In full bloom, the sakura trees are a wonder to behold, and each one of the trees began as a tiny seed. They did not grow into becoming spectacular trees overnight or by themselves. It took time, careful cultivation, and various elements to nourish them to flourish into the glorious wonder that they are.

Growing a business is the same; it does not develop overnight or by itself. There are many factors that contribute to its prosperity, and one of them is partnerships.

A partnership is a relationship between two entities wherein both parties agree to support and cooperate to advance their mutual interests, achieve their mission, and amplify their reach. To take the intimidation out of the concept of partnership, think of it as dating. You need to go through stages to navigate through it successfully.

# **Plot Your Vision**

If you have not done so yet, create a vision of what you want your business to be. Where do you want it to be in the future? What do you want to achieve? Think of your business potential and articulate what you aspire your business to be.

### **Identify Your Ideal Partner**

Now that you know where you are going and what you want to achieve,

you can start strategically identifying which organizations you want to align your business with. It is important to consider having similar values with the partners you seek. It is a relationship, and you need to understand each other on a certain level for your relationship to succeed.

At AMSE™, we look for partners who bring value to our members and who are intentional about investing in and supporting the entrepreneurial efforts of military spouses.

We also want that feeling to be a mutual one.

Here's what James Chisholm from DraftKings Inc. has to say about our partnership: "The AMSE™ team is transparent about their work and how our funds are being utilized. We're fully confident our investment is paying off and making a difference. We're always happy to support a good cause—which AMSE™ certainly is—but we're also intentional about identifying partners we can establish a long-term, multiyear relationship with."

#### **Get Out There**

You cannot sit on your hands and wait for your ideal partner to come knocking on your door. Time is a resource that we can never regain when lost, and waiting for them to come to you is wasting opportunities for you to grow.

Network, network, network! Make LinkedIn your best friend and search for key personnel in the organizations on your ideal partners' list. If you have a mutual connection, ask for a warm introduction. If not, do not be afraid to send that connection request and say hello.

Another great way to find relationships is by attending networking events in

your industry or sphere of influence. AMSE™ has masterclasses on how to successfully navigate networking in today's business environment, so don't forget to check those out.

## **Start the Courtship**

Once you've established the connection, be prepared to do the courtship dance where your pitching prowess and relationship-building skills will come in handy. This getting-to-know-you stage will allow you to discover how you can mutually support each other to achieve your shared goals.

#### **Honor Your Commitment**

It's a match—congratulations! Now that you are in a relationship, roll up your sleeves and do the work.

Expectations from both parties should be clearly defined. Do not rely on reading between the lines, as this is a surefire way of heading down a road you do not want to travel. Keep yourself accountable for what you have committed to.

Effective communication is key to a fruitful relationship. Maintain regular contact with your partners and communicate any changes as soon as they arise. Not all partnerships may work out. If you decide to go your separate ways, make sure you do it professionally and congenially.

AMSE™ is fortunate to partner with organizations such as Stars and Stripes, USAA, and DraftKings, to name a few, in bringing valuable entrepreneurship resources to our members. Our relationships allow us to provide a digital platform where military spouses can learn how to start, scale, and sustain their businesses.



Partnering with AMSE™ comes in many shapes and sizes—from corporate partnerships, masterclass hosting, exclusive member discounts on tools and services to community collaborations. If you are interested in partnering with us at AMSE™ to bring essential entrepreneurship resources and programs to our nation's military spouses, drop us a note at <a href="https://bit.ly/beanAMSEpartner">https://bit.ly/beanAMSEpartner</a> today.

Take Action: Take a deeper dive into partnerships in the Building your Business the AMSE™ Way Unit 7 where you'll find the tools and resources to get you the partnerships you need to fuel your business.

Potent	 4 1.001	CH



Get the news that matters to you, from the source you trust.

Daily Headlines Veterans News Military History and more Sign up now for Stars and Stripes FREE eNewsletters

stripes.com/newsletters

# Tech for Heroes Provides Veterans with High-Demand Tech Skills and Guidance

# An Interview with James Chisholm of DraftKings Inc.

By: Hope Griffin, Founder of Creative Bay, LLC.

Reading time: 1 min, 57 sec

From early on, DraftKings Inc. has believed that supporting veterans and their families wasn't just the right thing to do, but the smart thing. DraftKings launched Tech for Heroes in 2018 when it was still a young, relatively small, single-product company.

Fast forward to today, and DraftKings is publicly traded and an immersive sports entertainment experience with 15 professional sports in 8 countries. But one thing hasn't changed. At the heart of DraftKings is a desire for safety, inclusivity, belonging, and giving back.

The company has entered a secondyear partnership with AMSE™ and is exploring what its commitment to veterans, military spouses, and entrepreneurship means going forward.

"We believe in AMSE™'s mission, its value proposition to military spouses,

and ongoing programming," shared James Chisholm, DraftKings' Senior Director of Corporate Affairs. "From

our perspective, we want to be a valueadd for AMSE $^{\text{\tiny{TM}}}$  and its members."

DraftKings is committed to creating inclusive and responsible pathways for people to create and innovate. As the idea for Tech for Heroes developed, the company realized quickly that spouses should be included.

"It was, honestly, an easy decision," said Chisholm. "Spouses serve in their unique way, and we wanted to honor their sacrifice while also recognizing that military spouses face challenges in navigating their professional life."

The Tech for Heroes program provides free training that equips participants with high-demand tech skills, but the program doesn't stop there. DraftKings' employees also work with veterans to grow their understanding of employment opportunities at high-tech companies and support them as they pursue careers in tech.

Efforts include 1-to-1 mentoring, resume development, career road mapping, and skills translation, as well as peer-to-peer networking.

# DraftKings and AMSE™s focus on entrepreneurship within the military community.

"We were thrilled when we discovered AMSE™. It tied together veterans, spouses, and entrepreneurship—and even before we spoke with anyone at AMSE™, it was easy to see this was a real community doing important work and creating a tangible impact in the lives of its members. The best part of our job," shared Chisholm, "is making that initial phone call to organizations like AMSE™, explaining that we'd love to partner and support their efforts. We saw AMSE™ as an organization we'd be proud to stand behind but also had an idea it was a relationship we could build on."

For Chisholm, meeting the veterans and spouses that Tech for Heroes serves has only reinforced the belief that this is a smart investment. "Veterans and military spouses have unique skills, abilities, and life experiences—that might not always translate smoothly into civilian, professional settings. Yes, we're doing this because it's the right thing to do, but it's also the smart thing to do—invest in our veterans and their families, and we all benefit."



Take Action: Go online to learn more about Tech for Heroes and how you can support the program.





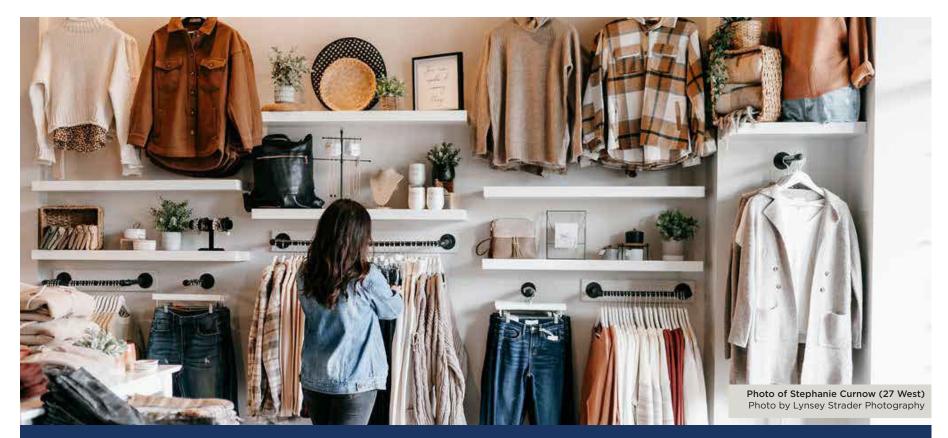


# CLIENT-FOCUSED INSURANCE SOLUTIONS

Life, Health & Medicare Coverage

Shop with a broker!

insuretheheroes.com (844)514-LIFE



# **USAA Expanding to Support Military Spouses with** Small Business Insurance and Partnership with AMSE™

By: Hope Griffin, Founder of Creative Bay LLC.

Reading time: 1 min, 24 sec

Is your business, the one you've worked so hard to create, covered from the unexpected? Small business insurance is a vital component of any business structure, providing you with the financial cushion you need in case of loss.

With so many options available, where should you start?

USAA is a well-known name in the military community, and for a good reason. For the last 100 years, they have been facilitating the financial security of military members, veterans, and their families. They understand the unique needs of this community and are dedicated to "serving those who serve."

"But they don't offer business insurance," I hear you saying.

Well-after receiving feedback from numerous USAA members that they want their businesses to receive the same excellent coverage and service they enjoy personally, USAA is now providing small business insurance.

But that's not all!



LARRY WILLIAMS COMMERCIAL LEADER

The company recently provided over 100 military spouses with All-Access Scholarships for the AMSE™ program. We reached out to USAA's Vice President Larry Williams to discover why they had chosen to partner with AMSE™ in this way.

"We are incredibly proud of what AMSE™ is doing for military spouse entrepreneurs and want to support them in accomplishing their mission," said Williams. "We feel organizations like AMSE™ that focus on encouraging the success of these entrepreneurs are extremely beneficial and necessary."

USAA understands the difficulty military spouses face in serving their communities while also finding ways to create income for their families. Williams shared that he grew up in a family of entrepreneurs and learned the importance of small businesses for our economy from an early age.

When small business owners are connected to the military community," said Williams, "I feel an even greater responsibility to help them be successful. I want USAA to provide protection for their American dream as they've put their lives on the line to protect ours. It's

very personal to me—as long as there are military families to serve, we'll be there the serve them.

Take Action: Contact USAA at 1-800-531-USAA or visit usaa.com/smallbusiness to learn more and discover what coverage is right for you.

82% OF AMSE **MEMBERS** FINANCIAL STABILTIY HAS **INCREASED SINCE JOINING THE** PROGRAM

Quality, multifunctional, and natural ingredient bath and body products created with the whole family in

HANDMADE in small batches, with LOVE, All products are created in hopes, with consistency, revitalization and hydration to the body and nourishment to the soul

Our mission is to saturate the market with affordable. quality multifunctional natural skincare products that hydrate and nourish the body, while leaving the soul full of love. We will do this while fostering purposeful

Our signature product, which is referred to as batter, contains unrefined shea butter sourced from a women's co-op in the Northern region of Ghana, organic cold pressed olive oil from a family owned mill in Zahara de la Sierra. Spain and other wholesome natural ingredients that envelope the body with hydration and love.





# An Interview with Mrs. Sharene Brown

By: Rachel Carpenter, Co-owner of The Military Mom Collective

Reading time: 1 min, 51 sec

In December 2021, the Thrive Guide was published as part of the Five and Thrive initiative. Led by Mrs. Sharene Brown, the spouse of the Chief of Staff of the Air Force, this guidebook combined essential information and resources for military spouses.

One of the three sections was titled "Five and Thrive" and focused on five key quality-of-life areas that affect military families: childcare, education, healthcare, housing, and spouse employment.

AMSE™ was featured in the employment section as a resource for military spouses. It is an honor to be included as a vital resource for military spouses looking to entrepreneurship.

I couldn't wait to talk to Mrs. Brown about her life and experience as a military spouse, her passion for the Five and Thrive initiative, and her recognition and inclusion of AMSE™.

As a former military child and a military spouse for over 30 years, she speaks with knowledge and passion about the needs of our spouses. "They are part of the team," she stated, with the "same sense of duty and honor as our military." Spouses may not wear the uniform, but they do serve, support, and sacrifice for their military members.

She recognizes that with the nomadic, often chaotic military lifestyle, spouses can be undervalued or underappreciated. Mrs. Brown said that spouses are "professional, proficient, and passionate" both in and out of the workplace, and she lovingly calls them "hidden gems" for prospective employers and professionals for their ability to adapt and overcome whatever is thrown their way.

With her Thrive Team, she developed the initiative with a goal to improve the quality of life for Air Force and Space Force families. The five areas mentioned above were chosen based on the personal experience of Mrs. Brown and the team, feedback from military spouses, and surveys from nonprofits. With all this in mind, they created the Thrive Guide as a living document to provide updated tools and resources in an easy, accessible format.

When I asked her why she included AMSE™ in the Thrive Guide, her answer was quite clear.

AMSE™ has the newest tools and resources for military spouses who are looking to entrepreneurship as an employment option. "AMSE™ tackles the challenges of entrepreneurs," she stated, and the inclusion was important to bring all the options to those she hopes to aid.

Mrs. Brown is hopeful that with the Thrive Guide, Dr. Jill Biden's Joining Forces initiative, and more attention to the needs of military spouses and families, the future is bright for all of us.

For more info on the Five and Thrive initiative or to read the Thrive Guide, head over to the AF.mil website. You can also connect with Mrs. Sharene Brown on her official Facebook page.

■ Take Action:
Download the Thrive
Guide at the link
on AMSE™'s main
website.





# One Shared Mission, Two Powerful Companies

By: Monica Fullerton, CEO of Spouse-ly

Reading time: 1 min, 19 sec

With one shared mission, two amazing companies are serving the military spouse entrepreneur community.

It can be hard for military spouses to hold a career doing something they truly love while living a life on the go. Entrepreneurship helps bridge the gap between a high unemployment rate and finding a career that can move around with the military spouse lifestyle.

Spouse-ly, an online marketplace to shop a variety of products and services created by military & first responder families, provides a place for these entrepreneurs to sell their goods or services to the world.

One of the Association of Military Spouse Entrepreneurs™ core pillars is collaboration, and partnering with Spouse-ly was like putting together two puzzle pieces. Spouse-ly is where spouses sell their product or service, and AMSE™ is where they build a solid business foundation with community, education and resources.

It is through entrepreneurship that spouses can do something they are passionate about while providing flexibility and stability. AMSE™ & Spouse-ly both launched with similar missions to provide the military spouse community with a more dynamic approach to entrepreneurship.

Both companies serve the same community which is filled with talented makers, creators, and entrepreneurs. This partnership continues to flourish and finds new ways to better serve the military spouse community.

Together, they can help these business owners grow and thrive no matter where the military life sends them.

We are always stronger together, and that couldn't be more true for our military spouse community. Anyone can shop small and make a big impact on Spouse-ly, and with the right tools and resources from AMSE™, it's a match made in milspouse business heaven.

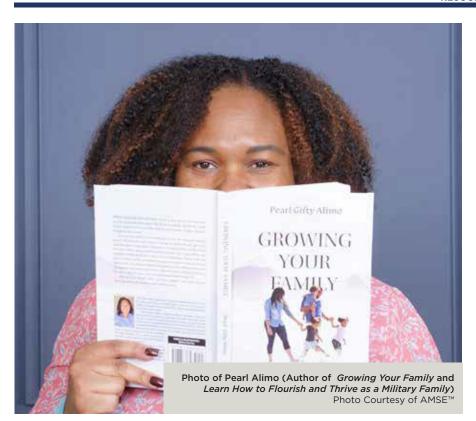
■ Take Action: If you are interested in learning more about this partnership or how to become a vendor on Spouse-ly, go to the "Sell Online" tab in your Member Dashboard.











By: Caroline Schafer, AMSE™ Podcast Producer

Read time: 1 min, 24 sec

Moni Jefferson knows firsthand the challenges that military spouses face Entrepreneurs, she believes that entrepreneurship is attainable with mentorship, connection, and encouragement. She talks about this and more with her guests on the official AMSE™ podcast, Owning Up!

**AMSE** 

# Owning Up! is all about owning your when it comes to unemployment. truth and journey, no matter how As the CEO and Founder of the difficult or unglamorous it is. Moni Association of Military Spouse interviews guests who share insights Owning Up The business podcast for today's modern military spouse entrepreneur!

Listen Now!

# **Owning Up!** The Podcast for **Every Military Spouse Entrepreneur**

on situations, problems, or experiences. Instead of quitting or sitting in the difficult times, they have come out on the other side victorious, owning up to it as part of who they are and how they got there. The struggle is part of their story. That is Owning Up!

The military spouse community is full of individuals who adapt and endeavor to serve our community. The podcast adds a personal dimension for our members and reminds them they can write their own stories. The episodes feature guests that have paved the road to entrepreneurship and are in varying industries. When listeners hear stories that are similar to theirsstories of struggle and resilience—it is encouraging and powerful.

The Owning Up! podcast also serves as a voice in the AMSE™ mission and facilitates even more connection and education. Moni wants to make sure the information is relevant to all listeners. She creates a strategy that meets them where they are. Everything from the guest list to the episode length has been carefully curated with the busy military spouse entrepreneur in mind.

Whether the listener is: curious about taking their side hustle to the next level, stuck and needing the inspiration to conquer the world, or just feeling like they need someone who understands; the Owning Up! podcast has something for everyone.

There are also monthly "At A Glance" episodes, where Caroline Schafer shares upcoming events and happenings at AMSE™. These quick, 5-minute episodes are great for when you are sitting in the carpool line, sipping your morning coffee, or waiting to pick up your groceries. They help you stay up to date and plan the month ahead with  $AMSE^{TM}$  events.

We also love to feature our members. This is another way to shine a spotlight on our members in the community who are building businesses. So, if you are looking to outsource any services or

shop for a gift, tune in to learn more about different small businesses we feature every episode.

Over the past two years, the Owning Up! podcast has had over 6,000 downloads.

The Owning Up! podcast is a tool AMSE™ uses to reach its global audience. There are listeners in 14 countries, proving that the community can access AMSE™ from anywhere. It is another way that AMSE™ is here to serve and support every military spouse entrepreneur in every possible way.

Action Item: Subscribe to the Owning Up! podcast wherever you listen to podcasts. Leave us a review and share it with your friends.





By: Nicte Cuevas, Owner of Nicte Creative Design

Reading time: 1 min, 47 sec

The brand experience we create isn't about what we say—it's about how we made you feel. The new AMSE™ Action Guides are more than just publications. These are strategically created to give you an all-in-one resource with a



specific theme every month to help you grow, sustain, and thrive in business.

When Moni, the CEO of AMSE™, reached out to me to design the new AMSE™ guides, I knew we had a significant opportunity for impact.

When I started my business nearly 11 years ago, there was no AMSE $^{\text{\tiny TM}}$ . The few resources out there weren't built to set us up for entrepreneurial success, and you had to figure it out on your own. As an AMSE™ member, I see the outpouring of resources to help spouses with masterclasses. training, content hubs, community, and the Membership Dashboard. AMSE™'s relentless determination to help us thrive is where I saw our company brand values create harmony.

As a brand strategist and designer, I know the challenges of building and maintaining a brand experience and know every detail matters. My process never starts with design. My methodology begins with understanding the audience via empathy mapping. When it came to creating this guide for AMSE™, I went deep into how *you* feel and the frustrations or joys *you* encounter as an entrepreneur. Creating this experience meant that we had to be strategic about our content and *how* we visually shared AMSE™'s incredible value.

AMSE™ knows that running a business, parenting, and military life is challenging and overwhelming at times. That's

why the team and I have planned and organized on the back-end to make sure that every piece of content is powerful and easy for you to read. We curate the best content because we want you to feel supported and not overwhelmed when reading these guides.

You don't want to miss out on these Action Guides. Each month has a specific theme to help you grow, sustain, or level up your business.

Here's what you can expect:

- A monthly events page with AMSE™ events divided into three different categories: education, social, and collaboration
- Articles with easy-to-follow insights aligned with that month's theme
- Easy access to AMSE™'s Business Blueprints
- Information on masterclasses you don't want to miss
- Tools and software that help you manage your business, including AMSE™ exclusive discounts

Imagine looking back every quarter and year and seeing how these guides helped you in your entrepreneurship journey. Take action and join us in this journey as we help you build, grow, and sustain your brand.

Action Item: Get on our email list so you never miss an AMSE™ Action Guide again.

# My Notes

OF AMSE
MEMBERS SAID
ACHIEVING THEIR
BUSINESS GOALS
HAS BEEN EASIER

62%



By: Rachel Carpenter, Co-Owner of The Military Mom Collective

Reading time: 1 min, 32 sec

Even with the best advice and guidance, we often need an example or a template. Business Blueprints are a hands-on way to learn and implement things into your business. But with so much information out

# Business Blueprints For All Your Needs

there, how do you find the proper guidance? Where can you access all the templates and worksheets you need as a milspouse entrepreneur?

# In AMSE™s Member Dashboard, under the Business Blueprints section!

Blueprints, by definition, are the backbone of a structure or plan, and AMSE™'s Business Blueprints accomplish just that. These are working documents that will help you in so many ways. Each can be downloaded, printed, saved, edited, and used to your benefit. Use them repeatedly—there is no limit to how many times you access them.

This section of the Member Dashboard houses 40 downloads and templates covering all aspects of business ownership and entrepreneurship and is organized into categories like Getting Started, Finances, Technology, and more. If you are looking for assistance or guidance in any area of your business, this is an excellent place to start.

Maybe you need to conduct a SWOT analysis but are unsure how to begin; there is a blueprint for that in the Marketing category. Wondering what you need legally to protect your business? There is a checklist for that in the Legal category. You can even conduct concise goal planning with a blueprint from the Operations category.

With so many unique templates and downloads, there is a Business Blueprint for all your needs.

# The best part of the Business Blueprints is that they are FREE to all members.

When I started to formulate my business with my partner, we scoured

the internet for guides on everything from estimating start-up costs to developing an efficient, long-term business plan. It would have been amazing to have an accessible, central location for all the blueprints we needed to save us time and money.

Milspouse entrepreneurs no longer have to do this search or spend hours and hours trying to figure it out. As a member of AMSE™, you have access to the blueprints on your time, no matter where you live or what business you operate!

Find all your Business Blueprints in your Member Dashboard. Get insight and guidance without paying a single penny.

■ Take Action: Log in and scroll through the Business Blueprints to see which ones can help you today.



#### **RESOURCES**

# Discounts, Programs, + Tips, Oh My!

# Find It All in the Vault

By: Christinna Kitchaiya, Founder of CK Connections

Reading time: 1 min, 46 sec

Entrepreneurship is complicated, even more so if you don't have the right resources. Finding the right tools that work for your business can quickly have you spiraling down a time and money hole.

Have you ever wanted someone to share how they do it all? You know, get a business off the ground, find grants, manage social media, and understand taxes all while saving time and money?

The Association of Military Spouse Entrepreneurs™ is that someone!



In the Vault, you will find discounts on products and services that can help you save time and money. It is broken down into two sections:

entrepreneur. All of this is found in the

Vault on the Member Dashboard.

# 1. Preferred Programs + Discounts

There seems never to be enough time in a day when you're building your



empire. Having the right productivity tools, automation, and outsourcing for your business is essential. But there are so many to choose from.

What if I told you that AMSE™ makes narrowing down your choices easier?

AMSE™ has partnered with industry leaders in automation, productivity tools, and outsourcing. This means these preferred companies and partners are the best at what they do and have the training and tools available to make sure you are comfortable with their products and services. Score the best price possible with discounts provided for AMSE™ members.

#### 2. Trusted Partner Resource List

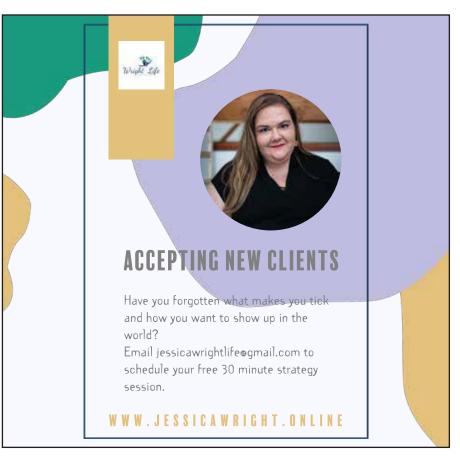
Have you ever Googled a CRM, email marketing software, or another tool for

your business? You were likely flooded with ads and suggestions, with no clue where to start. AMSE™ takes the guesswork out of it with their Trusted Partner Resources List. This list saves you so much time and helps you find the support you need.

In short, the Vault is a one-stop shop for entrepreneurs who want to get the most out of their businesses. Who doesn't love a good discount? All AMSE™ members can access these exclusive money-saving resources in the Vault at any time; the financial benefits are beyond compare.

■ Take Action: Find the discounts you need to save time and money in the Vault on the Member Dashboard.







By: Kelly Douglas, Founder of KDR Communications LLC

Reading time: 1 min, 52 sec

AMSE™'s vision is to create a global resource hub for military spouses to connect, learn, and empower themselves with the tools needed to become successful entrepreneurs. Over the past two years, this has been achieved primarily through online platforms since members are all over the world.

However, AMSE™ has gone a step further by encouraging membership in community-led local chapters. That's right—actual in-person chapters where military spouses can physically come together to learn, grow, network, volunteer, and socialize.

"I joined AMSE™ during the pandemic, and it was such a lifeline, connecting me to a community I never really thought I fit into before," said April Caldwell, co-founder, and CEO of fayVen.com. "But the team at AMSE™ assured me that even though my husband was retired, I absolutely belonged...and was needed amongst the other talented entrepreneurs. I have since found phenomenal resources and so many wonderful and meaningful connections in the

virtual community and here in Tampa with the MacDill AFB chapter."

AMSE™ chapters are free and provide quarterly meetings or workshops, expert presentations from local professionals on various topics, and in-person networking with fellow military spouses, business owners and the local community.

The local chapters also offer an instant landing pad for the nomadic military lifestyle. Uprooting your life is stressful enough, but moving your business adds another layer of anxiety. AMSE™'s local chapters can help ease the concern of "starting over" at the new location. The embedded network of other military spouse business owners provides instant connectivity to a source of referrals, so spouses don't lose any momentum in establishing their business in the new location.

In addition, local chapters represent the voice of the military spouse entrepreneur by integrating into the local resources available to support military spouse employment. Establishing entrepreneurship as a real choice of employment is critical to increasing financial stability for the military family, which furthers our mission readiness as a nation. For example, the MacDill AFB Chapter, located in Tampa, FL, is integral to the local effort to employ military spouses.

"Tackling military spouse underemployment and unemployment is not a one size fits all approach," said Katie Lopez, senior director, Military & Workforce Development, Tampa Bay Chamber. "Along with advocating for legislation that would reduce barriers to gainful employment and promote hiring military spouses, it is imperative communities are inclusive of the military spouse entrepreneur as well. By doing so, we're fostering innovation and promoting economic development,

# Getting Back to In-Person Connections By Joining a Local AMSE™ Chapter

which not only strengthens our local community, but also invests in financial security for military families."

AMSE<sup>™</sup> chapters provide the inperson connection, local resources, and support that military spouse entrepreneurs need for their businesses. To date, AMSE<sup>™</sup> has launched 12 chapters and are growing

every day. When one milspouse succeeds, we all do.

Action Item: If you would like to join a chapter or possibly launch one at your installation, please visit the Chapters section on the AMSE™ website.







Donate today!

# Meet the AMSE™ Team

# Michelle Hughes—Director of Operations

I've been with AMSE™ since the beginning. It has a special place in my heart! When I started my online business in 2016, nothing like this existed. I was yearning for a coaching and mastermind program that understood my unique, dynamic situation as a military spouse and couldn't find it. Now, military spouses have a community that's just for them: a place to learn, thrive, and grow not only in their business but in life!

 $\mathsf{AMSE}^{\mathsf{IM}}$  has helped me create outside-of-the-box ways of generating revenue for my business. I have also been able to use my strengths and skills to support  $\mathsf{AMSE}^{\mathsf{IM}}$ . I'm very appreciative of all the opportunities  $\mathsf{AMSE}^{\mathsf{IM}}$  has given me to grow my business and support military spouses.



# Sara Copp— Client Success Manager

I love AMSE™ because everyone is so willing to help and give advice. There is no competition—everyone uplifts and supports one another! It's unlike any other military spouse group I've ever been in!

After joining  $AMSE^{TM}$ , I was able to scale my business to six figures in six months, just through the connections I made and the confidence I built!



# Caroline Schafer—Podcast Producer & Hospitality

AMSE™ has helped me to develop the confidence to not only start my business but build it and love it!

I had no idea what I was doing when I first started. AMSE $^{\text{M}}$  provides not only online resources and documents, but the support I need.



# Kat Calvo—Partnerships and Events Director

What is there not to love about AMSE™? It's not just a resource—it's a community. That sense of going up the hill together with someone makes a world of difference, and AMSE™ provides that along with an amazing programming.

The connections I have made and the tools that I have acquired since joining AMSE™ are priceless!





# Rachel Carpenter— Editor

I love AMSE™ because it is a collaborative community that is inclusive of every milspouse entrepreneur.

AMSE™ was and remains my first source of information and resources. I can always find the answers to my questions in the Member Dashboard, the Slack channel, or at virtual events.





Scan the QR code below for access to our Online Directory on Stripes.com.

Showcasing our awesome Entrepreneurs.





STARS STRIPES.

# Get unlimited Digital Access

to the #1 source of U.S. military news

stripes.com | mobile apps



# **Digital Access includes:**

- Unbiased, First Amendment-protected reporting from installations around the world.
- Coverage of all military branches
- Veterans topics
- Photos from our archives
- Special features on current issues
- Retrospectives such as Vietnam 50
- And much more.

# Subscribe now



stripes.com/subscribe



#### **Editorial and Creative Director**

Moni Jefferson

#### Editor

Rachel Carpenter

#### **Copy Writer**

Hope N. Griffin

#### **Advertising Manager** Kat Calvo

Administration

Michelle Hughes

#### **Cover Illustrator**

Nicte Cuevas

As always, none of this can be done by just one person; teamwork is the force behind every successful business. All efforts from design to contributors and distribution teams are part of making this all come to life. Thank you to everyone for their hard work, creativity, and time. AMSE™ is grateful for your shared dream of supporting military spouse small business owners.

Special shout out to Corey Henderson, Alyssa McBeth, Amy Webb, and the entire Stars and Stripes organization for supporting the dream of having an AMSE™ program at installations around the world. They've made that dream a reality by backing our initiative globally. Because of them, we're delivering needed resources into the hands of military spouses around the globe. It is an honor to once again place our name beside yours to bring needed resources, tools, and encouragement to our military community. We are doing it!

AMSE™ believes that all military spouses should have career and entrepreneur options as a resource on all military installations, and that is what this collaboration provides.







#### PUBLISHER

MAX D. LEDERER JR.

#### REVENUE DIRECTOR

SCOTT FOLEY

# MULTIMEDIA ADVERTISING, CONSULTANTS

FABRIZIO DANOVA, COREY HENDERSON, GERARD KELLY, MARY VANDENBURG

# ENGAGEMENT DIRECTOR

CHRIS VERIGAN

#### **ENGAGEMENT MANAGER**

VIVIAN DANDRIDGE-CHARLES

#### PUBLISHING & MEDIA DESIGN, DIRECTOR MARIE WOODS

VISUAL INFORMATION MANAGER

#### DOUGLAS GILLAM JR

# CONTENT DESIGNER

ALYSSA MCBETH

# VISUAL INFORMATION LEAD SPECIALIST

**ELLEN CHEUNG** 

# VISUAL INFORMATION SPECIALIST

AMY WERR

#### ADVERTISING OFFICE

633 3rd Street NW Suite 500 Washington, D.C. 20001





### USAA.COM/SMALLBUSINESS

Membership eligibility and product restrictions apply and are subject to change. Small Business insurance is underwritten by Garsison Property & Casualty Insurance Company, San Antonio, Texas ("Garsison"), or is underwritten by insurance as that are not artifiated with UsAA ("Third-party insurance companies"), lack-company is solely responsible for the insurance products. Any product or coverage descriptions are brief and are informational only. Products, availability, Coverage, and service and exclusions apply, adjusted to underwritten by third-party insurance or your policy. Read your policy, availability, Coverage, and service company, All coverages are subject to the terms and conditions or your policy. Read your policy, availability, Coverage, and the party insurance companies are offered through a relationship between the USAA Insurance Agency (the "Agency") and the third-party insurance companies are offered through a relationship between the USAA Insurance Agency (the "Agency") and the third-party insurance companies to offer products?) on their behalf. Third-party insurance products are not another without the USAA or its affiliates. The Agency receives a commission on the sale or renewal of third-party insurance products and may receive other performance-based compensation from them. When you purchase an insurance product from one of these third-party insurance products and may receive other performance-based compensation from them. When you purchase an insurance product from one of these third-party insurance products and as processes and procedures may differ from those of USAA Insurance Agency (or published As Agency or Party 1804 Performance). A 1 is not Party 1804 Performance Part



# **Military Spouse Owned Business Directory**

The <u>Association of Military Spouse Entrepreneurs</u> is proud not only to gather and empower a community of military spouses, but we proudly support and share these spouses' businesses here in the most extensive published directory of Military Spouse Owned Businesses.

Please utilize this directory to support these incredible business owners by buying their products and using their services frequently. Buying from a military spouse owned business creates lasting financial and economic impact on our nation's military families.

# **APPAREL**

27 West

78 Magnolia Lane

Agape Mou Lingerie

Ailana J.

Athena's Elements, LLC

BE Different Designs, LLC

Bearerra

Big Frog Custom T-Shirts & More of Prince

<u>Georges</u>

**Bow Button Fabrics** 

Christina HadlevDike

Daisy Mae and Company

**Dan Can Travel Well** 

Doll Wear Yoga

Echo-san

Evoljeans-iwear

**Fashion Plate Boutique** 

Fit With Stevie

Life Soldier

Lil Wildflower Bows

**Lionheart Style** 

Little Bug

**Lone Birch Lane** 

Magnolia Wishes Botique

My Sister's Porch

One Ocean Swimwear

Perfect Fit Shoes

Playing Favorites Designs

Prince Victors Collection, LLC

Quilt Lizzy

Rustic Pineapple Boutique

Sieger Design Co.

Silk Prints

Soirée Bridal Boutique

The Gunny and His Wife

The Vintage Sailor

Tia Rex & Co.

Trades of Hope

Vêtue Boutique, LLC

Virtual Creative Co.

Wanderlust and Mayhem

Wear Your Spirit Warehouse

Wearing My Prayers

Wilco Supply

Winged + Woven Boutique

Winning the Wardrobe

You Can Fit Out 2, LLC

Zyia Active

# **ARTS**

**Amor To Create** 

Anne Villano Art

Apricate Glass Co.

Beebower Productions, Inc.

Bleu Bee Designs

**Bow Button Fabrics** 

**Charliemadison Originals** 

Charquise Denise Design Studio, LLC

Coastal Kind

Creative HadleyDike

Gomerland Ink

Hip Threads Embroidery

Irma's Arts and Crafts

Isha KI's Art, LLC

Jennifer Geletzke

Kristin Mudd Graphic Design

Laura Hersh Designs

Lauren Quigley Creations

Lindsay Anne Art

MALWEST Design

Maryanne Buschini - Fine Art

Michell's Lionize International Tarot Cards

**MilitaryPrintableArt** 

Nerissa Alford Designs

Nicte Creative Design, LLC

Opal Aesthete, LLC

**Penned and Pretty** 

**Printed Sentiments** 

**Proveit Studio** 

Samantha Hincks - Graphic Design

Sierra Ghironzi

Stick With Me, LLC

Studio Vella Design

The Little Things Studio

The Little Things Design Co.

The Untamed Square

**UNIQUE PL8Z** 

# ARCHITECTURE, CONSTRUCTION AND DESIGN

1. Desert Heroes Team 2. Heroes Home

Team 3. PCS Homes

<u>American Environmental Assessment &</u>

Solutions, Inc.

AVIVV, LLC

Christina Shockley Interior Design

Heaven Sent Design and Decor

**Kingstruction** 

Manifesto Home & Office

Nikki Klugh Design

Permanent Change of Storing

Pfeffer Development

Phoenix Tax Services

**SP** Designs

<u>Ursa Interiors</u>

# **BLOGGERS/FREELANCE WRITERS**

A Faithful Step

Airman to Mom, LLC

Allena Development Group, LLC

# BLOGGERS/FREELANCE WRITERS (CONT)

<u>Amanda J Krieger</u>

Amanda Kostro Miller, Copywriter

Ashley Comegys, LCSW, LLC

Baked Bree

**Developing with Devan** 

Full Range Ministry

Gamma Rho Omricon Gardening

**Sorority Incorporated** 

**Goodie Godmother** 

Grace & Garden, LLC

Grape Juice Mom, LLC

**Happily Joint** 

**HD Copywriting** 

Heather Tabers, Author & Blogger - Let's Do

Life Together

Hope Fully Motherhood

**Inspiring Thyme** 

It's a Military Life Corporation

Jen Hernandez RD, LLC

Jennifer Barnhill

jomygosh.com

Mama Hu Hears

Marla Bautista, Writer

Mil Mom Adventures

**Military Dailymom** 

Milspo Co. & Military Missionary

**Moms Unschooled** 

Mrs. Navy Mama

**NomadAbout** 

Sandee Booth Social Media

Sarah Ortiz Benson - So Much More

Seasoned Spouse

**Spouse Connexion** 

Stories of a Reserve MilSpouse

**Stories She Tells** 

<u>Team Valentine Project</u>

Teaspoon of Nose

That Hustle & Grace Lifestyle

The Cheerful Word

The Chic Avocato

The Educated Child

The Endless Search

The Lean Team

The Military Mom Collective, LLC

The Queens Routine

The Sick Mom's Guide

**The Waiting Warrior** 

TheMrsTee, LLC

**VidProMom** 

# BOOKKEEPING/TAX/ ACCOUNTING

Balance your Life Bookkeeping Services

Bookkeeping Plus, LLC

**Capital Practice Consulting** 

Dagmar Jones, LLC

Eldridge CPA, LLC

Enumerista, LLC

**Grow Thrive Succeed, LLC** 

Heritage Business Services

Level Bookkeeping, LLC

Liquid Cents Bookkeeping, LLC

Megan D Lewczyk, CPA, LLC

**Methodical Madness** 

Phoenix Tax Services

Quiet Owl Bookkeeping

**SIR Accounting** 

**SIR ACCOUNTING & TAX** 

Tracking Transactions, LLC

**Valor Payroll Solutions** 

W.E.B.S. Tax Preparation & Bookkeeping

Services, LLC

Webs Tax Prep

Witness Notary Services

## **BEAUTY & SKIN CARE**

BeYoutifully Uncommon, LLC

Body Batter by ME

Branche Basu Boutique

Bri.Kol Beauty Boutique

**Concihairge** 

Devoted Nomad, LLC

Elegance With M

**ERB Goddess Botanicals** 

Gemini Naturals

**Green Chemist Soap** 

Mary Moos Creations, LLC

Nourish & Refine

Perfectly Imperfect Skin & Beauty, LLC

Pit Polish Natural Deodorant

Pomifera

Powder Presto, Inc.

Simply Liz Love

Star Creations Hair Studio

Tammy Meyer Life Coach & Beautycounter

# **BOOKS/EDITING**

**BARD Studios** 

Carried Away Creative Co.

Claire Cain

Elva Resa Publishing / Military Family Books

Eyes to See

Jamie McGillen

Magical Order of Brave Knights

Nomad Copy Agency

Patches Book Co.

Property of Mrs. Claus

**Seasoned Spouse** 

**Skinner Self-Publishing Services** 

Spouse SERVE

The Cheerful Word

The Military Editor® Agency, LLC

The Writing RN

Top Shelf Proofreading

# **CLEANING**

Declutter My Zone, LLC

Freedom Cleaning

**Instant Handz** 

Manifesto Home + Office

**Modified by Melissa** 

Overstreet Organizing, LLC

PoolBoyz Pool Service, LLC

Schwalm's Chem Dry

# COACHING/CONSULTING

Acadia Nunes Coaching

**Alpenglow Business Services** 

Ama to Prana

Amanosi LLC

Amos Fit-Run Program

Ashleigh Magee Coaching

**AVIVV, LLC** 

Michelle L Hughes Consulting **AWL Strategies** Breaking Through Wellness, LLC Military Quality of Life Consulting, LLC BRIDGES BUSINESS SERVICES, LLC MilSpouse Mastermind MilSpouse Mentor Calming Minds LLC/ GRACE **Empowerment Coaching** Model for the King Life Coaching **Capital Practice Consulting** Mother Together Centify Myrna Rivera Life Coaching Check Six Virtual Solutions, LLC Nadine Rodriguez Consulting, LLC Clear Vision Consulting, LLC Nia Ruth **Coach Brooks Business Consulting** Nobody Greater, LLC Coach Shanita, Inc. Organizing with Intentions **Courtney Boyer Coaching** Permanent Change of Storing COVINGTON'S CONSULTING PharmDNA, LLC & SERVICES, LLC Pride & Grit Creating N2Joy Mindset Coaching **Protecting Wealth 4 Veterans Creative Bay** Purpose Driven Life Coach, LLC **Crozier Creative** R Connection Point **Defy Nutrition** RedCloud Strategic Business Elisely Consulting, LLC Emma Bronaugh, LLC. Renegade Creative Media Group **Empowered Energy** Right4U College Counseling **Envision Joy Today** Rook Interpersonal Erika Wallgren - Professional Coach SageThyme Solutions Fab Life Now Sara Copp Coaches First Command Financial Services Sarah Shiozawa Coaching, LLC FitPath Coaching, LLC Sheri Miter Co. **Full Focus Coaching** Shift Matters Gems Collins, LLC Simply Happy Life, LLC Green I Am Soulfully Livin GuideOn Education Consulting, LLC Stepping Stones Coaching Harris Financial Coaching Strive 4ward Coaching Hartdropsociety and Allie Belle, LLC Summer Sessions Counseling **Heritage Business Services Talent Stays** Honest Talk International, LLC The Adventure Project i3 Solutions, LLC The Center for Confidence, LLC Integrative Nutrition Health Coach The Come Home Project Johnson-Lawrence Consulting The Crews Coach Journeous The Institute for Integrative Intelligence Lauren Rothlisberger The Leadership Consultant, LLC Leanne G Wakeling The Tyne Group LH Consulting, LLC Traci Conner Wellness Co. Life Design Coach Universal Remote, LLC **M2** Partners UNSTUCKED! Making Marriage Matter, LLC

Married to Navy Counseling Services

Wright Life Coaching

DIRECT SALES A. Atkinson- Arbonne A. Bruner-Mary Kay A. Morris- Arbonne A. Piescha-Juice Plus A. Tryon-Zyia C. De Jesus-Youngliving C. Kendall- Arbonne G. Thomspon-Rodan & Fields J. Barton-Arbonne J. Miesbauer-Beachbody K. Dennison-DoTerra M.Vines-Arbonne N. Mack-Paparazzi Nightingale's Pen, LLC S. Falcocchio-Rodan & Fields S. Fuenty-Mary Kay S.Christy-It Works W. Corey-Scout & Cellar Youngevity **EDUCATION** Black Girl MATHgic Coins and Connections COVINGTON'S CONSULTING & SERVICES, LLC Echo-san L.C. Farbenfroh Learning Flyga Twiga™, LLC First State Arts & Crafts Imagodei Academy Journey Through Education Js Original Leather Meg Flanagan Education Solutions Military Spouse Education Right4U College Counseling

# **EMPLOYMENT**

**Tutor in Tinseltown** 

The Languages Corner

A Platinum Resume & A Platinum Resume Career Academy **About Face Communications Instant Teams** 

InstantHandz

# **EMPLOYMENT (CONT)**

**Nexus Search Group** 

VirtForce, LLC

WISE Advise + Assist Team

With You With Me

# **EVENT PLANNING**

**Amy Laura Wedding Assistant** 

**B Carroll Events, LLC** 

**Blessid Union Officiant & Events** 

**Bmore Best Life** 

Cameau Enterprises LLC, DBA

**CAMPspace** 

**CK Connections** 

Events by KelleyNCo

FTM Fashion Week

HelmsBriscoe

**LNW Enterprises** 

**Sweet Slumber** 

The Agency National Harbor

Vida Chic Weddings and Events

**Weekend Navigators** 

WISE Advise + Assist Team

# **FINANCIAL**

Caroline Y. Beasley, CPA

**Coins and Connections** 

**Cultivated Strategy Group** 

Fab Life Now

**Grace and Grit Financial LLC** 

**Grace Financial Coaching** 

Keen Business Advantage Financial Services

Corp

Law Office of Kaitlin Smith Dean

Mass Mutual

**Metis Financial** 

Noea Moss Financial Representative at

**Northwestern Mutual** 

On My Own Financial

Our Money Goals, LLC

**Phoenix Tax Services** 

**Primerica Financial Services** 

**Real Life Finances** 

Slay This Debt

#### **FOOD**

The Agency National Harbor

Alamo Kitchens

American Force Coffee

Beech St. Sweets

Cake Artista, LLC

CollaborATE Co., LLC

Kids Cake Boxes

La-Re-Mi Cupcakery

**Nelly Browns Kitchen** 

Nia Ruth

Property of Mrs. Claus

**Rose Macarons** 

Sarah's Cookie Boutique

Simpleigh Southern Sweets

Southern, Sweet & Sassy

**Swatara Coffee** 

Sweet Heroes Bakery, LLC

The Aussie Cake Lady

The Loaf Bar

The Professor's Kitchen

Tiff B Sweet

Wandering Rose Coffee Co.

# **FITNESS**

American Sports & Entertainment, DBA:

**American Spirit Athletics** 

**Doll Yoga Wear** 

Healthy Fit / Price Consulting Group

Heart and Sole Fitness & Wellness

**Inspired Yoga Living** 

Iron Will Personal Training

Kella Price Fitness and Consulting

KK Method

Mel Marie Yoga

Moore Fitness Lab

Pineapple Yoga

Reebound Fitness

**Resolve Fitness Solutions** 

SSweat Space

Trauma Healing Yoga Therapy Program

Yoga with Emily

# **GIFTS/PRODUCTS**

Abby Maddy Designs// Abby Maddy

& Company

Bearerra Handmade Heirlooms and

**Keepsakes** 

Beebower Productions, Inc.

Betzy's Designs

Blank & Birch Design Co.

Blush + Bashful Creations

**Bow Button Fabrics** 

**Brave Crate** 

**Broken Vessel Creations** 

Brushfire Blue, LLC

Cerulea, LLC

**Coastal Kind** 

**Cobblestone Custom Creations** 

Coins and Connections, LLC

Fair Winds Candle Company

Four Season Gift Shop

<u>Free Spirit Planner</u>

Gadsby's Garage

Graceful Leo Designs

<u>Green Book Cover</u>

<u>Hoagland Handmade</u>

<u>Home6Designs</u>

**Hook and String** 

**Hurley Handmade Crafts** 

**JA Crafting** 

Js Original Leather and Green Book Cover

**Kids Cake Boxes** 

List & File

Little Miss Boss Stitch

Love and Lettering by Katie

Magical Order of Brave Knights, LLC

Magnolia Studios

Magnolia Wishes Boutique

Merry and Grace Design Co.

Military Printable Art

MilSO Box

Mrs. Gomez Sew Shop

Mrs. Mots' Print Shop

My Happy Lane Designs

**Nomad Roots** 

Northern Knots Macrame

Otelia Marie, LLC **Conveying Awareness** Well + Fit Living™ **CPRWrap** Wellness Wilderness with Elizabeth P.S. Designs Crusaders for Change, LLC Piper Mountain Christmas Trees Whole Motion Therapy and Wellness, PLLC Property of Mrs. Claus Dana Palmer Physical Therapy Willow's Bend Therapeutic Massage Doll Wear Yoga Woodknots & Whimsv Prove It Studio **R&M Custom Designs Empowered Energy** YOMEI Sacred Rainbow **EmpowerHer Consulting HEALTH CARE** Saltwater & Sand **Evoke Strong** Sandy Turtle Studios, LLC Chelsea Rae Doula fuelED Nutrition Coaching Sea to Sea with Love CPRWrap, Inc. **Glory Nutrition Silk Prints** Family Inceptions Green I Am Southern, Sweet & Sassy **Global Therapy Consultants** Healitary Spouse, LLC Spouse SERVE Health on the Homefront HomeFactor Financial, LLC **Stamper of Approval Creations Hearing Benefit Services** LaPora Lindsey Steady Hands Crochet Mrs. Navy Mama Heart and Sole Fitness & Wellness Stick with Me, LLC SM Variety Services, LLC Her Ruck Swatara Coffee Company Soulfully Livin InstantHandz Sweet Pea Lullabies V.O.I.C.E.S. Against Sexual Assault Jordan Essentials & Lana's Fiery (nonprofit) The Chic Avocato **Glazed Ceramics Violet Consulting** The Crafted Lady Joyfuellife, LCC Waves of Love Doula & Birth Services, LLC The Fiberology Lab Julie Jacobs Coaching, LLC Wright Life Coaching The Vintage Sailor Karim Counseling Services, PLLC Vinyl by Panch Kristen Earp **JEWELRY** Wanderlust and Mayhem Literacy in Flight **Charliemadison Originals** Westhouse **Loving Roots Project** Charmed by the Sea **Westview Candle** M.E.T. Speech Therapy, LLC CindyJewelz Wilco Supply MindShift With Lauren **Create Creative Mindset** Wood Knots & Whimsy Mrs. Therapist Mama Daisy Mae and Company **ZALT-Designs** Muchness Mama Jane Mae Boutique My Little Essentials **HEALTH & WELLNESS** Manda Threadz Old Town Psychotherapy Metalhead by Design **Defy Nutrition** Pink Fortitude Morgan & Co A'Marie Talks Pride & Grit Morse & Mantra Aceites de Vida Renegade Creative Media Group Mowery and Co. Alicia Smith Chiropractic Sea Glass Psychological Services, Inc. **Nomades** Ama to Prana Shane Rilat, Independant Agent Otelia Marie, LLC Amanda M Partin, LCSW PLLC Strategic Whimsy P.S. Designs Ashleigh Magee Coaching The Clarity Center LLC Shav's Stash Avzza Labelle The Crews Coach barre3 Okinawa Studio LeRoux Boutique The Languages Corner TUTTUTUZTU By TUTTU Becoming Mom by Kaleigh THRIVE Behavioral Health & Consulting, LLC When Flowers Bloom Bend & Flow Wellness Thrive Fitness Therapy **Busy Babes Nutrition, LLC** Thrive On, LLC KIDS Coach Catherine Baswell Trauma Healing Yoga Therapy Program

Visionserenity.com

**Compassionate Warriors** 

**Tiny Melon Designs** 

All-in-One-Social-Media Olive Fox Design, LLC KIDS (CONT) **Alpenglow Business Services OppAddi** 4th Trimester Doula Services Intl. American Sports and Entertainment Penned and Pretty Ailana J. Peterson + Belle Amity Anne Creative, LLC Black Girl MATHgic Sandra Ocasio, LLC Bunnee, LLC Amy Clark Creative Blossom Social Media & Marketing Sawgrass Marketing, LLC Clap for Classics! Blue Marlin Media, LLC Selena Conmackie **Kid Kreations** SimpliSocial Health Media and Simplidished BluVising Marketing Kids Can Cope, LLC **Brandevi Simply Digitec** Kids' Cake Boxes SkyLine Canopies, LLC <u>KidsBooksByChande</u>lle Chauncie Burton Circletown Marketing Smart Hustle-Jill Quash Lil Wildflower Bows **CKConnections** Southworth Design Co. Literacy in Flight **CommunisPR Spicy Lemon Marketing** Magical Order of Brave Knights, LLC Copy with Chrissie Summit Collaborations, LLC Make Waves Marketing Co. & Shop Wild Tide Coral House Productions Syt Biz Mother Together Cre8ve Content Co. **Talking Forests** My Active Child Create/Captivate Digital Marketing The Media Tour, LLC Oak Harbor Playtown, LLC The Social Bee CreWeb Designs Playing Favorites Designs Cultivate Creative Design / Brandevi The Social Robot Rogue Wave Dawn M. Smith Written by DMS The Blessed Garden **Shannon Powers CPST Dekco Virtual Solutions** Think Social HQ Social Graces LLC Dog Tags and Heels PR Thompsoncre8 Sweet Pea Lullabies Elizabeth Marie Marketing **Venture Branding Consulting** The Awkward Little Turtle Emphasis.LA Visions2images The Princess Performer, LLC Fleace Freelancing Voce Media The Rainbow Tree Germono Advertising Company Wise Advise and Assist The Wordshop GomerlandINK **WPClover Tiny Troops Soccer** GotSpot, Inc. Wanderlust and Mayhem **NONPROFIT** Hauoli-Socially Inspired Wild Olive Threads Action Zone and Action Zone Academy Joey Moehrholt Marketing + Yoga **Boot Memorial** Kaila Ruan, LLC LEGAL Caregivers on the Homefront, Inc. Kat Calvo Digital **BGN Law, PLLC** KDR Communications, LLC Christi Scott Bartman Cranford Marshall Legal, LLC Esposas Militares Hispanas USA Armed Kirstin Brueckmann Kruip **Forces Excerebus Logistics** KMG Designs Feva Foundation Gere Consulting Associates, LLC **Kollo Marketing** Gamma Rho Omicron Gardening Sorority Insure the Heroes, Inc. Ladv Moxie Design Hero Kids Foundation Job Morph Lenna Price, LLC I am a Promise Books LNW Enterprises, LLC Lily & Co. Creative <u>InDependent</u> Quest Business Law, PLLC Liva Creative Studio **Inspire Up** The Law Office of Ashley Lansdown, PLLC Milspouse Creative + Entrepreneur It's A Military Life **NEU Marketing Group** It's All About You Nicole Alexander & Co. **MARKETING** Midwest Armed Forces Families Inc. Nicte Creative Design, LLC 1. Desert Heroes Team 2. Heroes Home **NV3 Foundation** 

NomadAbout

Team 3. PCS Homes

**Operation Amplify** 

**Operation Foxhole** 

Operation Freelance

**Orphans to Royalty** 

Pink Warrior Angels TX

**Planting Roots** 

Semper K9 Assistance Dogs

The Veteran's Spouse Project

V.O.I.C.E.S. Against Sexual Assault

(nonprofit)

# **PET CARE**

**K9 Farr Fitness** 

KnS Equine Systema Farm, LLC

Old Fashion K9, LLC

**POOCH RUNS** 

The Paws Corner

# **PHOTOGRAPHY**

Amanda Brisco Photography, LLC

**Amy Clark Creative** 

**Anna Spiering Photography** 

**AVC Photo Projects** 

Bee photos

Beebower Productions, Inc.

Beloved by Starla Jean

Brittany Harmening Photography

Brittany V Photography

Cameau Enterprises, LLC, DBA CAMPspace

Christa Paustenbaugh Photography

Christy Carroll Design & Photography

**Coral House Productions** 

Danielle Hiltner Photography

Emma B Photography

**Emphasis.LA** 

**Eve & Juniper Studios** 

Fingers and Toes Photography

Impac Media Group

Jenelle Botts Photography

Jenny Hansen Photography

Jerelsy Photography

Joanie Zipperer Photography, LLC

Julie Igo Photography

Kelley Stinson Photographyy

Kia & Co

Kim Kimber Photography

Lillian Heredia Photography

MILSTOCK.

Mr. Brian Walsh Photography

Nanu Graphics

Nicole Lockhart Photography

Photogra-Z

Raquel Rivera Photography

Rebecca Caroline Photography

Ricker VA Assistance & J9 Studio

Romasanta Media, LLC

Samantha Lynn Photography

**Shelby Roberts Photography** 

Sherry Dornblaser Photography

**The Deployment Sessions** 

**VSD** Photography

# **PODCASTS**

A Wild Ride Called Life

Airman to Mom

Behind the Service Podcast, LLC

Caroline Cowie Schafer, LLC

Coins and Connections

Confessions of a Military Spouse

Courageous Hustlers

**Deeply Rooted** 

M-Powered

Married to Military, LLC

MilSpouse Mastermind

Owning Up

Stay at Home Profit

**Talking Forests** 

The Intuitive Collective

The Learning Corner

The Spouse Angle

The Teachable Soul

The Waiting Warrior

Trisha Fraley, LLC

Virtforce

# **REAL ESTATE/PCS**

Alyssa Wray, Licensed Real Estate Agent, VA

Candice Saenz Real Estate Strategist

CDay Pacific Group Keller William's Realty

Clarity Business Services

Desert Heroes

Doleman Realty Development, LLC

Ervn Wukawitz Real Estate

Excerebus(TM) Logistics, Inc.

**Homefront Transactions** 

Jaima Botterbush, Real Estate Agent

Jennifer Huggins, Realtor-Ambassador for

Pay-It-Forward, Inc.

List & File

Mac Pherson House

Mariana Bridges

Marilyn Richesin Realtor, Keller Williams

Mountain Peak Realty

My Ultimate PCS

Neka Blair, LLC

New Jersey Realtor

**NextHome Integrity First** 

Pack Trotta

Raven Wade Real Estate

Scheerer Home Team, LLC

TC Service Pro. LLC

The Stressless PCS Kit

Walker Real Estate Experts

# **RELIGIOUS**

A Faithful Step

Against The Grain Group, LLC

**Nueva Ministries** 

**Planting Roots** 

Rev. I, do Officiating

Violet Detre, Speaker Author Happiness

<u>Advocate</u>

**Wearing My Prayers** 

# **TRAVEL**

<u>Diverseaty</u>

Earth Baby Travel

**Endless Routes Travel, LLC** 

Flyga Twiga™

Greight Company, LLC

**Incredible Memories Travel** 

**Jetset Destinations** 

MacPherson House Bed & Breakfast

**Magical Moments Vacations** 

Mommy and Me Travels

# **TRAVEL (CONT)**

RnR Vacations and Cruises, LLC by Dream Vacations

The Bali House and Cottage at Kehena Beach Hawaii

Weekend Navigators

# **TECHNOLOGY/SOFTWARE**

**Black Wallet** 

Caroline Heeren Creative

**Coral House Productions** 

**DynoSafe** 

GotSpot, Inc.

InstantHandz

Justin Gore

Kovinno Inc.

Milcam

MilEmoji

**Milsomuster** 

<u>MustWants</u>

My Ultimate PCS

Neka Blair

NomadAbout

Sawston Wealth Management, LLC

SHI' Management

Skill-Dev

Spouse-ly

**Touchless Tech** 

Wayfarer Financial, LLC

# **VIRTUAL ASSISTANTS**

All About Her Business

**Brittany Dantzler** 

Britteney Barber

Finished Well, LLC

Freedom Makers

**JLE Virtual Solutions** 

Kaitlyn Cerrato Virtual Assistant

KF Virtual Assistant

**Kopf Consulting Virtual Assistance** 

Levantay

Meredith Whitley

Modified by Melissa

Mowery & Co

Organized Q

Pernita Mukes Virtual Assistance Services

Skycee Virtual Solutions, LLC

Stay at Home Profit

The VA Wonderland

**Thompson Consulting** 

Virtual Creative Co.

**Your Time Negotiator** 

Your VA Lab

Your Virtual HQ

# **OTHER**

<u>American Environmental Assessment & Solutions, Inc.</u>



# OWNA BUSINESS?

# The Army & Air Force Exchange Service Wants You!









The Exchange is recruiting businesses of all sizes to serve those who serve:

- **>** Opportunities for Veteran- and military spouse-owned businesses.
- Proven environment for testing new products.
- Welcoming culture for entrepreneurs.
- > Flexible leases, fees and formats.

Businesses are growing their brands on Army Posts as well as Air Force and Space Force Bases, while improving Quality of Life for Soldiers, Airmen, Guardians and their families, with the Department of Defense's largest retailer. Mall kiosk, micromarket, storefront and online models maximize visibility in trusted and highly trafficked PX and BX locations. Go all in for your business and the best customers in the world by joining the Exchange's ranks today.



Retail wholesale businesses, long- and shortterm concessions, personal services, vending and restaurant providers can find out more by visiting www.aafes.com/about-exchange/doing-business

The Exchange is a Department of Defense Organization

