

THE ENTREPRENEUR'S *e* SOURCE®



Veteran2Entrepreneur®



Transitioning Veterans Share Their Journeys To Success



THE ENTREPRENEUR'S ^eSOURCE[®]

Who Are We?

The Entrepreneur's Source[®] is the premier resource for information about career transitions. For more than 32 years, we have helped thousands of people achieve their dream of being self-sufficient through business ownership. We provide a unique education and coaching experience that offers objective guidance for those who want to explore business ownership.

What Makes Us Different

Our #1 mission is to represent our clients' interests above all else.

The three pillars of our no-cost proven process are Education, Awareness, and Discovery. Using this strong foundation, we help our clients clarify their Income, Lifestyle, Wealth, and Equity goals. Business ownership is not for everyone, yet in our experience, it is the option that has helped many of our clients achieve their goals and dreams. Through education, we help our clients explore all of their career options and provide them with the information they need to select the one that works best for them. We help veterans and other clients realize their transferable skills, core strengths, personal interests, and how they translate into business ownership. We work with hundreds of leading franchise and business opportunities and can assist our clients with funding options. There is never a cost or obligation to our clients for our coaching services.



The Entrepreneur's Source[®] Veteran2Entrepreneur[®] Initiative

In 2012, The Entrepreneur's Source[®] joined the Department of Defense Initiative to partner with the International Franchise Association (IFA), the VFW, the VA, the SBA, and the U.S. Chamber of Commerce to assist veterans and their families as they re-enter civilian life. In order to fulfill our mission to be advocates for those who have worked so hard to protect our country and the freedoms we hold dear, we launched the Veterans2Entrepreneurs[®] Initiative. Through this program, we are committed to assisting veterans and their families by providing them with education and coaching services to help them explore entrepreneurship at no cost or obligation. Our coaches are dedicated to supporting veterans and their families as they achieve their dreams of business ownership and personal freedom.

1 out of 7 Franchise Businesses Are Veteran-Owned

We are facing the largest transition of military personnel to the civilian workforce in modern history. It is not an easy transition for military veterans. Due to the historical unemployment rates for returning veterans, the IFA is estimating that 45% of transitioning veterans will be exploring business ownership for their next career. What may be surprising is that proportionately veteran business ownership is higher than civilians, and the best indicator for business ownership success is military training and experience. (*Source: SBA).

Here are 7 Reasons Why Veterans are Uniquely Qualified for Business Ownership:

- Veterans have developed unique leadership, management, teamwork, and critical thinking skills
- Veterans understand the importance and value of a proven system
- Veterans have high work ethics and high moral values
- Veterans have discipline and are mission-focused
- Veterans are self-motivated and resilient
- Veterans are self-confident
- Veterans are service-oriented

Veterans and Franchising Form a Perfect Partnership:

Veterans have valuable training in leadership, team building, and people management skills. They are mission-driven, self-motivated, and results-oriented individuals. However, many veterans lack the first-hand experience that will allow them to ramp up quickly and be able to compete to succeed in business ownership. That's exactly the invaluable benefit that franchising offers to the veterans: a plan of action and a strategy for success, a specialized training platform, tools, and processes required to succeed, and the support and direction that they need to achieve the American Dream, which they served to protect.

What Franchise Opportunities are Veterans Exploring?

In our 32 years of experience coaching and mentoring veterans, we have found that when it comes to franchise ownership success, the secret weapon of veterans is their strength to implement a proven franchise system without modification. There are no specific franchise or business opportunities that are better suited for veterans. Each person is different with different strengths and goals. To be successful, the opportunity each person selects has to align with his or her skills, goals, and values. We help veterans realize their strengths and transferable skills. We provide information and education that veterans need to explore all of their career options. We assist by clarifying their goals, help with funding when needed, and introduce franchise opportunities that have the potential to deliver their dreams. The Entrepreneur's Source Coaches live by the company's motto: Your Success is Our Only Business!

Success Stories

The following pages have compelling stories from transitioning veterans on how The Entrepreneurs Source® coaches helped them successfully transition from military service to business ownership...

Veteran2Entrepreneur®



Eric Stewart – Serving Before and After



Franchise Owner Eric Stewart

“As hard as it has been at times, I have never felt like I’m doing it alone... I have a team comprised not only of my employees, but also of the franchisor... I guess that is what franchising is all about—people who care about you.”



We Clean Windows and a Whole Lot More!

Master Sargent Eric Stewart retired from the United States Army in 2008 after 20 years of service, and continued working overseas as a government contractor. After six years in this position, he returned home to face unemployment. Eric is a man of action, so he decided to take control of his destiny and open his own business. He knew he didn’t want to reinvent the wheel and felt that, as a veteran, franchising would be perfect for him because he would be able to follow a system. Eric wanted a faster, smoother ramp-up than creating something from scratch would allow—and franchising was the answer. He started searching online and requesting additional information, and then he soon received a call from an award-winning coach with The Entrepreneur’s Source.

In Eric’s words: “My Esource Coach is knowledgeable. He is also very thorough and took me through a coaching process that helped me clarify my goals and identify my transferable skills. Once we were clear about my objectives and my strengths, he showed me several franchise options. After investigating all of them, I chose Window Genie.”

And he adds, “Window Genie was a great choice for me. I can leverage my leadership and management skills while achieving the goals I seek. I never set out to be a window cleaner, but my Coach helped me get out of my own way and see that the franchise is about much more than being a window cleaner; it’s about managing a business. Franchising lets you do that. I was asked once by a small business owner why I didn’t just start my own business instead of paying all that money for a franchise. My response was that it took him 20 years to get to where I currently am after just two!”



"I wanted to be in business within just a few months... I could move fast because my Coach knew what to do; he guided me through every step of the way, and he introduced me to First Financial. Together, they helped me with all the paperwork and were extremely encouraging during the frustrating times of the SBA loan application."

Going through The Entrepreneur's Source® coaching process helped Eric learn about his strengths and also identify the areas where he needed support. Eric shares: "My Coach and I met weekly, and he had me take the DISC assessment, which confirmed I'm not good at paperwork; I have high work ethics and like to move fast. Armed with this information, I knew the franchise I chose had to give me an efficient system for handling admin tasks and had to align to my principles and style." Eric indeed moves at a fast pace. He had a short timeline; in fact, Eric wanted to be in business within just a few months. His ESource Coach was able to adapt to Eric's pace. Eric and his Coach first got together in early July, and Eric signed his franchise agreement on Oct. 31st. "I could move that fast because my Coach knew what to do; he guided me through every step of the way, and he introduced me to First Financial. Together, they helped me with all the paperwork and were extremely encouraging during the frustrating times of the SBA loan application," Eric adds.

Eric has found business ownership to be very rewarding in spite of its challenges. "I have always considered myself a hard worker. I'm driven and want to make things happen. Business ownership has put these beliefs to the test. Growing your business — during the first year, especially — is not easy. You have to work hard, but there is a lot of satisfaction at the end of the day in working for something that is yours." Eric shares. "As hard as it has been at times, I have never felt like I'm doing it alone. I have a team comprised not only of my employees, but also of the franchisor. I often get calls from Rik Noelle, CEO and founder of Window Genie, for no reason other than to check how I'm doing. I guess that is what franchising is all about—people who care about you."

For Eric, the team experience started as soon as he connected with his ESource Coach. Eric shares: "He cared about me, my

dreams, and my success. That was obvious from day one. He was not out to make a quick buck. In fact, all those weekly meetings and all his advice and guidance were at no cost to me. I knew he was concerned about my success, and that was important to me. Many people don't know all that one needs to learn when deciding to go into business. It is important to do a thorough investigation and research. Having someone like the ESource Coach I had made that journey much easier."

To his fellow veterans, Eric says: "You have been of service and can continue to do so while being business owners. I'm passionate about our 'Window 4 Wishes' program. Window Genie makes it easier for franchise owners, not only to run a business we can grow, but also to give back to our communities. So, my advice is to do your research; find a good coach, one who really cares about you, and keep being of service."



Master Sergeant Eric Stewart
Served 20 years in the United States Army



Franko J. Antolovich

Always Leading Successful Teams



Franchise Owner Franko Antolovich

“If you have been a leader, and led a team of soldiers, working for someone else is not going to bring you the satisfaction you had during your service. As a franchise owner, you get the benefit of organizational support, just as you had in the military.”

United States Army Command Sergeant Major, Franko Antolovich retired in early 2016 after 35 years of service. He reached the highest enlisted rank 17 years before he retired, and served in special operations for 24 years. Franko enjoyed serving in the U.S. Army and being surrounded by good people with an important mission.

Since he was a child, Franko has had an entrepreneur's spirit. His ventures included paper routes, handyman hobbies turned into part-time businesses, and being certified as a Behavioral Consultant. As retirement approached, Franko knew from experience what lay ahead and decided that he did not have the time nor the desire to start a business from scratch. He knew that franchising was the best choice.

“I was fortunate to meet my Esource Coach early on in my search. I attended a job fair during a “Soldiers for Life” event where she was exhibiting, and we engaged in conversation. We set up a meeting where I spent a long time talking while she listened and asked questions. I believe my Esource Coach knows more about me than anyone else in my life. She listened well, as the next time we met she introduced me to business options that I felt were right on target,” Franko shares. “I quickly dismissed one of the options and focused on investigating two others. My Esource Coach learned that I had been pretty banged up during my many years in Special Forces. I was





"My Esource Coach was instrumental in the successful launch of my business. Her experience and knowledge guided me then and continues to do so now. She encouraged me to start preparing for opening earlier than I thought I needed to and that was the right call."

concerned that I might not have the energy level required to run a business, and she helped me work through those fears. She also knew that I didn't want a business that depended solely on my efforts. I wanted a team, and I wanted a service that was needed in my community. I decided on HouseDoctors Handyman Service," Franko adds.

Franko wanted to have something that was already proven. He understood that there are no guarantees of success, but a system that has produced success allows the franchisee to follow and implement the recipe to achieve similar results.

"My Esource Coach was instrumental in the successful launch of my business. Her experience and knowledge guided me then and continues to do so now. She encouraged me to start preparing for opening earlier than I thought I needed to and that was the right call. She has provided advice in many areas, and today she is my trusted advisor," Franko shares.

Franko feels very strongly about having a coach to help in the process of finding the right business. He comments: "Having someone in your corner while you venture into the new world of business ownership is vital. When I was concerned and encountered challenges, my Esource Coach made it OK. She also guided me through the next steps. It is such a comfort to have someone who cares. I never felt alone. Now I'm in business for myself, but not by myself thanks to the support of my franchisor and my Esource Coach."

Business ownership is not without challenges, but Franko shares that he has a competent team of people who back him up and take care of the customers. His business, which only started a few months ago, is starting to gain momentum.

The community has embraced the reliable service that he offers through his HouseDoctor Handyman franchise, and the franchisor is providing the support he and his staff need to serve their customers.

Franko has the following advice to veterans in transition: "If you have been a leader, and led a team of soldiers, working for someone else is not going to bring you the satisfaction you had during your service. As a franchise owner, you get the benefit of organizational support, just as you had in the military. You have your team to lead, and opportunities to take an active role in the team. You set the direction of your future and are in charge of your success. In a franchise, you have a higher headquarters to rely upon for guidance and a 'how-to system'. You just need to plug into the system and follow the recipe. If you are ready to work, the success is there."



**Command Sergeant Major
Franko Antolovich**

Served 35 years in the United States Army



Greg McIntyre – Reaching His Dreams



Franchise Owner Greg McIntyre

"I didn't realize how interdependent the franchisor and the franchise owners are. Growler USA is very responsive and has a great support system for us. They are also a new franchisor which appeals to me because I'm getting in on the ground floor."



Greg McIntyre decided to join the United States Navy right out of high school. A Petty Officer 3rd Class, he was an avionics technician, but after four years of service, he didn't see himself as a career officer, so he left the Navy and went to work for corporate America. He also went back to school and became a mechanical engineer. After being laid off again and again, Greg decided to pursue his dream of having his own business. "I never thought that making money for someone else was a very good idea. I just didn't know how I could make a living any other way," Greg says.

Greg had been thinking about business ownership for many years. He thought that it would be too expensive to start his own business, and he really didn't know where to start. After his last layoff, he realized he had to do something different, so he started to explore franchising online. A couple of weeks later, he got a call from an Entrepreneur's Source Coach. Today, after several months of working with her, Greg is searching for a suitable location to open his very own Growler USA Microbrew Pub.

"My Coach helped me see that I could use my 401K retirement funds as well as SBA financing to be able to afford what I thought was impossible. She showed me several options, and I zeroed in on Growler USA because I had been contemplating the idea of a tap house with



"My ESource Coach has confidence in what I can do; at times, I feel she believes in me more than I believe in myself, and that kept and keeps me going... her undying energy, knowledge, and ability allowed me to discover that I could reach my dream. Her motivation, total confidence, experience, and her connections were invaluable to me during this process."

friends. It was really what I wanted all along. I just didn't know how to get from Point A to Point B," Greg shares. "Franchising gives me the plan for me to implement. They have done it before, and this provides me with a cushion of security. I know I have to pay for that, but the truth is you always have to pay to play. I'm OK with that," Greg adds.

Going through the process of finding the opportunity that had the highest likelihood of helping Greg achieve his goals was not without challenges. "I didn't include my wife in my early conversations with my Coach. I wanted to be sure that I was going to do this before I worried her with the risk I was about to take. The problem was that when I finally shared it with her, I was already excited because of all the information I had learned through the process with my Coach. And my wife was just starting, so she was skeptical. I also doubted myself many times. My coach has confidence in what I can do; at times, I feel she believes in me more than I believe in myself, and that kept and keeps me going," Greg shares.

Since becoming a franchise owner, Greg has learned a lot about franchising. "I didn't realize how interdependent the franchisor and the franchise owners are. Growler USA is very responsive and has a great support system for us. They are also a new franchisor which appeals to me because I'm getting in on the ground floor, but they are still learning. And I really appreciate the way they communicate and recognize the challenges they are facing as a new franchisor and how they are addressing those challenges. It makes me feel really good about my investment," Greg says.

Greg believes that franchising is perfect for anyone with a military background and that having a coach can make a big

difference. He says: "Anyone who has been in the military is normally not a maverick. We know how to follow direction. These qualities are easily transferable to franchising where there is a methodology and a plan to follow. I also think having a Coach is really helpful. My Coach has undying energy, and her knowledge and ability allowed me to discover that I could reach my dream. Her motivation, total confidence, experience, and her connections were invaluable to me during this process."



**Petty Officer 3rd Class
Greg McIntyre**

Served 4 years in the United States Navy



Jack & Angela Jackson – From Boots to Gloves



Franchise Owners Jack and Angela Jackson

“There are many moving pieces in a business: safety, employees, marketing, taxes, local regulations and so on...Our franchisor, 9Round Fitness, has been very supportive; they are there for us whenever we need them. We don’t feel we are alone because we have our support system in them.”



Jack and Angela Jackson both had stellar careers in the United States Army. When they retired after 20 plus years of service, they contemplated whether they should follow their dream of business ownership or join the job market. They both had high security clearance and were offered many high-level positions, but the tug of their self-sufficiency dreams and their desire to control their lives were much stronger than the promise of cushy jobs.

Angela and Jack decided to attend a business ownership seminar at Fort Meade in Maryland and presented by a Coach from The Entrepreneur’s Source®. Jack says: “After listening to the presentation, we knew we had found the people to guide us through this process of exploring business ownership.” And thus, under the caring guidance of their ESource Coach, the Jacksons started their journey of discovery and education about business ownership and franchising. “We knew we wanted to own a business; we’ve always wanted to work together, create our own destiny, and contribute to our community. We just didn’t know where to start; and that’s where our Coach became such an invaluable asset to us,” Angela adds.

After learning about several franchise models and what each could do for them, the Jacksons chose to open a 9Round Fitness franchise in Gambrills, Maryland, in February of 2016. This franchise model allows them to meet



"Getting into business was not easy; the loan application process was really frustrating. But our ESource Coach kept encouraging us through it. Our ESource Coach was a calming force throughout all the stressors we encountered. We met with him almost every week, and he was always there for us. I have to say working with him was an awesome experience."

their goals and reach their dreams of working together and building a business that can provide the income and lifestyle they desire.

"Getting into business was not easy; the loan application process was really frustrating. But our ESource Coach kept encouraging us through it. When we got frustrated, he was there to reassure us that all would be well. His knowledge and expertise helped us feel safe. He was our advocate, going to bat for us when the loan process slowed down and wherever we didn't get the response we needed" Angela shares. "Our ESource Coach was a calming force throughout all the stressors we encountered. We met with him almost every week, and he was always there for us. I have to say working with him was an awesome experience," Jack adds.

Jack and Angela chose franchising instead of starting a business from scratch because they wanted to benefit from the expertise of someone who had done it before. "Franchising allows us to ramp-up quickly; they already have figured the system out. They have the Standard Operating Procedures for franchise owners to implement. It made sense to us to invest in a proven model and follow the guidance of the franchisor," Jack says. But business ownership has its challenges. "There are many moving pieces in a business: safety, employees, marketing, taxes, local regulations and so on," Jack shares. "Our franchisor, 9Round Fitness, has been very supportive; they are there for us whenever we need them. We don't feel we are alone because we have our support system in them," Angela adds.

There is no question the Jacksons will be extremely successful in their business. They are full of energy and determination. As veterans, they know how to follow a system and how to rely on their support team when needed. These two qualities also made them ideally suited to The Entrepreneur's Source® coaching experience.



Jack and Angela Jackson

Served 20+ years in the
United States Army



Jamie and Eric Rodrigues

Values First



Franchise Owners Jamie and Eric Rodrigues

"The structure that a franchise offers keeps you on track, and having a mentor makes all the difference. We wouldn't want to do this from scratch and on our own. Our franchisor has figured it all out, and we just need to follow the plan."



Retired United States Army Captain Eric Rodrigues, and his wife, former Operating Room Assistant for Oral Surgeries Jamie Rodrigues, are proud owners of Abrakadoodle, a place that offers art classes for kids in North East Georgia. As Eric was getting ready to retire, he attended the Soldier for Life – Transition Assistance Program (SFL-TAP) offered by the United States Army. This is a training program for transitioning veterans to prepare them for their new lives outside of the United States Army. After 20 years of service, Eric was ready to have his own business and to work for himself. Therefore, he gravitated towards the entrepreneurship track of SFL-TAP and attended a seminar offered by The Entrepreneur's Source® (ESource) Coach at Fort Jackson.

"Before I took this course, I thought that franchising was all about retail and fast food, and neither of these business models interested us. Therefore, we were very reluctant to consider franchising as an option, although, we understood the benefits. My ESource coach dispelled these common franchising myths by sharing the fact that franchises are available in almost every industry, Eric shares. He adds: "Once I learned that franchising is more than fast food and retail, I was really excited because franchising is perfect for military people like Jamie and myself. Franchises come with operating manuals, and we are accustomed to them. The accountability and the structure that a franchise offers keeps you on track, and having a mentor makes all the difference. We wouldn't want to do this from scratch and on our own. Our franchisor has figured it all out, and we just need



"Working with our ESource Coach was a fantastic experience. He is an excellent listener and spent a great deal of time learning about the lifestyle that we wanted and about our values. There are a lot of factors to consider when choosing a business, and our ESource Coach provided us with the education we needed to make the right choice for us."

to follow the plan. We also have learned that you get out what you put into it, and that's not always the case in a job situation."

Eric and Jamie have been in business since July of 2015. They feel they have made what they call "some rookie mistakes" and have come to understand that the first year in business is never easy. However, they are excited and passionate about their business and all it provides for them. Eric and Jamie share: "We wanted to make a difference in our communities. Art education develops the creativity of children, and children are our future. Working with our ESource Coach was a fantastic experience. He is an excellent listener and spent a great deal of time learning about the lifestyle that we wanted and about our values. There are a lot of factors to consider when choosing a business, and our ESource Coach provided us with the education we needed to make the right choice for us."

Eric and Jamie feel their ESource Coach was instrumental in helping them reach their dream of business ownership. They share: "Our ESource Coach is totally committed to helping veterans in transition. The process he took us through was outstanding. He made sure he understood our goals and our styles. He helped us identify our strengths and transferrable skills. With his help we could project into the future, see ourselves as business owners, and clarify what type of lifestyle we wanted to have and how the business was going to do that for us. He then introduced us to several franchise opportunities. We could see ourselves doing them all. But, because we had spent so much time working with our ESource Coach, we knew what was really important to us, and that's why we chose Abrakadoodle." Eric and Jamie wanted to belong to a franchise that shared their values, and they felt Abrakadoodle was that company. "Rosemarie Hartnett, the President and Co-founder, showed us she cared. She was always available and accessible, and her

passion and personality aligned with ours. We wanted a company that was personal and intimate; of the companies with which we spoke with, Abrakadoodle was that, plus it offered us everything we wanted in a business," Eric and Jamie share.

"Our ESource Coach helped me see how I could use the management skills I developed in the military to grow my business. He also helped Jamie see how her people skills are valuable when it comes to marketing and dealing with clients. Our lives have changed completely. We are doing something we love and are passionate about, while making a difference in our community. And to top it all, we have a great lifestyle. We also have the support of our franchisor to guide us. We have no excuses; we are now in charge of our lives."



**Army Captain
Eric Rodrigues**

Served 20 years in the United States Army



Mike Koehler – His Leadership and Vision Continues



Franchise Owner Mike Koehler

"I chose N-Hance because it is part of a larger organization that already has a very successful franchise brand... I wanted to be involved with an opportunity that was on the rise but that also had a track record behind it. N-Hance fit the bill."



Retired Lieutenant Colonel Mike Koehler did what was expected, what seemed logical after a 28-year military career – when he retired from the Army National Guard, he got a job. Within just a few months of being employed by a corporation, he realized that working for someone else was not for him. He wanted to have more control over his life, and working for someone else was not going to provide that for him. So he started his search for a franchise, and after requesting information from a website, he got a call from an ESource Coach.

"After a 28-year successful career in the United States Army National Guard, I had climbed all the ladders I wanted to climb. I had led 1000 employees, I had coordinated operational activities at the highest level of management, and here I was reporting to someone who had less than half the experience I have. I was mentoring him and enjoyed it, but I realized that I was going backwards. I needed a different and new challenge, and I wanted to have control of my own destiny. Working for someone else was simply not going to provide that for me," Mike shares. "So I decided to open my own business, and franchising made the most sense for me because I wasn't looking to reinvent the wheel. I wanted to implement a proven success plan, so I was glad when my ESource Coach called," Mike adds.

Mike liked working with his ESource Coach mainly because of his no-pressure approach and high ethical standards. Mike shared his experience of working with him: "My Coach was methodical in his fact finding; he asked a lot of questions that helped me learn about myself. I knew there was no point in pursuing something



"The approach my ESource Coach used helped me clarify what I really wanted. Sometimes I wondered why he was asking some of the questions, but then, as we circled back, I could see their relevance and purpose. My ESource Coach has integrity, and he is ethical, and these things are very important to me as a transitioning veteran."

that didn't inspire me. And the approach my ESource Coach used helped me clarify what I really wanted. Sometimes I wondered why he was asking some of the questions, but then, as we circled back, I could see their relevance and purpose. My ESource Coach has integrity, and he is ethical, and these things are very important to me as a transitioning veteran. He is sincere, and our conversations were frank and open. I don't do well with smooth people, so his direct, no nonsense ways made me feel comfortable. Time always passed quickly when we met."

After investigating a few franchise options with his ESource Coach, Mike decided on N-Hance Revolutionary Wood Renewal. "I have always enjoyed woodworking, and so this franchise piqued my interest. I chose it because N-Hance is part of a larger organization that already has a very successful franchise brand. I wanted to be involved with an opportunity that was on the rise but that also had a track record behind it. N-Hance fit the bill," Mike explains. "I'm also passionate about the service and the value that it provides to homeowners. We renew what people already have; we have a high-quality product, and we do it affordably so homeowners can redirect the savings to other needs," Mike adds enthusiastically.

Mike feels very happy with his choice. "The support network of N-Hance is outstanding. I have access to tech support full-time, and my fellow franchisees are extremely helpful. My neighboring franchisee is fantastic. He did all the work to get the name brand established in my area, yet we work as a team. Our success is interconnected. There is no competition," Mike shares. "I started the business on my own, but I'm already adding a team and have a vision to quickly get to a point when I have enough trusted employees that I can focus on managing and growing the business and utilizing the managerial strengths I developed as an officer, this time in a completely different fashion," Mike adds.

Mike would like transitioning military personnel to consider business ownership as their new career. He says: "Starting a business may not be the most logical move. It may seem risky. It took me getting a job to realize that I didn't want to climb another ladder or go through the same challenges I had gone through in the Army, and I didn't want to mentor from below. I quickly realized that I wanted autonomy. I can block out personal time whenever I want. I can decide when I want to spend time with the family and not schedule clients for those days. A job was not going to offer any of that. Although I didn't waste too much time in a corporate job, I still think that I could have saved myself some aggravation. So, I believe it's important for transitioning veterans to expand their horizons beyond getting a job and consider business ownership as an option."



Lieutenant Colonel Mike Koehler

Served 28 years in the
United States Army National Guard



Patrick Walker— Keeping Others Traveling



Franchise Owner Patrick Walker

“Most of my friends are getting comfortable jobs; I decided I wanted something I could call my own. I have a sense of pride wearing my uniform and driving to my business.”



Retired Senior Chief Patrick Walker was responsible for the maintenance and quality assurance of the Aviation Department of the United States Coast Guard. As a 27-year veteran, he always had business ownership in the back of his mind. A year before retirement, Patrick started to explore what his next stage in life would bring. He went online and attended seminars and job fairs.

It was at a Recruit Military Expo in 2014 that he met his ESource Coach. “I was open-minded; I approached everyone I could talk with at that expo. Because franchising had been on my radar, I was intrigued by what my ESource Coach had to share. But I was a bit cautious because I had been contacted by franchise people before, and all they wanted to do was sell, sell, sell. They didn’t care about me or what I wanted or needed,” Patrick shares. “When I met my ESource Coach, I realized how different he was in his approach. He is a true coach. He listened, asked very good questions, and totally put me at ease. He reassured me that we could do this exploration according to my own schedule. No pressure, no decisions.”

Patrick met regularly with his ESource Coach for a while. The latter kept in touch with him from time to time during the 15 months before Patrick’s retirement. Patrick’s ESource Coach knew the exact date he was due to retire, and just about a week before, he invited Patrick to join The Entrepreneur’s Source® Start a Business Weekend® — a unique and proprietary online franchise expo that often complements The Entrepreneur’s Source® coaching process. Patrick spent a lot of time at this expo learning and obtaining more information about franchising and the opportunities available. Patrick said: “I really enjoyed the online expo. It was very user-friendly, and it educated me and made



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No pressure, no decisions."

me consider things I wouldn't have contemplated on my own. Afterward, talking with my ESource Coach and having my questions answered really worked for me."

Going through the coaching experience of The Entrepreneur's Source® was very informative and eye-opening for Patrick. "The more I learned about franchising, the more I knew that it was the answer for me. The only question was, which opportunity would meet my goals, and I got the information that helped me choose what works for me," Patrick shares. "I think, as veterans, we are uniquely suited for franchising because we know how to follow a plan. As a retiring veteran, I felt I was too old to start a business from scratch. But in a franchise, all I needed to do was read and implement the Operations and Procedures Manual—the success plan of a company that has a proven concept. It just made more sense to me to do that," Patrick adds.

Patrick opened his Expedia CruiseShipCenter in his hometown of Frisco, Texas, in April 2016. After all the moving around from post to post, franchise ownership offered him the ability to choose where he wanted to live—something he could not count on with a job. Going back home where most of his family resides was one of the goals Patrick wanted to accomplish. "Most of my friends are getting comfortable jobs; I decided I wanted something I could call my own. I have a sense of pride wearing my uniform and driving to my business. It's the American Dream, and I decided to make it a reality for me and my family," Patrick shares.

Patrick has learned many lessons while following his dream of franchise ownership. In sharing his experiences, he says: "I have learned a lot since I started this process. For example, not all people out there are out to sell you something or want your money. My ESource Coach held my hand and helped me through it, and I didn't even have to pay him anything. For me, having someone to guide

me was important because I don't have a business background. So I didn't know where to start, and my coach asked me the right questions and provided a lot of information and education without pressure. Patrick has learned a lot about franchising and business ownership during this process. He shares: "I was very impressed with my franchisor, Expedia CruiseShipsCenters, from the first moment I met them. Their corporate staff provides lots of support. I'm also very pleased with their marketing and operations plan. I think that is very important, especially because business ownership is not easy. There is a lot to learn. I'm finding that it's true what people say about the first year of a business. It's demanding, and you may have less family time than you wish. But, in the end, it's all worth it, and having a support team to back me up is critical. I feel blessed I ran into my ESource Coach at the job fair and glad that I was open-minded. He certainly made the transition into franchise ownership much easier and more pleasant."



Senior Chief Patrick Walker

Served 27 years in the United States Coast Guard



Tim Hodge – From Leading Soldiers to Guiding Seniors



Franchise Owner Tim Hodge

“I knew I could be successful. When you own a business, it is all up to you, and there is no doubt that I have what it takes to be an effective business owner. But I didn’t have the model—the business side. That is why franchising is so appealing to us veterans. It makes sense.”



Retired United States Army Colonel Tim Hodge had an amazing 30-year military career, two Master’s degrees, a number of staff tours for the Army in several Latin American countries, and a teaching post at West Point. Like most military veterans, Tim’s first thought after retirement was to get a job. Because he had succeeded at so many different positions in the United States Army, he cast a wide net in his job search. Yet, this strategy didn’t make his job search less frustrating. Tim soon recognized that perhaps Corporate America was not the answer, so he shifted his attention to franchising.

“I had two stints looking at franchising,” Tim shares. “I worked with a franchise broker a year before I met my ESource Coach. However, the opportunity they showed me required us to move, so we decided against it. I continued my job search, but I always had franchising in the back of my mind. This went on for several months until a buddy of mine recommended I talk with a local ESource Coach,” Tim adds.

During the 18 months he searched for a job, Tim spent most of his family’s cash reserves, which worried him and gave a sense of urgency and uncertainty to each search. His ESource Coach reassured him that financing was not an issue, and so he presented Tim and his family with several options from which they chose Assisted Living Locators. Tim’s determination was tested once more when he was offered a job just at the moment he had decided on the franchise.

“This job opportunity was tempting because, had I taken it, I would have been able to restore my cash reserves quickly, and I would be doing so working for a friend. Let me tell you, my family and I prayed



"My ESource Coach was zero pressure. He actually went the other way when I was ready to buy the franchise. He wanted me to make sure I had gotten all the information I needed. He was a calming influence, and his support was invaluable.

The type of coaching he offered was exactly what I needed."

a lot. In the end, I realized that I would be doing the same thing for another 10 to 15 years instead of learning something new and forging my own path as a business owner. And this just didn't seem to be the best choice for me and my family," Tim shares.

Like many accomplished veterans, Tim struggled with the concept of working for others, yet business ownership seemed unattainable because he felt his business experience was limited. Tim shares: "I knew I could be successful. When you own a business, it is all up to you, and there is no doubt that I have what it takes to be an effective business owner. But I didn't have the model—the business side. That is why franchising is so appealing to us veterans. It makes sense. We have the work ethics, internal motivation, abilities, and confidence, but we lack the business plan to execute to complete the success formula."

Tim's wife, Isela, and daughter, Abril, also work in the business. Abril is a Senior Advisor, and Isela is the co-owner and supervisor. Tim says: "Working with family has its ups-and-downs. We now have additional roles to the traditional ones of husband and wife and father-daughter. Now we are also business partners and employer-employee. So we've had to learn these new roles and dynamics. But there are many benefits. For example, it has brought me closer to my daughter. And we have found that my wife and I can back each other up in our roles. We have much more flexibility working as a family."

Tim enjoyed going through The Entrepreneur's Source® process with his coach. Tim shares: "My ESource Coach was zero pressure. He actually went the other way when I was ready to buy the franchise. He wanted me to make sure I had gotten all the information I needed. He was a calming influence, and his support was invaluable. The type of coaching he offered was exactly what I needed. I really enjoyed the personal face-to-face interaction. He also recommended books that are helping me to grow and improve my business."

As the owner of an Assisted Living Locators franchise, Tim is pleased with his decision. "Yes, there have been challenges. A franchise can't prevent all the trials of the first year in business. But, I was looking to reach three main objectives: learning, making money, and giving back. I'm learning every day. I'm starting to make money. And, I'm giving back. In the Army, I helped young men and women as they began their professional careers. Now, I help grandparents find eldercare options, making life better for them and their families," Tim shares. "I can truly say that I am totally fulfilled," he concludes.



Colonel Tim Hodge

Served 30 years in the United States Army



Every Champion Has a Coach!

LET US HELP YOU REACH YOUR GOALS

As a veteran, you have the experience and leadership that makes you uniquely qualified for business ownership. The question is: is entrepreneurship the right career path for you? With thousands of franchise opportunities available, finding the one that aligns with your financial goals, values, transferable skills and strengths can be overwhelming. Having a coach to help you navigate through this transition makes a big difference.

You had coaches and mentors throughout your military careers. You called them by different names, such as Sergeant, Petty Officer, Chief, Sir or Ma'am; but they were coaches who guided you and helped you as you mastered assignments and completed your missions. The Entrepreneur's Source will help you learn about entrepreneurship. As your coach, I will help you clarify and assess your skills, strengths, interests, income, and investment levels. I will use this information to find business options that have the potential to produce the results you seek.

Often people don't explore business ownership because they have beliefs or fears that get in their way or because they encounter pressuring salespeople. The Entrepreneur's Source believes that business ownership is not for everyone. Our no-cost, no-obligation discovery process allows you to explore the entrepreneurship track without pressure. As your coach, I will help you dispel the myths that may interfere with achieving your objectives. I will ask questions, listen and provide guidance as you learn what can be possible for you and your family. Through our simple but effective process of interviews and assessments, we will clarify your skills and interests and identify your future Income, Lifestyle, Wealth and Equity goals. By the end of the process, you may be pleasantly surprised at what you learn about yourself.

95% of our clients discover a business they would not have found on their own or had prematurely dismissed. This surprising statistic is the result of listening to our clients and our 30 plus years of experience helping people just like you find the opportunity that aligns with your goals and values.

I am committed to helping you develop your customized "battle plan" to help you go from Veteran to Entrepreneur. I will provide you with the education you need during the process of becoming a business owner. **There is absolutely no cost, fee or obligation on your part for my coaching services. I represent you as my client to franchise companies.**

I am looking forward to helping you achieve your dreams.