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## ADP and Veteran Business Certification Webinar Wednesday May 24<sup>th</sup>, 2023: 2:00pm EST

[Register HERE](#)

Join ADP for this 60-minute virtual webinar as we dive into the ins and outs of entrepreneurial success as a Veteran-owned Business, and opportunities available for businesses owned by veteran spouses!

REGISTER to get insights on the state of veteran-owned business and the importance of certification with guest speakers Keith King, Founder + CEO of the National Veteran Business Development Council, and Moni Jefferson, Founder + CEO at the Association of Military Spouse Entrepreneurs.



### **Keith King**

Founder + CEO, National Veteran Business Development Council (NVBDC)

Keith's 40+ years of volunteer efforts on behalf of his fellow Veterans has been fueled by his belief that he was one of the lucky ones who survived his Vietnam tour and "made it home". Success in his personal and business life allowed him to exercise the passion he has to help those who were not as fortunate. Through the years, Keith has taken on a variety of leadership roles on the National, State and Local levels with the same purpose of

helping his Brother and Sister Veterans in whichever capacity he served or the tasks required. He is committed to helping today's veterans as they transition out of the military and back into American society.

### **August 2013 - Present**

#### **Founder + CEO, National Veteran Business Development Council (NVBDC)**

After years of discussions on why Corporate America had not included Service-Disabled Veterans and Veteran Owned Businesses in their Supplier Diversity purchasing program, it became clear the only way to inclusion was through a viable certification program. With the support of the Minority and Woman certification organizations and key Corporations, we conducted our "beta test" on April 2, 2014, and received the tacit approval of our certification process. We have developed the only third-party Veteran

Business Certification program in America accepted by the members of the Billion Dollar Roundtable and launched the Certification program nationally in 2014.



**Moni Jefferson**

CEO + Founder at the Association of Military Spouse Entrepreneurs

Moni Jefferson, CEO + Founder at the Association of Military Spouse Entrepreneurs, is an innovator committed to social impact. An active duty Air Force Spouse and accomplished multi-venture entrepreneur specializing in public relations, marketing strategy, business development, and sales.

Moni is known for her role in advocating for military spouse entrepreneurs and international speakers across local and national venues. Since 2014 Moni has helped build and scale multiple military spouse programs. Moni has even been invited to the White House and featured in Military Spouse magazine on the Nasdaq Tower in Times Square, Inc, and Forbes Next 1000 entrepreneurs of 2021 for her work.

Her most recent venture as the CEO and Founder of The Association of Military Spouse Entrepreneurs (AMSE) since 2019 has helped over 10k + military spouses all around the globe to start, scale, and sustain their businesses. AMSE is the first fully digital military spouse entrepreneur program and platform with education, community, digital masterclasses, resources, national partners, and more. It was built by military spouse entrepreneurs for military spouse entrepreneurs. AMSE was inducted into the DOD's Military Spouse Employment Partnership (MSEP) in its first year for its work and impact on the military spouse community.

Moni is also known for working in the tech space; Moni has created and raised Capital for her three Military lifestyle apps, MilCam, MilEmoji, and My Ultimate PCS.

Moni holds a Bachelor of Science from the University of North Carolina at Pembroke in Communications and Public Relations and is a member of Lambda Theta Alpha Latin Sorority Inc.

Moni has been married for 24 years, has three children and lives on the east coast. She loves traveling and is dangerously addicted to nachos. On her downtime she enjoys teaching her children how to cook traditional Puerto Rican meals and diving into a good crime podcast.