

# THE COMMERCE CONNECTION

Brought to you by Venture Access, Harford County's dedicated entrepreneurial entity supporting entrepreneurs in their quest to successfully formulate, launch and grow profitable companies.

POWERED BY THE  
**HARFORD CHAMBER** COUNTY OF COMMERCE  
IN PARTNERSHIP WITH



**ENTREPRENEURS SHOWCASE**

Opening Doors to  
Opportunity

**Page 2**

Welcome to the January issue of the **The Commerce Connection**, brought to you by Venture Access! This month we learn more about Project Opportunity and how the course is opening doors for veterans and their families.

# OPENING DOORS TO OPPORTUNITY

Written by Natalie Pixley

Veterans face several challenges in transitioning to civilian life and Joe Giordano with Project Opportunity decided that their dreams of business ownership shouldn't be one of them. After a 20-year career in the military, Joe founded Project Opportunity in 2010 as an alternative to traditional employment and in response to the high unemployment rate among the veteran population. Project Opportunity provides free entrepreneur training for veterans, active duty, reservist and military spouses who wished to start or expand a small business.

In 2020, the program expanded to offer entrepreneur training courses, free business counseling and coaching, professional development workshops and seminars, and an annual business pitch competition, awarding \$20,000 to the winning Project Opportunity graduate. The 10-week program helps aspiring entrepreneurs conduct market research, develop a business plan, connect with local resources, and culminates with a formal graduation.



Project Opportunity offers courses on a rotating basis for veterans and veteran spouses. This Spring, veteran spouses can register for the 10-week program, beginning with an orientation session on March 15th. Ideal participants are thinking about starting a business or are in the beginning stages of launching a business and are ready to learn! Participants can register [here](#).



Learn more about Project Opportunity:



## VETERAN SMALL BUSINESS CERTIFICATION INFORMATION SESSION

Join the SBA for an informational webinar that will discuss veteran-owned small business program benefits, eligibility requirements, changes to the program, and more. Whether you were previously verified by the VA, are currently self-certified, or are interested in becoming certified, this webinar is for you!

[Register Here!](#)



## SOCIAL MEDIA TIPS FOR BUSY ENTREPRENEURS

Did you know that nearly 72% of consumers look to social media for information on local businesses? Make sure that your social media is working for you with these top tips for busy entrepreneurs!

[Read More](#)



## FREE BUSINESS RESOURCES

Check out these free business webinars! Topics include marketing, funding, tax questions, mentorship and so much more!

[Register Here](#)







  
A Thriving Entrepreneurial Community

# Minority & Small Business Resource Fair

February 16th | 8:00 am – 1:00pm

Brought to you by:   

Sponsored by: 

[Register Here](#)

THANK YOU TO OUR SPONSORS!



FOLLOW ALONG WITH VENTURE ACCESS



info@ventureaccess.org