

Is It Time To Apply for a Patent? + Indiana May Pass VOB Law

OFFICIAL MAGAZINE OF NaVOBA

VETREPRENEUR[®]

FOR MILITARY VETERANS WHO OWN A BUSINESS



What Went Wrong?

MARCH 2010

\$3.99US

03 >



WWW.NAVOBA.COM



CONTENTS

NaVOBA • TECH TIPS • PATRIOTISM • INNOVATIONS • SPECIAL FEATURE • VETREPRENEUR RESOURCES • YOUR BIZ
VETREPRENEUR TO GOVERNMENT • VETREPRENEUR TO BUSINESS • FRANCHISING • LIFESTYLE • COMMUNITY



10 ABOUT NaVOBA

12 A PARTY OF FEW

14 NaVOBA ONLINE

16 MESSAGE FROM YOUR ADVOCATE

18 LOST DATA = LOST BUSINESS

Why an external hard drive just might save your company.

24 PAWN STARS

Vetreprenuer Richard Harrison operates one of the most famous pawn shops in the world.

26 A COMMUNITY OF VETERANS HELPING VETERANS

28 WORLD CLASS COURAGE

NaVOBA celebrates John Napier, one of America's warrior-olympians.

40 LOOKING TO SELL TO THE GOVERNMENT?

The Procurement Technical Assistance Program (PTAP) is there to help.

42 CONSEQUENCES

44 STATE TRACKER

46 REAPING THE REWARDS OF VETERAN TALENT

NaVOBA member Perpetual Technologies, Inc. becomes the first VOB to win freedom award.

50 CONAGRA FOODS CASHES IN AT THE COMMISSARY BUT LEAVES OUT VETREPRENEURS

Food products giant excludes VOBs but reaches out to businesses owned by women and minorities.

51 ARE YOUR CUSTOMERS STARVED?

Boost sales by keeping customers connected.

52 'GRAYING OF AMERICA' OPENS DOORS FOR UNEMPLOYED VET

Laid off from his engineering job, former Airman buys franchise in growing elder care market.

55 REST IN PEACE MURRAY

56 DARK BEER

57 POOR PLANNING

58 RECESSION GOT YOUR REVENUES DOWN?

Here are some low-cost tips to grow your revenues when money is tight.

60 ADVISORY COUNCILS

61 CONTRACTING CHECKLIST

62 SELL TO THEM!

NaVOBA Corporate Members are companies that specifically recognize veteran-owned businesses.

63 INDUSTRY LINGO

64 EVENTS CALENDAR

64 THE 2010 PILLAR OF THE MOVEMENT AWARD

66 THE FINAL WORD WITH ROCKY BLEIER



PAWN Stars

Vetpreneur Richard Harrison operates one of the most famous pawn shops in the world.
by Colin McGuire

Broken down, rusted, decades-old Coke machines. Guns said to have been used centuries ago in wars fought before a time one could ever dream of. Diamond and not-so-diamond rings passed down from generation to generation. Jukeboxes so old, they have absolutely no recollection of the names “Lady Gaga” or “Nickelback.”

Some of these things may seem like junk to you, but to Richard Harrison – who served in the Navy from 1958-1979 – these items can be worth more than gold.

“Some of the most profitable items I’ve sold have been vintage watches (ranging from \$50 to \$100,000) and large diamonds (ranging from \$40 to \$60,000),” he said. “People have tried to pawn everything from a silver bowl from a church in Peru out of the 1600s to an 1892 Japanese Samurai sword.”

TAKING IT TO TELEVISION

Harrison knows more than most about the world of buying and selling things. One-third of the History Channel’s television show “Pawn Stars,” he, along with his son Rick and grandson Corey, operates the only family-run pawn shop in Las Vegas.

The show chronicles the ins and outs of how a successful pawn shop is run, as well as altercations with various happy or unhappy customers as they do their best to make money off of unique treasures and family heirlooms. According to Harrison, his success has come, in part, due to the lessons learned while serving his country.

“I learned about common sense and hard work,” he said. “My administrative work in the military transcended to skills needed to run a business.”

IT AIN’T EASY

Harrison’s recent rise to fame certainly didn’t happen overnight. In 1981, while living in California, he nearly went bankrupt. Having landed on financial hardships, he moved to Las Vegas later that year to open a buy and sell shop.

“I had to open a buy and sell shop because the city would not allow another pawn shop until the population increased,” Harrison explained. “It took seven years for the city’s population to grow so in 1988, I finally opened the pawn shop. I knew that a pawn shop would be successful because of the prices of gold (at the time). I always enjoyed going in and exploring second-hand stores and pawn shops, so it was a natural fit for me.”

Harrison added that “Pawn Stars” took many years to finally come to fruition. He said that because it took nearly two decades between the time he opened the pawn shop in Las Vegas until the time his store became noticed, he wanted the History Channel to shoot a show he thought would make sense.

“We went from the lowest rated show on the History Channel to No. 1 in 10 weeks,” Richard’s son Rick told the *Los Angeles Times* in December 2009. The article went on to explain that the usual amount of customers who visited the Harrisons’ store skyrocketed from 70 a day, to 700 a day. And according to Richard, a lot of the show’s success can be credited to the masterminds at the History Channel.

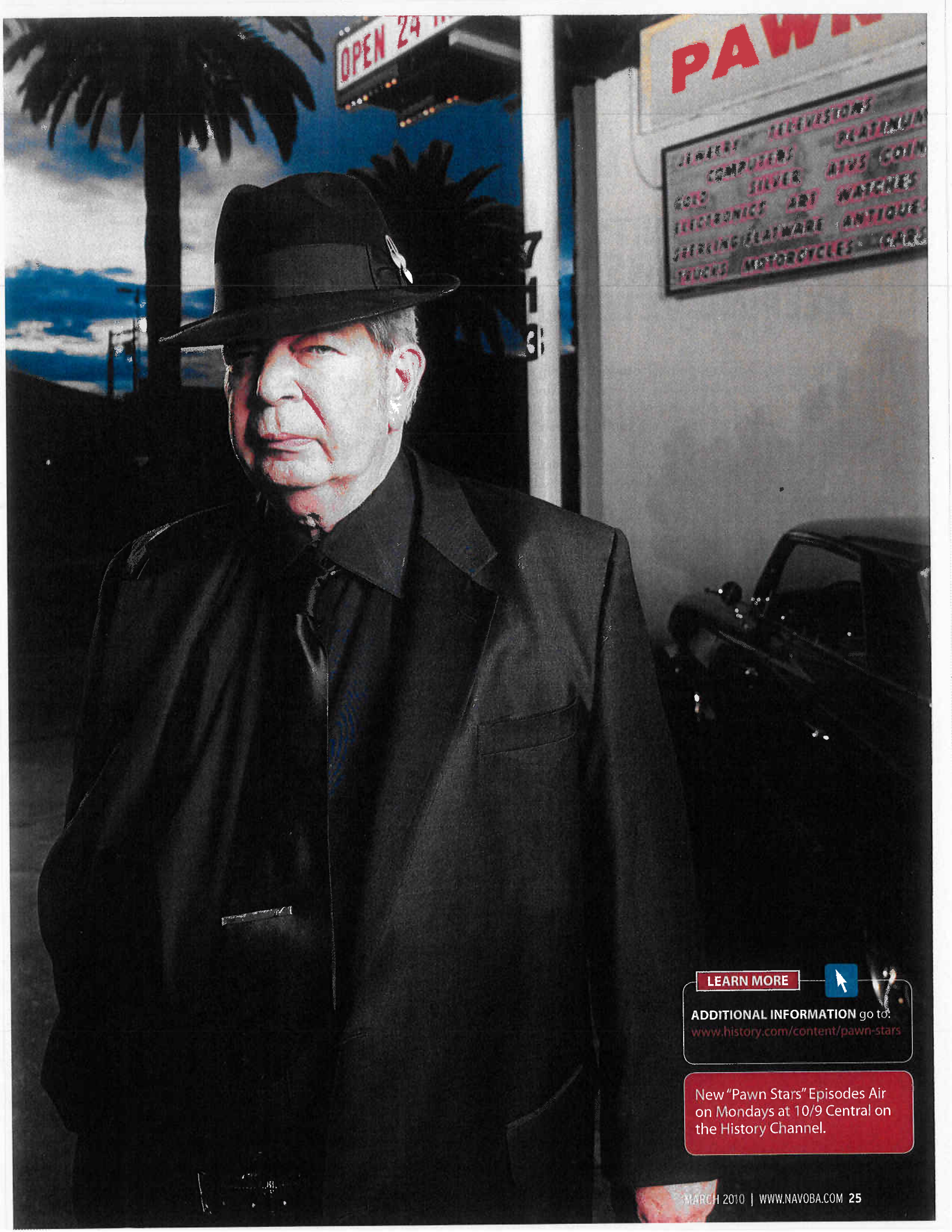
“The History Channel hit the nail on the head with ‘Pawn Stars,’” Richard said.

TIME WELL SERVED

Richard said none of his success in the business world would have been made possible without the 21 years he spent in the Navy. Harrison is a firm believer that going into the military always helps a young man or woman with the tools he or she needs to become successful in life.

“Being in the military helped me deal with people in general,” he said. “It taught me how to communicate effectively.”

He said nothing could possibly prepare someone to own and run a pawn shop specifically – “It’s all on the job training,” he said. “Military training has transcended into my lifestyle. It’s led me to be more organized. If I had my way, I’d make everyone serve in the military for two years or more.” ■



OPEN 24 HOURS

PAWN
JEWELRY TELEVISIONS
COMPUTERS PLATINUM
GOLD SILVER ARTS COIN
ELECTRONICS ART WATCHES
SPEAKING PLATEWARE ANTIQUE
TRUCKS MOTORCYCLES

LEARN MORE



ADDITIONAL INFORMATION go to:
www.history.com/content/pawn-stars

New "Pawn Stars" Episodes Air
on Mondays at 10/9 Central on
the History Channel.