



NEWS FROM THE OFFICE OF
ADAM J. BELLO
MONROE COUNTY EXECUTIVE

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**COUNTY EXECUTIVE ADAM BELLO PROCLAIMS
OCTOBER 30 - NOVEMBER 3 VETERAN OWNED
SMALL BUSINESS WEEK IN MONROE COUNTY**

ROCHESTER, NY — Monroe County Executive Adam Bello today presented a proclamation to the Small Business Association (SBA) proclaiming this week as Veteran Owned Small Business Week in Monroe County. This nationally recognized week by the SBA celebrates entrepreneurs who are service members, veterans, National Guard and Reserve members and military spouses.

“When veterans return home from service, many of them use their skills and talents to create job opportunities for others and boost our economy. This week, Monroe County is shining a light on veteran owned businesses,” **said County Executive Bello**. “Thank you to the Small Business Association for their efforts to spread awareness and aid veteran entrepreneurs across the nation. I encourage our residents to take part in thanking our veterans by supporting veteran owned businesses in Monroe County this week and especially during the holiday season.”

“Throughout history, veterans and their families have continued to serve our nation beyond their time of service by fueling our economy with their small businesses. Veteran-owned small businesses employ over 5 million Americans and generate \$1.3 trillion in total sales,” **says SBA Deputy District Director Victoria Reynolds**. “Together, SBA and its partners are proud to stand in support of veterans and military spouses as they continue to launch and grow profitable businesses – changing their own lives as well as those around them.”

Earlier this month, County Executive Bello signed an [Executive Order](#) implementing a new policy that supports service-disabled veteran-owned businesses (SDVOB) and ensures they have equal opportunities to receive County contracts. The new policy establishes a goal of 6% of county contracts being issued to SDVOBs.

Veteran Owned Small Business Week is also celebrated by the Monroe County Veterans Service Agency (VSA) that recently obtained [\\$9 million in retroactive disability claims](#) for local veterans in a 12-month span. These veterans had their claims denied by the Veterans Administration, but the VSA went to court to fight these cases and won. The VSA also

connects veterans in our communities to local job opportunities and workforce development programs to help them get well-paying jobs.

“Veteran Business Owners make up a powerful segment of the business population in Monroe County. Veterans define their lives by the capacity in which they can serve their communities. That means it is important that we promote opportunities for them to thrive and recognizing this week is part of that, but it also requires action so it is fitting that this week comes just a few days after Monroe County Executive Adam Bello announced his order to open access to Service Disabled Veteran Owned Businesses as they pursue county contracts,” **said Veteran Service Agency Director Nick Stefanovic.**

National Small Business Week ends one week before the second annual Veterans Day Parade in Monroe County on Saturday, November 11. The parade will kick off at 10:30 a.m. at the corner of South Goodman Street and Highland Avenue and proceed up Highland Avenue to the Greater Rochester Vietnam Veterans Memorial in Gary Beikirch Park on South Avenue.

The SBA offers support for veterans as they enter the world of entrepreneurship. To learn more about their services, click [here](#).

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