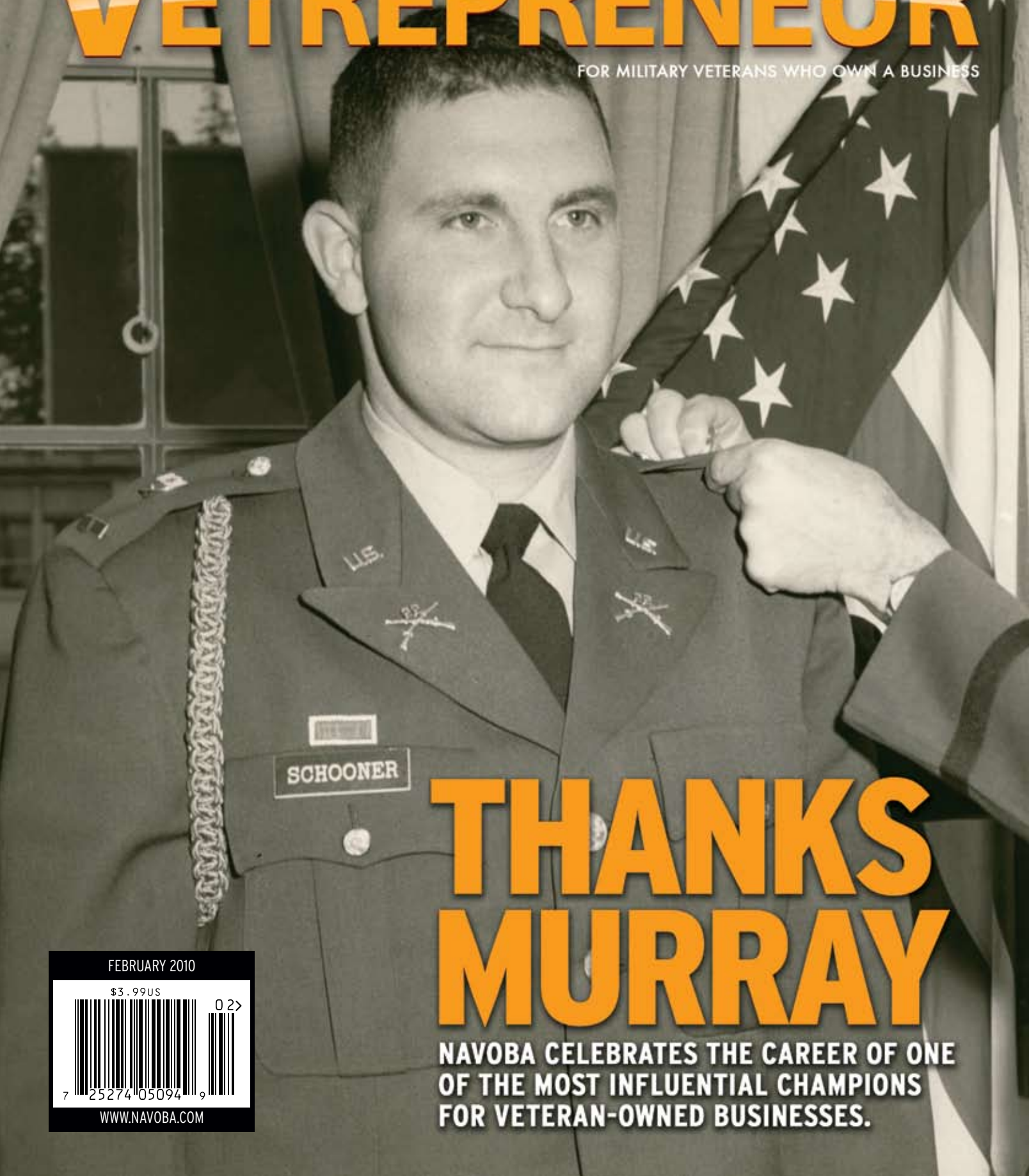


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VETREPRENEUR

OFFICIAL MAGAZINE OF NAVOBA

FOR MILITARY VETERANS WHO OWN A BUSINESS



SCHOONER

THANKS MURRAY

NAVOBA CELEBRATES THE CAREER OF ONE OF THE MOST INFLUENTIAL CHAMPIONS FOR VETERAN-OWNED BUSINESSES.

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“Everything I needed to know in life, I learned from the Pershing Rifles.”

The 1958 Boston University ROTC distinguished military graduates. Murray Schooner is pictured on the far left.



Murray Schooner receives the Bronze Star in 1969.



Thanks Murray!

NaVOBA celebrates the career of one of the most influential champions for veteran-owned businesses.

by Matthew Pavelek

It's rare indeed when one person transforms their entire profession. Think of legendary football coach Vince Lombardi. The emphasis on execution and attention to detail he learned as an assistant coach at the U.S. Military Academy at West Point became the hallmark of his coaching style that led him to five National Football League championships and created the blueprint for every coaching style to follow.

Murray Schooner's impact on the supplier diversity world is no less exemplary.

His passion, charisma and leadership garnered through 21 years as an U.S. Army officer enabled him to forever change the face of supplier diversity and catapult the veteran-owned business movement into corporate America.

Diane Dempsey, director of Socio Economic Business Programs for BAE Systems, a friend and colleague of more than 20 years, said he mentored countless new small business advocates.

"Many of us view Murray as the 'Godfather' for supplier diversity," Dempsey

said. "His support of the small business community continues; however, his infinite network of colleagues and focus on the veteran-owned business community has brought it a higher level of visibility and credibility."

Steve Humphrey, supplier diversity manager for Volvo Trucks North America/Mack Trucks, Inc., said Murray is a legend.

"Years ago, as a supplier diversity professional, I chose to benchmark those corporations worthy of benchmarking," Humphrey said. "I didn't have time to make too many mistakes. He obviously had earned the respect of so many of his and my colleagues with his wealth of wisdom, then sharing. I learned very early that I would be negligent if I didn't study this mentor's style."

THE WORLD OF SUPPLIER DIVERSITY

The idea of special considerations for small, diverse businesses began with the women-owned and minority-owned business movements. In October 1978, Public Law 95-507 was passed and set mandates for the federal government to utilize small



Television star Ron Ely, who played Tarzan (fourth from left), visits the troops in Vietnam in 1969. Murray Schooner is on his left.



Murray Schooner meeting Gen. Omar Bradley in 1977 at the Association of the U. S. Army (AUSA) meeting.

businesses owned by women and minorities in its procurement efforts. In 1979, Murray Schooner began working as the director of procurement for Sperry Univac (which would become Unisys after a merger in 1986). He volunteered to lead

Steven Schooner, professor of law and Co-Director of the Government Procurement Law Program at George Washington University and a widely recognized expert in government contracting, said his father's impact is unmistakable.

“What I saw in the South shaped my experience to this day. More than anything I saw in combat.”

the program that would become the present-day supplier diversity program.

Murray said he was troubled by the segregation he witnessed during the 1950s. “A black man could buy something in Woolworth’s, but he couldn’t eat there,” he said. “What I saw in the South shaped my experience to this day. More than anything I saw in combat.”

This motivated him to lead the charge to help small businesses owned by women and minorities. Heidi Gerding, president of HeiTech Services and honorable mention for Vetrepreneur of the Year for 2009, met Murray in 2004 and said he has been a trusted partner who is always available to help out with advice or opening doors when asked.

“Murray is the best of the best,” Gerding said. “He’s the person every small business owner should know because he can help them on so many levels.”

everybody loves my father,” the younger Schooner said. “No doubt, one of his favorite moments was when we became the first father-son duo to become fellows of the National Contract Management Association (NCMA). That was a fun ceremony!”

THE MILITARY IMPACT

In 1953, 18-year-old Murray Schooner saw the Pershing Rifles Drill Team, a military drill team organization for college-level students, from Boston University’s Reserve Officer Training Corps (ROTC) perform and instantly decided he wanted to be a part of the team.

“I didn’t know anything about ROTC,” he said. “I loved the Pershing Rifles. I spent most of my time with ROTC and ended up as a distinguished military graduate. Everything I needed to know in life, I learned from the Pershing Rifles.”

Randy Pike was also in the ROTC program at Boston University and met Murray in 1954. Pike also graduated as a distinguished military graduate in 1958.

“He is just a marvelous guy,” Pike said. “There are some areas where I haven’t ventured because I thought I wasn’t competent or I didn’t have the expertise. That didn’t bother Murray. If he sees a challenge, he goes after it. I wish I had more of Murray’s characteristics.”

Schooner graduated in 1958 and entered the U.S. Army Infantry Officer Basic Course. Ironically, former Secretary of State Colin Powell was also active in the

“It was fun having a career in the government contracting community because our paths crossed frequently and, frankly,



Murray Schooner and Vietnamese Maj. Qhue visit school children in the Vinh Long Province in 1969.



Ron Ely, left, visits Murray Schooner's team in 1969.



Happy hour at the barracks in 1969.



Murray Schooner receives the Vietnamese Cross of Gallantry in 1969.

Pershing Rifles at the City College of New York and was in the same infantry officer class at Fort Benning, Ga.

Murray went on to serve as the supply commander for the Army Marksmanship Training Unit from 1962-1963. In 1964, he served as the company commander for the Combat Support Company, 2nd Infantry Division, in Korea near the de-militarized zone.

In 1965, the Army sent him to the Altoona, Pa., campus of Penn State University where he headed up the ROTC program. While there, he was also an assistant professor of military science and served as the president of the Faculty Senate for two years. He also led the CAPER drill team, which was the co-ed affiliate of the Persh-

nam to serve as a district senior advisor for the Military Advisory Command in the Vinh Long Province. He said he led a team of five Americans that supported South Vietnamese soldiers wearing straw hats, living in mud huts with their families, carrying World War II era-carbines, surrounded by the Viet Cong. Ironically, the officers who served in the same capacity immediately before and after Murray were killed in action. During his service in Vietnam, he was awarded the Bronze Star, three Air Medals and three Crosses of Gallantry from the Vietnamese Army.

The next phase of his career provided the experience and expertise that would make him such a pivotal figure in the procurement world. In

“Many of us view Murray as the ‘Godfather’ for supplier diversity.”

Diane Dempsey, Director of Socio Economic Business Programs, BAE Systems

ing Rifles. His female team was the top-ranked team in the state and was selected to perform in Washington, D.C., for the Cherry Blossom Festival in 1968. Riots erupted all over the city after the assassination of Dr. Martin Luther King Jr., and the team never got to perform.

THE TOUGHEST ASSIGNMENT

Murray said he had the toughest Army assignment of his career during his time in Altoona. It was his unenviable task to inform the families of local Soldiers who were killed, or went missing in Vietnam.

“I didn’t have to do it too many times, but each time really took its toll,” he said.

In 1969, Murray was sent to Viet-

1973, he earned a master’s degree in procurement and contracting from George Washington University. In 1974, he completed the Army Logistics Command Course and served as Chief of Reserve Affairs for Europe in Frankfurt, Germany, until 1977. Next, he worked in the Pentagon as the Defense Communications Agency chief of procurement management. In 1979, he retired from the Army after being promoted to lieutenant colonel and serving more than 21 years.

SHIFTING FOCUS TO THE VETERAN BUSINESS MOVEMENT

Murray Schooner has served on numerous boards of directors including the National Minority Supplier Development Council (NMSDC). He’s also

GUEST LECTURER ON SUBCONTRACTING PROCEDURES AT:

- The American University
- The Howard University Law School
- The Defense Systems Management College
- Also served as a professorial lecturer at The American University’s School of Public Affairs.

► served more than 15 years as the co-chairman of TRIAD, the small-business advisory panel to industry and the federal government. NaVOBA's Director of Programs, Scott Denniston, met Murray 15 years ago during the early stages of the veteran business movement.



"Murray, being a retired Army officer, jumped all over the aspect of helping veteran-owned small businesses and said, 'hey, whatever I can do to help,'" Denniston said.

In 2006, Schooner joined NaVOBA and worked for *Veterans Business Journal* as a senior account executive to bring his expertise in the supplier diversity world to further help veteran-owned businesses.



"I was at Gilley's saloon in Dallas in 2005, you know, the place with the mechanical bull featured on 'Urban Cowboy.' I was attending the annual NMSDC conference.

Anyway, I was networking with a few supplier diversity folks while inhaling some top shelf BBQ. It was early and it was a very corporate function, NMSDC rented the whole place to themselves, so nobody was using the dance floor, except this one guy who was cuttin' a rug like nobody was watching. Turns out it was Denny Terrio's twin brother Murray Schooner," said Chris



Murray Schooner toured Vietnam with his son Steven Schooner in 2008.

Hale, NaVOBA's president. "We chatted for a while, I asked him why he hadn't returned any of my phone calls, and we've been close friends ever since."

"That's Murray. He's outgoing and friendly. He's the oxygen at any event. Everybody knows him. Everybody loves him. I love him almost like a father, everyone does. And he brought so much credibility to NaVOBA when he joined us nearly four years ago. The veteran community should be proud to know that he's one of our own (a veteran) in the supplier diversity world. There are so few veterans in leadership positions in supplier diversity. In 2007, he became a NaVOBA veteran business advocate and has been working to increase opportu-



Murray Schooner points to the patch for the Military Advisory Command Vietnam (MACV).

nities for vetpreneurs ever since."

Valerie Meuleners, who currently works as the Manager of the Public Sector Legal team at Cisco Systems, also worked with Murray at Unisys.

"Murray has the charisma and passion and big personality and sincerity to pull others into projects that were important to him," Meuleners said. "Those characteristics made him incredibly effective as an advocate for small, diverse and veteran-owned businesses."

Ashok Mehan was running a small business that was manufacturing computer servers and desktop machines for various government clients and was trying to do business with Unisys in 1996 when he met Murray. ►

MEMBERSHIP HAS ITS BENEFITS!

VETREPRENEUR MAGAZINE

Published 10 times per year, it is the only publication dedicated to covering the veteran business movement.

30% DISCOUNT ON DISPLAY ADVERTISING

Full membership includes a special 30% "members only" discount on *Vetpreneur* display advertising with packages starting as low as \$490 per issue.

CORPORATE ADVOCACY

NaVOBA fights for you every day. Our Veteran Business Advocates work to convince corporate America and the government that using veteran-owned businesses as preferred vendors makes good business sense.

NaVOBA INSURANCE PROGRAM

The NaVOBA Insurance Program is designed specifically to provide NaVOBA members with protection from the exposures facing their business, along with potential savings in your overall insurance premiums.

SAFEGUARD E-CHECK RECOVERY SYSTEM

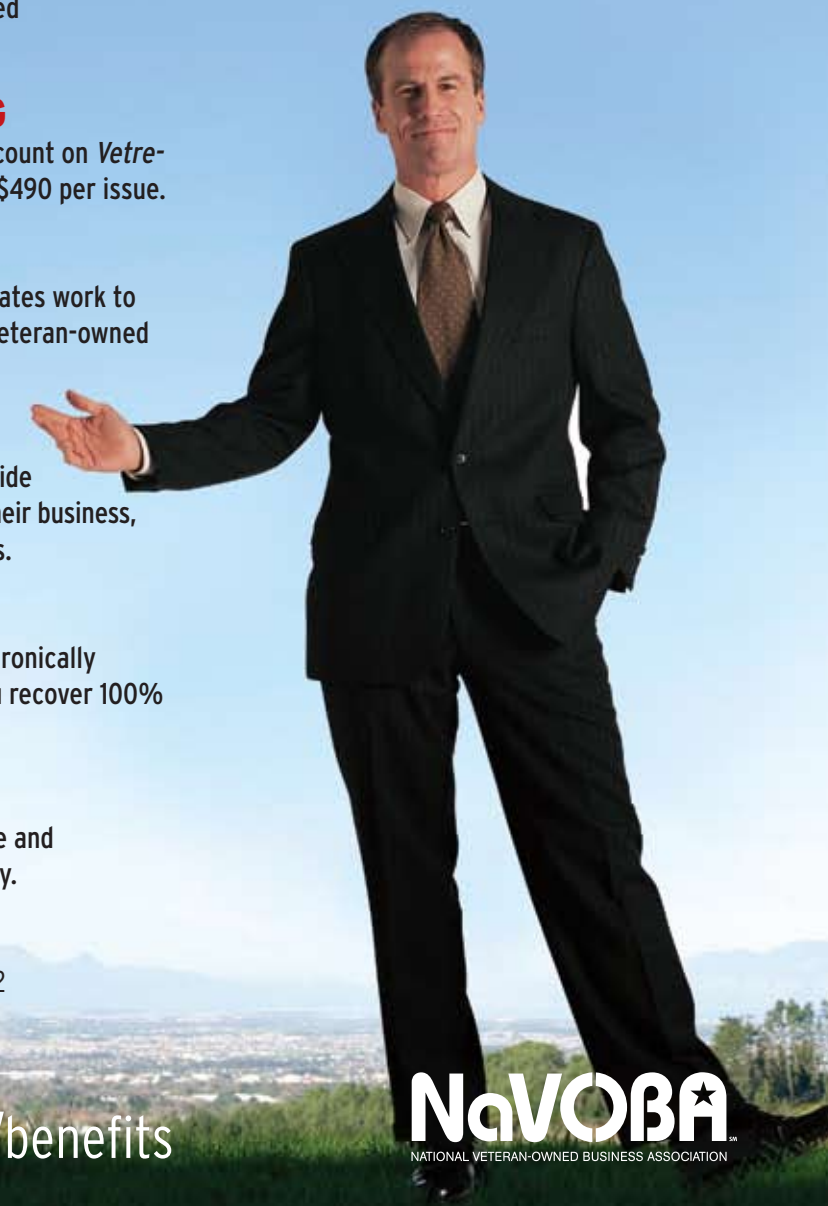
checXchange™ is a free check recovery service that will electronically collect up to 85% of your NSF checks at no charge ... and you recover 100% of the face value of the check.

NON-PROFIT SUPPORT

NaVOBA supports military-oriented charities like Fisher House and Wounded Warriors Family Support, as well as the veteran lobby.

Annual membership only \$29

To join go to www.navoba.com/joinnow. Use promo code: VBEN2



Murray and wife Lorraine at the NaVOBA summer picnic in 2007.

Murray Schooner greets a student at the Reserve Officers Combat and General Staff College graduation in Heidelberg, Germany, in 1976.



how large corporations operate and their goals – combined with his personal mission to do the right thing and assist small, diverse and veteran-owned businesses has been hugely impactful to both the corporations and the suppliers – growing opportunities for both groups to succeed.

Ronald Perlman, a partner with the Holland & Knight law firm in its Government Contracts Practice Group, met Murray in 1999 as part of his work with the National Defense Industrial Association Small Business Division.

“Murray is clearly one of the pre-eminent champions of small business in the government contracting environment in the



United States,” Perlman said. “His impact is tremendous. Murray is one of the pioneers in the corporate world promoting the use of veteran-owned businesses.”

Denniston said he will always remember working with Murray for his charismatic style of public speaking.

“Murray would go around the audience and ask the small business owners what business they were in,” Denniston said. “They would stand up and say, ‘I’m an accountant,’ or ‘I sell computers,’ and Murray would say ‘no, you’re all wrong. You’re in the business of marketing. It doesn’t matter how good your product is, if nobody knows about it, they’re not gonna buy it.’ And that was Murray’s thing.”

“Murray’s respect for all people is a model for our business community,” Epstein said. “Not many have spent decades playing Santa Claus at Christmas and blowing the Shofar at Rosh Hashanah.”

In addition to his advocacy for veteran-owned businesses, Murray currently serves as the vice president of FEDMINE.US, a database-driven web application that leverages the power of the Internet for aggregating data from disparate but authoritative federal government sources.

“He continues to provide small businesses and veteran-owned businesses the word that they need to use FEDMINE.US, because that is envisioned a tool he would help create one day,” Mehan said. “It is ironic that he and I ran into each other pursuing the same passion without knowing the other was at it for the same reason.” ■



▶ “Murray has had a distinguished past as a veteran himself, so he knows the difficulties veterans face in the business world,” Mehan

said. “He has championed their cause to better equip them with tools for doing business with the government.”

Leslie Bonds, executive director of Diversity Information Resources (DIR), Inc. met Murray at a trade show in 1996. In 1998, Bonds asked Murray to join the DIR board of directors and he served on the board until he resigned from Unisys in 2006.

“During his board tenure he was instrumental in advancing DIR’s mission and vision to provide information and resources on diverse businesses,”

Bonds said. “He was a champion in including women and veterans into the mix. I have worked in supplier diversity for over 20 years and I have yet to meet Murray’s match. He just gets it.”

In 2009, the Alliance of Supplier Diversity Professionals created the “Murray Schooner Lifetime achievement award for excellence in the supplier diversity profession.”



A LASTING LEGACY

“Growing up, my dad was my hero,” Steven Schooner said. “That’s why I pursued an ROTC scholarship, went to jump school [yes, my dad flew down and pinned on my wings], aspired to be a distinguished military graduate just like him and earned my commission. We both earned our masters degrees in government procurement at George Washington - his at the business school, mine at the law school.”

“Murray is the best of the best. He’s the person every small business owner should know because he can help them on so many levels.”

Heidi Gerding, President of Heitech Services.

Irv Epstein, a former Unisys colleague, has known Murray for more than 20 years. He said Murray has always been “the evangelist for small, diverse business at Unisys and in the integrator community.”

“He has mentored more small businesses and enlightened more large business programs than anyone I know or have ever heard of,” Epstein said.

Meuleners said his understanding of

PROFESSIONAL ASSOCIATIONS

- Former chairman, Metropolitan Washington Minority Purchasing Council.
- Vice president, Maryland/D.C. Minority Purchasing Council.
- Board of Directors, National Minority Supplier Development Council (NMSDC).
- Board of Directors of Diversity Information Resource/Try Us.
- Board of Directors of The Virginia Minority Supplier Development Council.
- National Co-Chairman of TRIAD, the Small Business Advisory Panel to Industry and the Federal Government.
- Procurement Planning Committee and the Contract Management Subcommittee, National Defense Industrial Association (NDIA), serving as the National Association’s expert on Small Business.
- Member, DOD Mentor-Protégé Round Table.
- Member, NASA’s Prime Contractor Round Table.

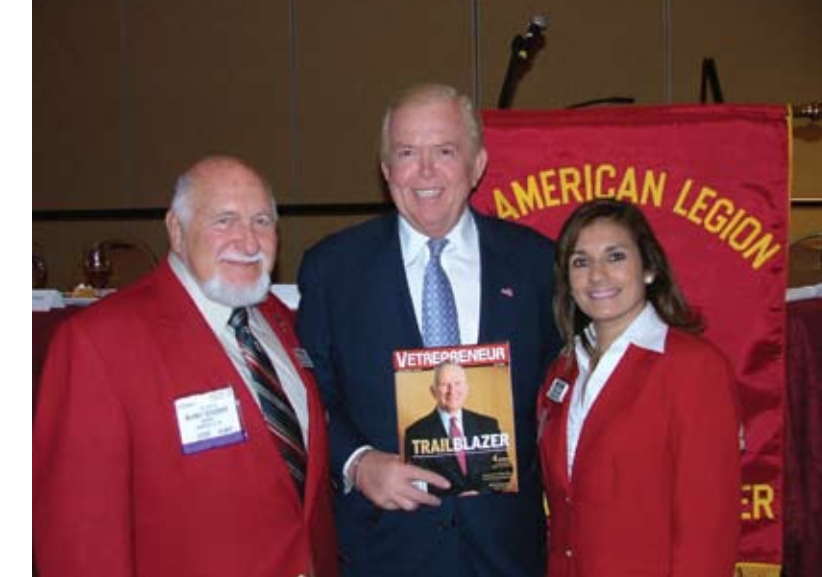
INDIVIDUAL AWARDS:

- Lifelong Achievement Award, Asian American Business Roundtable (AABR).
- “Commitment to Excellence Award” from NASA for “Industry Advocate of the Year” (2002).
- “Commitment to Excellence Award,” NASA (1995).
- “MBE Advocate of the Year” Award from the Virginia Regional Minority Supplier Development Council (1998).
- “Parren J. Mitchell Small Business Advocate of the Year Award” from the Department of Defense Regional Council for Small Business Education and Advocacy (1998).
- Howard Cork Memorial Award (1998), The National Defense Industry Association (NDIA) for “grateful recognition of important contributions to Government and Industry in the field of Defense Procurement.”

Murray Schooner, Scott Denniston and Mimi Lohm in 2009.



Murray Schooner, CNN’s Lou Dobbs and Mimi Lohm in 2007.



Susan Bari, former president of the Womens Business Enterprise National Council (WEBNC), current President Linda J. Denny and Murray Schooner in 2008.

