

**For Immediate Release**

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Contacts:

Jonathan Williams, TVBA  
(865) 675-9384  
[chairman@jointvba.org](mailto:chairman@jointvba.org)

Brian Strong, Vendor Registry  
(865) 777-4337  
[bstrong@vendorregistry.com](mailto:bstrong@vendorregistry.com)

**TENNESSEE VETERANS BUSINESS ASSOCIATION PARTNERS WITH VENDOR  
REGISTRY TO CREATE NEW REVENUE OPPORTUNITIES FOR VETERAN-  
OWNED BUSINESSES**

*In an environment of shrinking and uncertain Federal budgets, city and county  
governments represent untapped sales opportunities for local businesses*

Knoxville, TN        The Tennessee Veterans Business Association (or TVBA), founded in 2010 as the only organization of its kind serving veteran business owners in the region, provides entrepreneurship training, business development assistance, and networking opportunities to military veterans and their families, including the Annual Business & Education Expo this January 28-29, 2013. “Our number one goal is business development and helping veterans grow their businesses, so partnering with Vendor Registry that notifies vendors of government sales opportunities was a natural fit,” said TVBA Founder and Chairman, Jonathan Williams.

“As part of our mission, we educate the public and government officials on the values of supporting veterans and the importance of veteran-owned businesses to our economy,” said Williams. “The Vendor Registry can help us do that.”

“Veterans typically look to Federal contracting, but in a time of shrinking Federal budgets, city and county governments represent untapped sales opportunities,” said Williams. “However, it is near impossible for the veteran business owner that wears many hats to meet all the different vendor registration requirements, much less to scour more than 100 government web sites and local newspapers daily for bid opportunities,” continued Williams.

Through a strategic partnership, the TVBA has negotiated preferred pricing for its members for the services of Knoxville-based Vendor Registry. “Vendor Registry has centralized bid notifications of dozens local governments as well as simplified the vendor registration process by taking it online,” Williams explains, “and this saves countless hours for businesses and unlocks invaluable new sales leads.”

Vendor Registry makes it easy to get registered and stay compliant with city and county governments. A vendor simply fills out one business profile online, and then Vendor Registry facilitates the registration process with all the buyers the vendor selects.

Even easier and for about the cost of a business lunch, vendors and suppliers can get relevant sales leads in their inbox from over 30 city and county governments in East Tennessee. No more looking for a needle in a haystack.

Online, centralized vendor registration and bid notifications reduce the risk, uncertainty and time commitment of working with city and county governments. “As small business owners ourselves, we built Vendor Registry to make life easier and more profitable for the business owner,” said Brian Strong, Cofounder and CEO of Vendor Registry and former regional director for Claris Networks. “There also is the double benefit of keeping our taxpayer dollars local,” Strong continued. Less than half of currently registered vendors in the Knoxville area are even Tennessee based companies, according to Vendor Registry research.

#### About the Tennessee Veterans Business Association

The Tennessee Veterans Business Association provides entrepreneurship training, business development assistance, and networking opportunities to military veterans and their families. Its Annual Business & Education Expo will be held at the Knoxville Convention Center January 28<sup>th</sup> and 29<sup>th</sup>. A kick-off dinner on the 28<sup>th</sup> will feature keynote speaker Jim Haslam, founder of Pilot Corporation and Army Veteran. As a result of the work that the TVBA has done in the community, Governor Bill Haslam has proclaimed the week of the Expo as “Veteran-Owned Business Week.” The theme of the 2013 Expo is “Celebrating the Diversity within the East TN Business Community.” Jonathan Williams, TVBA Chairman, says, “the event will attract over 150 exhibitors and over 3,000 participants and will be high energy.” For more information about the association as well as the Expo and registration, please visit [www.jointvba.org](http://www.jointvba.org) or call 865.675.9384.

#### About Vendor Registry

The Vendor Registry’s core mission is making it easy for buyers and vendors to do business. Its software as a service centralizes sales leads and vendor registration through its online procurement network. To learn more about its online procurement network or to sign up for sales leads specific to your business, please call (865) 297-3571 or visit [www.vendorregistry.com](http://www.vendorregistry.com).