



# U.S. VETERANS MAGAZINE

Providing Business, DVBE & Employment Opportunities



# Media Kit

# 2026-2027

# Meet Tonya Kinsey – Our Director of Strategic Partnerships

Tonya Kinsey is the backbone of our Strategic Partnerships team and a true force behind the success of ConnectComm Inc. With nearly a decade of experience, Tonya has built strong, lasting relationships with partners across multiple industries. Her expertise lies in creating tailored solutions that drive engagement and maximize impact for our partners. Her deep understanding of the media landscape, combined with her commitment to fostering collaboration, allows her to provide exceptional service to each client. Tonya is known for her unwavering commitment to customer satisfaction and her ability to listen, understand, and meet the unique needs of every partner. Her dedication, integrity, and attention to detail have earned her the trust of organizations nationwide. She is truly an invaluable member of our team, and we're proud to have her at the helm of our strategic partnerships.

## Don't Just Take Our Word for It:

*"Partnering with U.S. Veterans Magazine has been a game-changer for our organization. Their innovative marketing strategies helped us achieve record attendance at our annual conference, and their team went above and beyond to ensure our message reached the right audience. We couldn't imagine a better partner." – A Longstanding Partner*



Tonya Kinsey  
**Director Of Strategic Partnerships**  
TKinsey@USVeteransMagazine.com  
 Tonya Kinsey

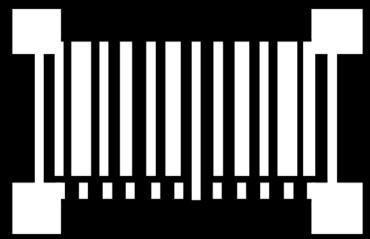
# About Us

**U.S. Veterans Magazine (USVM)** connects veterans, transitioning service members and military families with real opportunities in careers, business, education and supplier engagement.

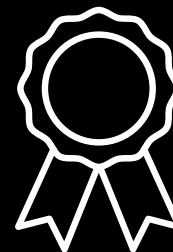
Through trusted content, national exposure and strategic partnerships, **USVM** helps military-connected individuals navigate civilian life and achieve long-term success—whether advancing in the workforce, launching a business or continuing their education.

For organizations, **USVM** delivers direct access to a highly engaged veteran audience, supporting effective recruiting, brand visibility and supplier diversity initiatives.

## What Makes Us Different



Barcoded & Sold at  
Barnes & Noble



Awards & Accolades



Partnering with  
over 75-100  
Conferences &  
Events



Top Companies &  
Schools Lists

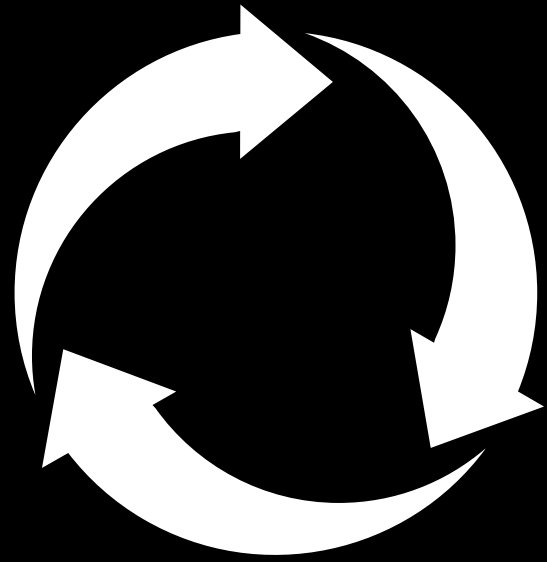


Digital & Print  
Advertising

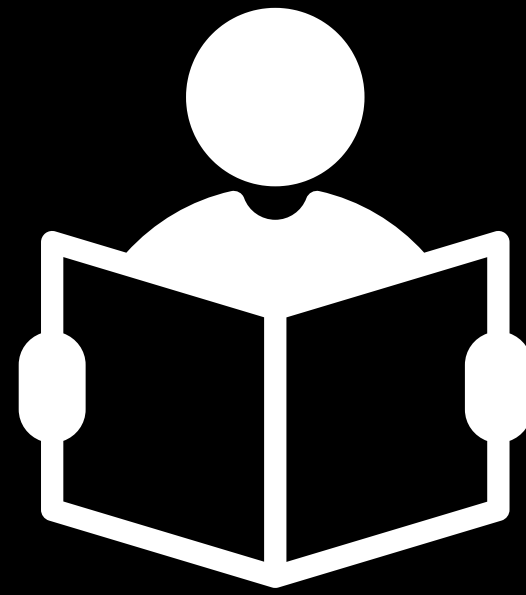


Geotargeting

# Readership & Circulation



Circulation  
425,000

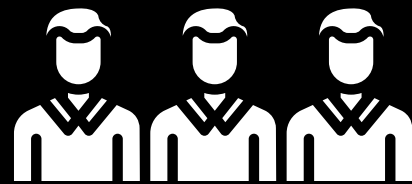


Readership  
1.2 Million

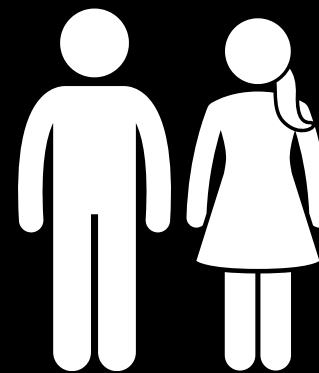


Ages  
18-24  
16%

## SUBSCRIBERS



Digital 62%  
Print 38%



Female 25%  
Male 75%

25-34  
27%

35-44  
33%

45+  
24%

# Targeting Multiple Audiences



**TRANSITIONING  
SERVICE  
MEMBERS**




**CIVILIANS**



**ACTIVE  
DUTY**



**SERVICE  
DISABLED**



**TOP VETERAN  
SCHOOLS**



**UNDERGRAD/  
GRADUATES/  
MBA**



**CERTIFIED VOBS &  
SDVOBS**



**GOVERNMENT  
AGENCIES**

# Recruitment



**HOT JOBS**



**RECRUITMENT  
&  
RETENTION**



**INDUSTRY  
SPECIFIC**



**MILITARY  
SPOUSES**



**TOP VETERAN  
EMPLOYERS**



**TRANSITIONING  
VETERANS**



**TALENT  
AQUISITIONS**



**FAMILY**

# Business & Education



# How Do We Stand Out?

With over 70 partnerships and growing with *U.S. Veterans Magazine*, and over 300 partnerships and growing with ConnectComm Inc., we collaborate with some of the most influential organizations in the nation.

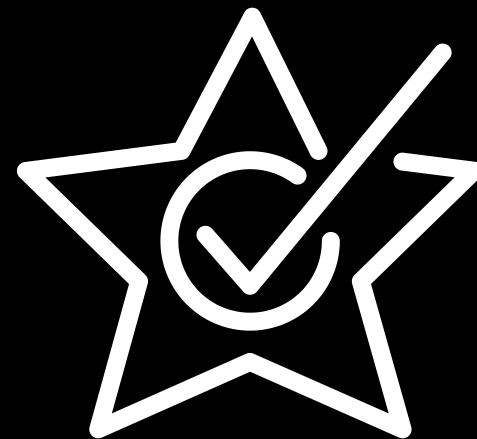


## What We Do



### Expand Reach

We assist our partners in growing their membership and enhancing their impact.



### Boost Conference Success

Our innovative marketing strategies help organizations increase conference registrations, attract walk-ins, and enhance attendance by an estimated 15–20%.

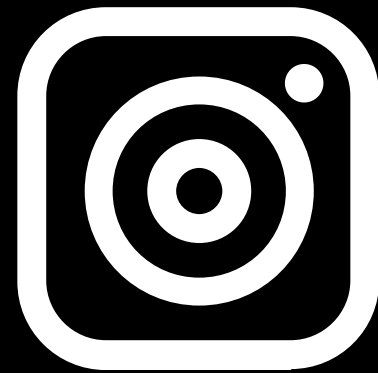
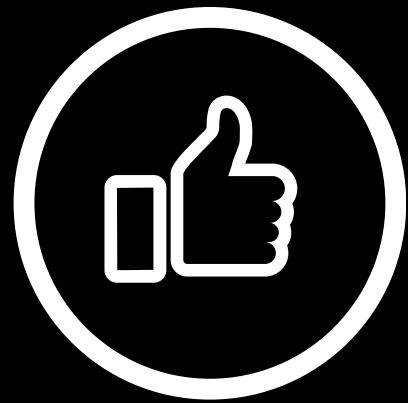


### On-Site Support and Engagement

We attend conferences, create engaging reels, and market these highlights year-round to amplify impact.

# Social Media

We promote your organization on all our social media platforms.



@U.S.Veterans Magazine

@usveterans.magazine

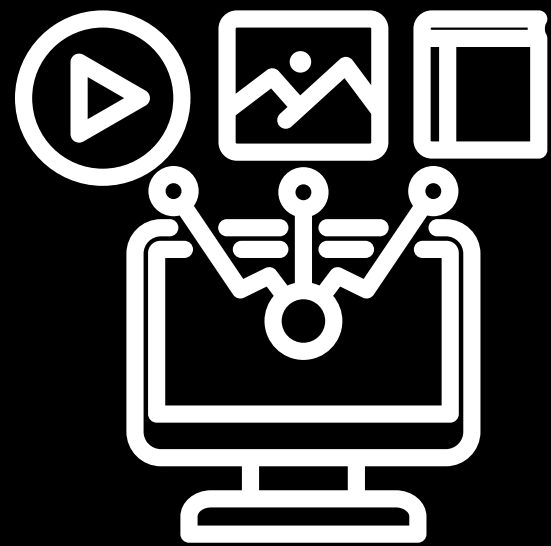
@U.S.VeteransMagazine

@U.S.VeteransMag



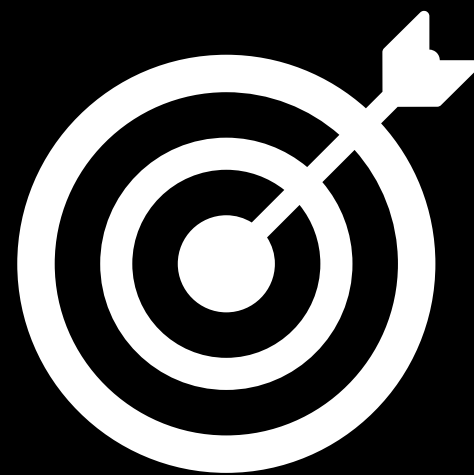
# Geotargeting

A cutting-edge digital solution from *USVM*, utilizing premium audience lists to connect advertisers with targeted users across social media and the open web. Our innovative approach ensures precise audience delivery, maximizing your reach and capturing increased attention from your desired demographic.



## Capabilities

- Access to our 1st party data.
- Precise geo-targeting
- Advanced reporting & analytics
- Enhanced audience segmentation



## Target Your Audience

- Location
- Age
- Demographics

Spend	Est. Impressions	Est. CPM*
\$25K	833,333	\$30.00
\$50K	2,000,000	\$25.00
\$200K	10,000,000	\$20.00

\*CPM pricing may vary based on campaign parameters

# Conferences & Events

Unparalleled bonus distribution and event partnerships: With collaborations at over 75-100 veteran focused conferences and events, we guarantee extra visibility for your ad by showcasing our magazine at prime locations.

## What Does that Mean for You?



**Magazine on the resource table & inside registration attendee bags at over 300 conferences & events.**



**You can also find us at events where our publications are distributed at our booth.**



**Digital link to the edition in event newsletters reaching all members, attendees & corporate sponsors.**



**We cover the event as a media partner:**

- Educate & inform attendees on your company prior to the event.
- On the floor social media coverage.
- Professional images of your booth.
- Real-time interviews for editorial & video reel wrap ups.



**Professional Video Reels:**

- Conference wrap up reels posted on our YouTube channel.
- Reels used as PR to boost your event attendance next year.

# Spotlight Your Event with Exclusive Media Coverage

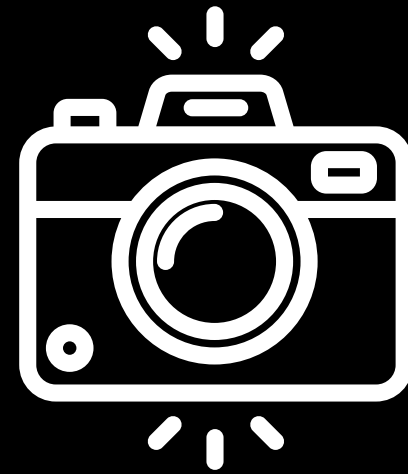
Turn your event into a spotlight feature with our tailored coverage options. Whether you're hosting a conference, workshop, gala, or community event, we can help you amplify its impact through media.

## How Can We Do It?



### Recap Reels

Capture the highlights of your event with videos and photos, and let us transform them into an engaging recap reel to feature on our YouTube channel



### Live Interviews

Conduct interviews with attendees of your choice, which can be recorded and featured on our YouTube channel, transformed into an editorial, or promoted through I-Reach.



### Podcasts

Engage your audience with dynamic podcast coverage that brings your story to life. Our podcast options include in-depth interviews, event highlights, and discussions tailored to your brand's message.

# Conferences & Events



# Awards We Received



## 2022 Lawyers for Warriors Community Partner of the Year Award

NVBDC recently awarded U.S Veterans Magazine's, **Tonya Kinsey**, the "Media Partner of the Year 2022" Award during the recent National Veteran Matchmaking Conference and Vets Night Out Event in Grand Rapids.

The Media Partner of the Year Award is presented to a TV, Radio, or Newspaper Veteran reporter focused on promoting current industry events advocating for Veteran Businesses and Supplier Diversity, Regular stories, advertisements, and features that help Military Service Members and/or Veterans transition into civilian life, supports expanding industry initiatives through ongoing reports that help promote veteran entrepreneurship.

Learn more by visiting our website: <http://bit.ly/3GWMfyk>

#888certified #NVBDC #supportveteranowned #supportveteranbusinesses #Vetsforvets #vetshelpingvets #veterans



TONYA KINSEY



U.S. VETERANS MAGAZINE

2022 MEDIA PARTNER OF THE YEAR



with Tonya Kinsey



**Mona Lisa Faris-Placey** • You  
President & Founder of Diversity Comm, Inc. - WBE DOBE Vice President of C...  
1mo • 🌐

We are incredibly honored to have received the 2024 Oscar Mike Award at the VIB Network's 8th Annual Above & Beyond Awards Banquet!

A heartfelt thank you to the **Veterans In Business (VIB) Network** for this recognition and for celebrating our efforts to support and uplift the veteran community. This award fuels our passion for showcasing veteran excellence and ensuring their stories, businesses, and contributions are given the spotlight they deserve.

Congratulations to all the other honorees who continue to make an impact in this space! Together, we are driving change and building a brighter future for our veterans.

#ThankYou #VIBNetwork #AboveAndBeyond #OscarMikeAward #VeteranSupport #USVeteranMagazine

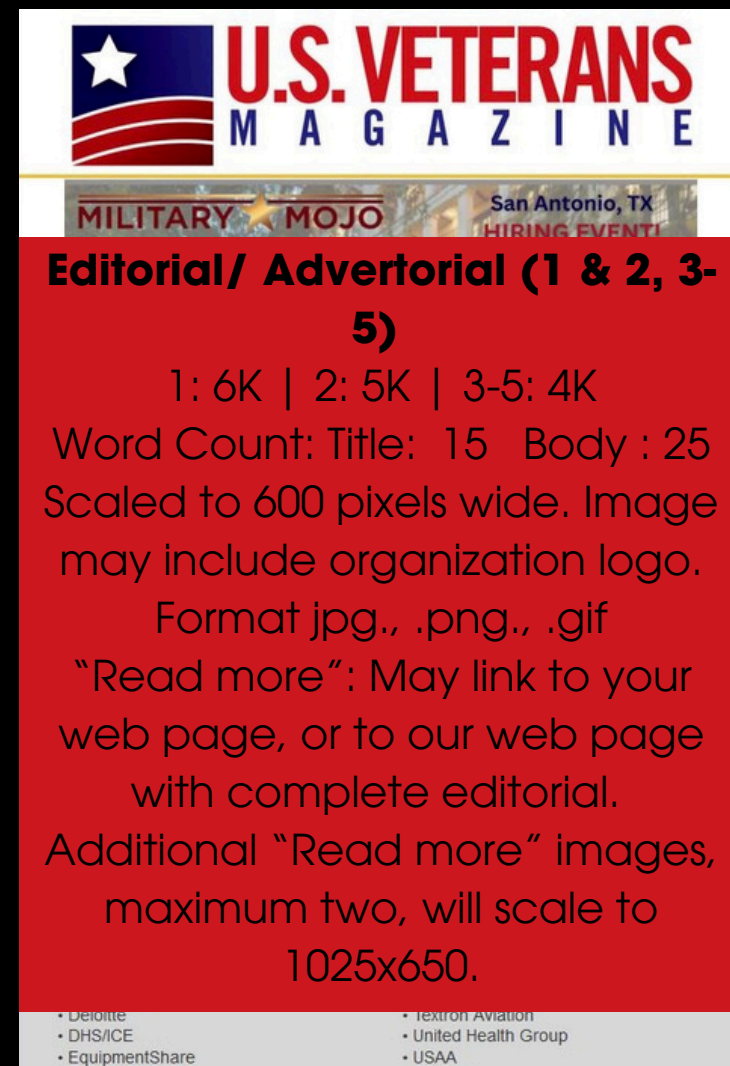


Richard Abboud and 31 others 17 comments · 1 repost

# Featured Newsletters

We also provide opportunities to be featured in our newsletter *The Veteran*. This includes a link to your event, potentially accompanied by a brief write-up and additional details. The newsletter is distributed to our entire audience, including readers, advertisers, and partners.

## Single Event Based



**U.S. VETERANS MAGAZINE**

MILITARY MOJO San Antonio, TX  
HIRING EVENTS

**Editorial/ Advertorial (1 & 2, 3-5)**

1: 6K | 2: 5K | 3-5: 4K

Word Count: Title: 15 Body : 25

Scaled to 600 pixels wide. Image may include organization logo.

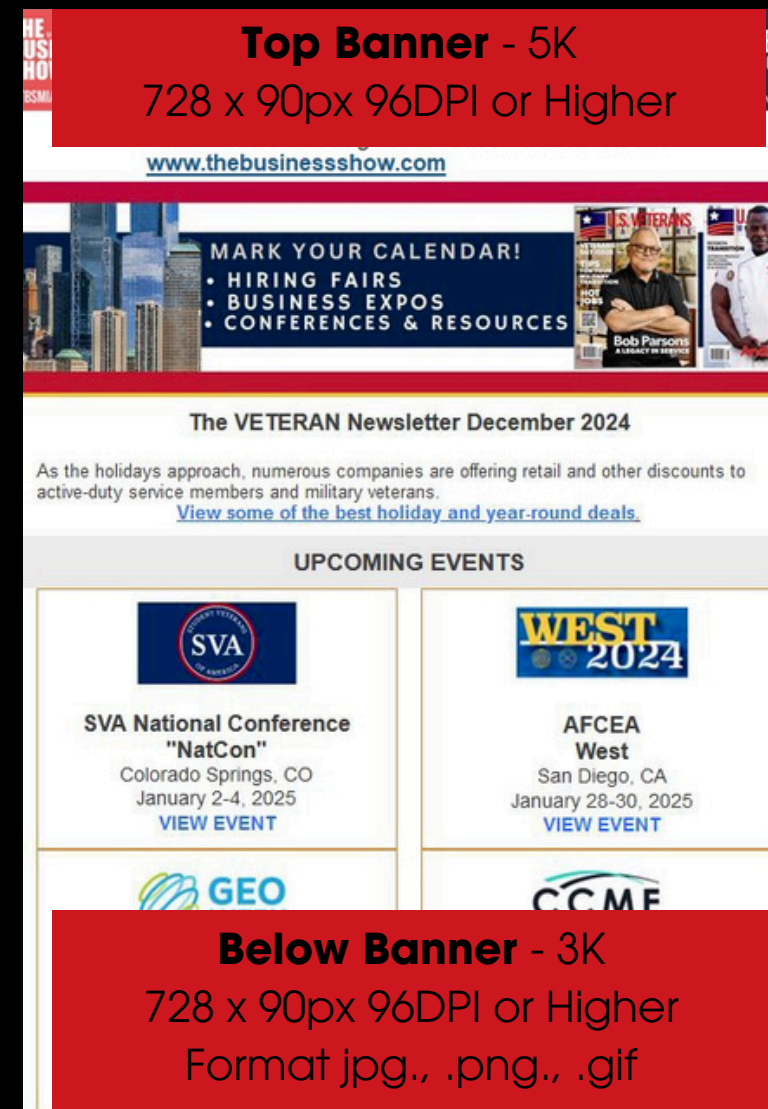
Format jpg., .png., .gif

“Read more”: May link to your web page, or to our web page with complete editorial.

Additional “Read more” images, maximum two, will scale to 1025x650.

• Deloitte • Textron Aviation  
• DHS/ICE • United Health Group  
• EquipmentShare • USAA

## Multiple Event Based





**Top Banner - 5K**  
728 x 90px 96DPI or Higher  
[www.thebusinessshow.com](http://www.thebusinessshow.com)

MARK YOUR CALENDAR!  
• HIRING FAIRS  
• BUSINESS EXPOS  
• CONFERENCES & RESOURCES

The VETERAN Newsletter December 2024

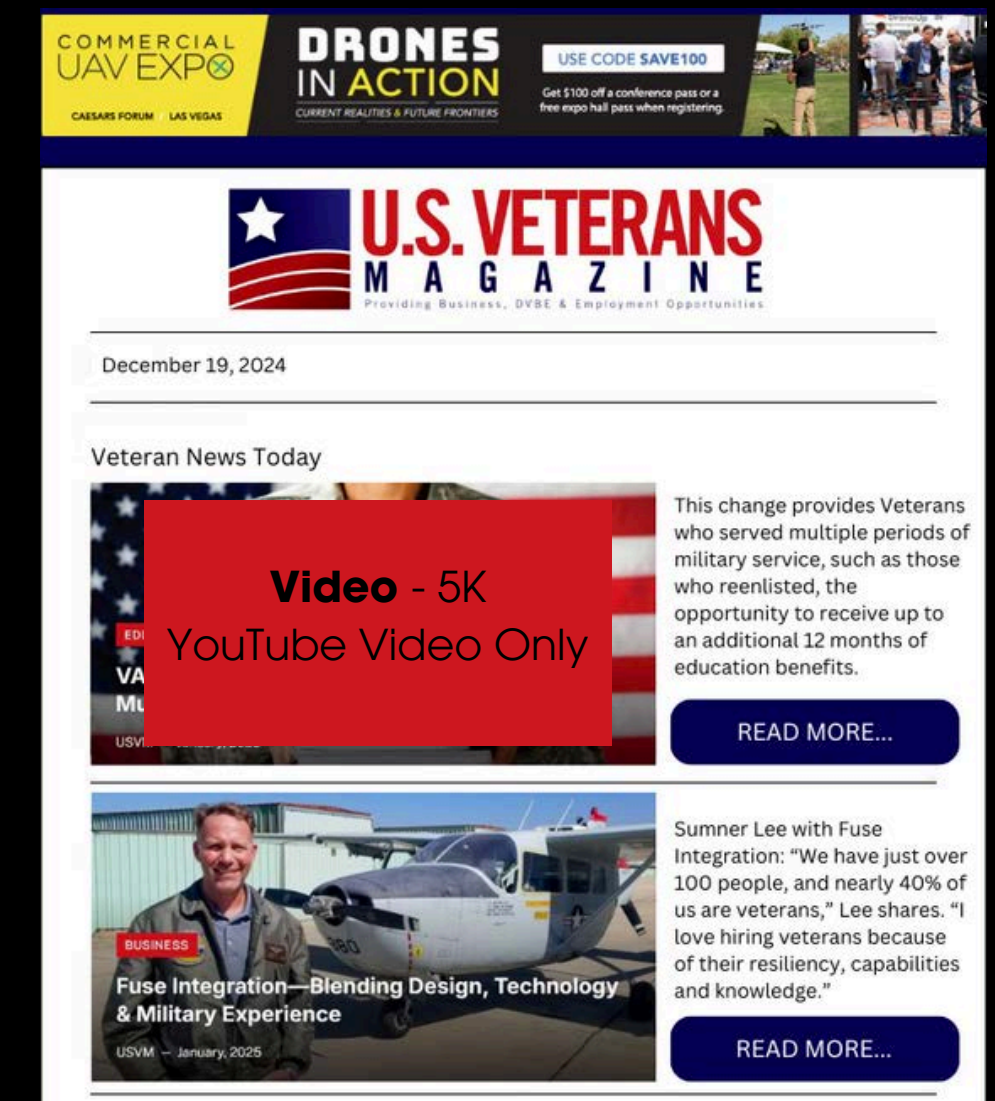
As the holidays approach, numerous companies are offering retail and other discounts to active-duty service members and military veterans.  
[View some of the best holiday and year-round deals.](#)

UPCOMING EVENTS

 <b>SVA National Conference "NatCon"</b> Colorado Springs, CO January 2-4, 2025 <a href="#">VIEW EVENT</a>	 <b>AFCEA West</b> San Diego, CA January 28-30, 2025 <a href="#">VIEW EVENT</a>
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**Below Banner - 3K**  
728 x 90px 96DPI or Higher  
Format jpg., .png., .gif

## Article Based



COMMERCIAL UAV EXPO CAESARS FORUM LAS VEGAS  
**DRONES IN ACTION**  
CURRENT REALITIES & FUTURE FRONTIERS  
USE CODE SAVE100  
Get \$100 off a conference pass or a free expo hall pass when registering.

**U.S. VETERANS MAGAZINE**  
Providing Business, DVBE & Employment Opportunities

December 19, 2024

Veteran News Today

**Video - 5K**  
YouTube Video Only

This change provides Veterans who served multiple periods of military service, such as those who reenlisted, the opportunity to receive up to an additional 12 months of education benefits.

[READ MORE...](#)

**Fuse Integration—Blending Design, Technology & Military Experience**  
USVM January, 2025

Sumner Lee with Fuse Integration: “We have just over 100 people, and nearly 40% of us are veterans,” Lee shares. “I love hiring veterans because of their resiliency, capabilities and knowledge.”

[READ MORE...](#)

# Conference Flyers

We can create custom flyers to include in attendee bags at the event, featuring a "Save the Date" for your next event.

This approach has proven effective, helping our current partners achieve a **20% increase** in attendance when distributed a year in advance.



# Veteran Focused- Partners, Conferences & Events

1st & Goal Project

AFCEA-Armed Forces Communications and Electronics Association West Conference

AFM-Armed Forces Motorsports Vets on Track Foundation

ALPFA-American Latino Professionals in Finance & Accounting

AMAC - Airport Minority Advisory Council

Amputee Coalition

AMVETS-Association of Military Veterans

AUSA-Association of the U.S. Army Greater Los Angeles Chapter

AWP-America's Warrior Partnership

BDPA - Black Data Processing Associates

Be A Hero Hire A Hero

BEYA STEM - Black Engineer of the Year Awards

BIG - Blacks in Government

CA Veterans Chamber of Commerce

Cal Vet - California Department of Veteran Affairs

CCF - City Career Fair

CCME - Council of College and Military Educators Annual Symposium

Cheeriodicals

Commercial UAV Expo

Disability:IN

Disability:IN North Carolina

DVBA - Disabled Veterans Business Alliance

DVNF - Disabled Veterans National Foundation

Elite SDVOB-Service-Disabled Veteran-Owned Business

Employment Development Department Women Veterans Seminar

FEW - Federally Employed Women

Final Salute/ Ms. Veteran America

Gary Sinise Foundation

GEO Week

GLAAACC - Greater Los Angeles Area African American Chamber of Commerce

Global ERG Network

HirePatriots

Hire G.I.

Hire Heroes USA

Honor Women Veterans Conference

Hope for the Warriors

INVets - Indiana Veterans

Invictus Foundation

Invictus Games

LA Fleet Week

Library of Congress

LULAC - League of United Latin American Citizens National Legislative Conference & Gala

Maryland Military and Veteran Women Business Conference

MCON - Military Construction Conference

MIC - Military Influencer Conference

Military MOJO - Military Officer Job Opportunities

Minority Women Veterans Organization

MVJ - Military Veterans in Journalism

NAAAS - National Association of African American Studies

NAACP - National Association for the Advancement of Colored People

NABMW - National Association of Black Military Women

NASPA-Veterans Conference, A Military Veteran Symposium for Higher Education

Navy Gold Coast

NAVUB - National Association of Veterans Upward Bound

NAWLEE - National Association of Women Law Enforcement Executives

# Veteran Focused- Partners, Conferences & Events

NCHV -National Coalition for Homeless Veterans  
NCOA - Noncommissioned Officers Association Career Fairs  
NDVETS - New Directions for Veterans  
NMSDC - National Minority Supplier Development Council  
NNALEA - National Native American Law Enforcement Association  
NOBLE - National Organization of Black Law Enforcement Executives  
NUL - National Urban League  
NVBDC - National Veteran Business Development Council  
NVSBC - National Veteran Small Business Coalition  
NVSBE - National Veterans Small Business Engagement  
NVTSI - National Veteran Transition Services, Inc.  
Military Connect  
Orion Talent  
Project HIRED - Wounded Warriors Job Fairs  
PSWMSDC - Pacific Southwest Minority Supplier Development Council  
PVA - Paralyzed Veterans of America  
PVA - Paralyzed Veterans of America-National Wheelchair Games  
SAME OC - Society of American Military Engineers  
SATELLITE 2024  
SBE - Small Business Expo  
SCMSDC - Southern California Minority Supplier Development Council  
SHPE - Society of Hispanic Professional Engineers  
Sky Ball  
Stable Strides  
SVA - Student Veterans of America Annual Conference  
TECHEXPO - Top Secret Hiring Events  
The Conference Board  
The Rosie Network

The Value Of A Veteran  
UNIDOS US  
USHCC - United States Hispanic Chamber of Commerce  
USO - United Service Organization  
USVBA - United States Veterans Business Alliance  
USVCC - United States Veterans Chamber of Commerce  
UTAVBOC - UTA Veterans Business Outreach Center  
VA Healthcare Summit  
Value of a Veteran  
VAMBOA - Veterans and Military Business Owners Association  
Veteran Edge Conference  
Veteran Recruiting  
Veteran Saves  
Veterans Ascend  
Veterans Health Alliance of Long Island  
VETNET - Veterans Network  
VFW Foundation - Veterans of Foreign Wars  
VIB - Veterans in Business  
VIBN- Veterans in Business Network  
VLI - Veterans Legal Services  
Vets2Industry  
WiCyS - Women in Cybersecurity  
WIFLE - Women in Federal Law Enforcement  
Women Veteran Empowerment Conference  
WWP - Wounded Warrior Project

# Pricing & Options

## Magazine

2 Page Spread	\$16,500
Full Page	\$9,500
1/2 Page	\$5,500
1/4 Page	\$3,500
Page 0	\$10,000
Back Cover	\$12,350
Inside Front Cover	\$11,875
Inside Back Cover	\$11,875
Video	\$5,000

## Website

Top Banner (1-3)	1: \$10,000 2: \$6,000 3: \$4,000
Below the Fold Banner	\$2,500
Featured Posts (1-3)	1: \$6,000 2: \$4,000 3: \$2,000
Header	\$10,000
Sidebar Ad	\$10,000
Bottom Banner	\$10,000

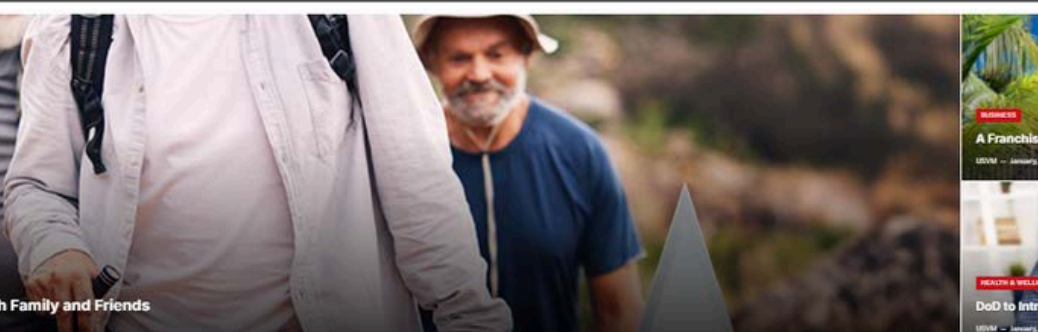
# Website Specs

## Home Page

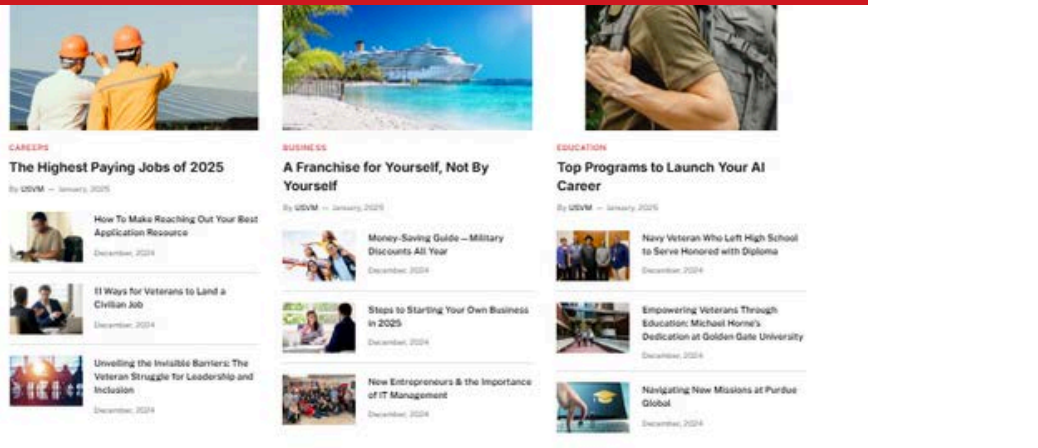
**Top Rotating Banner**  
920x120px | 96 DPI or higher | Include URL format



**Featured Posts (1-3)**



**Below the Fold Banner** 920x120px | 96 DPI or higher | Include URL format

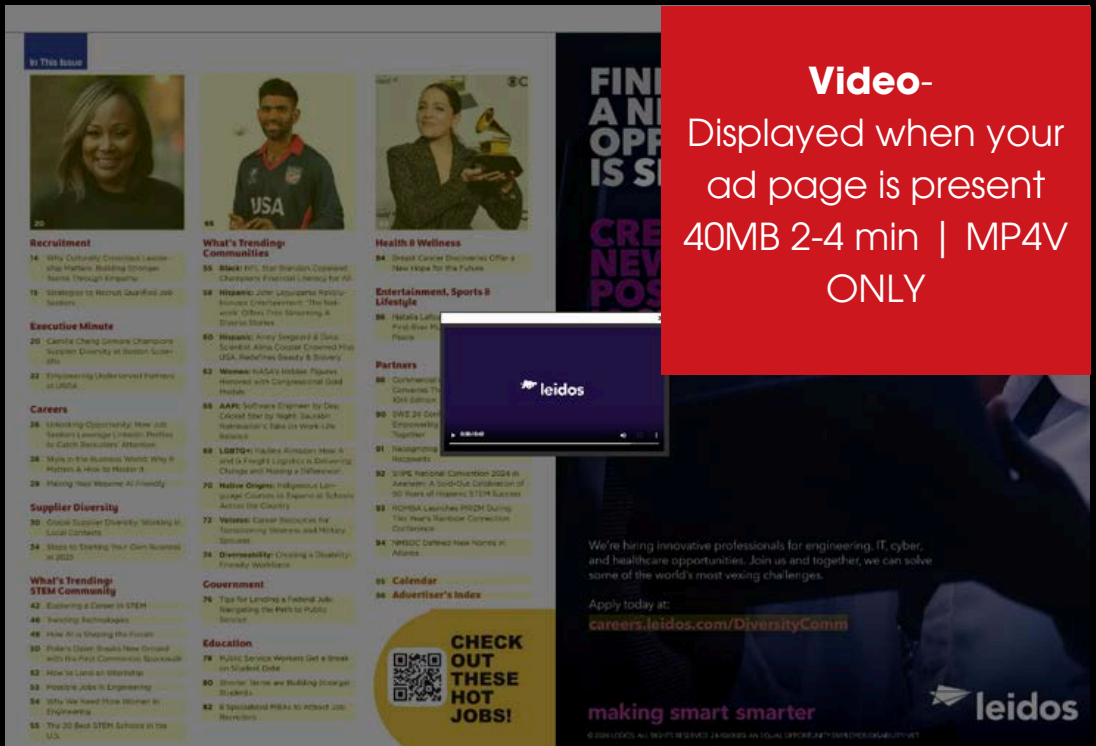


## Digital Issue

**Top Banner -**  
920x120px | 96 DPI or higher | Include URL format



**Page 0**  
See print specs



**Video-**  
Displayed when your ad page is present  
40MB 2-4 min | MP4V ONLY



**Bottom Banner -**  
920x120px | 96 DPI or higher | Include URL format

**Sidebar Ad-**  
120 x 600px | 300 DPI or higher | Include URL format

# Print/Digital Specs

\*\*All advertisements must comply with [Department of Defense guidelines](#). We reserve the right to request changes to or reject any submission that does not meet these requirements.

WXH (in.)

**SPREAD**

Trim - 16.75 x 10.875  
Bleed - 17.75 x 11.375  
Live - Keep .375 from all sides

**FULL**

Trim - 8.375 x 10.875  
Bleed - 8.875 x 11.375  
Live - 7.5 x 10.75

**1/2**

Horizontal - 7.5 x 4.875  
Vertical - 3.625 x 10

**1/4**

3.625 x 4.875

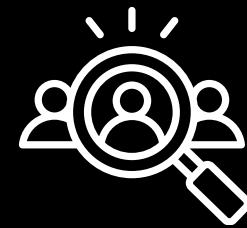
# Every Issue Includes Content On



**Careers**



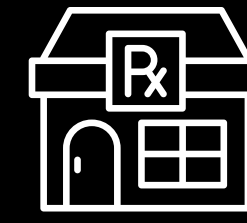
**Education**



**Recruitment  
&  
Retention**



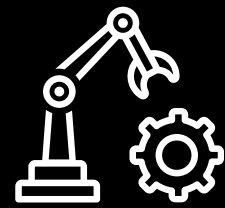
**B2B**



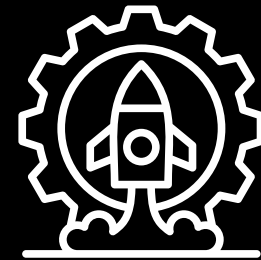
**Pharma**



**Insurance**



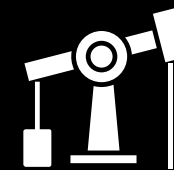
**Manufacturing**



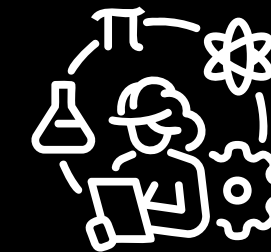
**Aerospace  
&  
Defense**



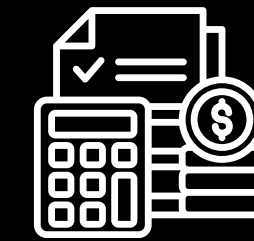
**Government  
&  
Veterans**



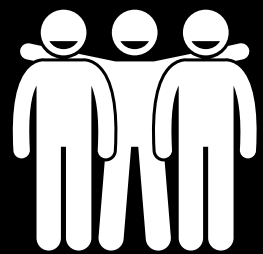
**Energy, Gas  
& Oil**



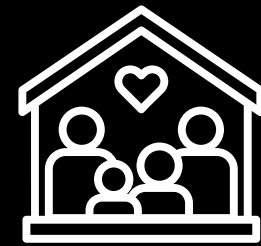
**STEM  
&  
Cybersecurity**



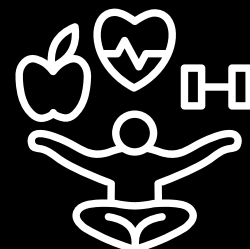
**Finance  
&  
Banking**



**Top Veteran  
Lists**



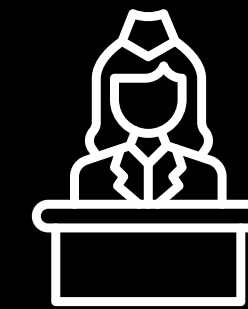
**Military Spouse  
&  
Family**



**Sports, Health  
&  
Wellness**



**Benefits  
&  
Family Resources**



**Retail  
&  
Hospitality**



**Service Disabled  
Veterans**

# National Distribution



**Military Base  
Career Centers**



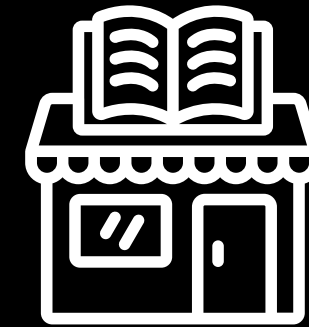
**TAP & ACAP  
Programs**



**Employment  
Resource  
Centers**



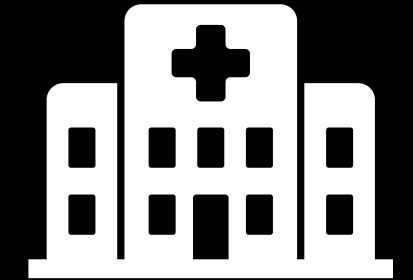
**Yellow Ribbon  
Schools**



**Barnes & Noble**



**Campus Libraries**



**VA  
&  
Military Hospitals**



**Veteran  
Centers**



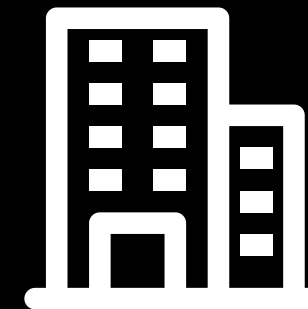
**USO**  
• Lounges  
• Airports  
• Housing Offices



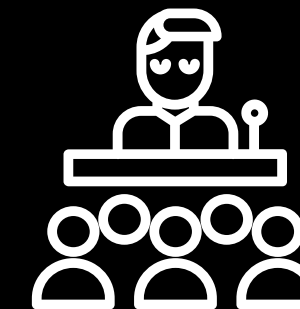
**Family  
Readiness  
Centers**



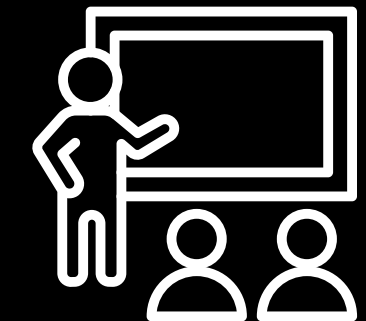
**American  
Legion  
Offices**



**AMVETS  
Offices**



**Veteran  
Conferences**



**Veteran Workshops  
&  
Events**

All military personnel receive free digital downloads

# More Issues. More Impact.

In 2026, *U.S. Veterans Magazine* expanded from four to six issues per year, delivering more timely content to support veterans in their careers, education and business pursuits.



# 2026 Editorial Calendar

**USVM**

MONTH	PUB	THEME	FOCUS & TOPICS	DEADLINES
<b>Jan</b>	<b>USVM</b>	<b>Service to Success Top Veteran Supplier Programs</b>	Careers, Education, & Business for the New Year   Transitioning Veterans   Hot Jobs   Veteran Talent Pipeline   GI Bill Advantage   Boots to Books   Top Veteran Supplier Programs   Value of VBO Certification	S: 11/7/25 M: 11/14/25
<b>March</b>	<b>USVM</b>	<b>Medal of Honor</b>	Veteran Initiatives   Mental Health & Wellness   Service Disabled   Hire a Veteran   Military Skills to Careers   Employer Spotlight   Finance & Banking   On-Campus & Online Programs   Power of the GI Bill   Veteran-Owned Spotlight   Path to Procurement   Winning Government Contracts	S: 1/9/26 M: 1/16/26
<b>May</b>	<b>USVM</b>	<b>Military &amp; Spouse Appreciation Top MilSpouse Employers</b>	Military Spouse Appreciation Day   Top MilSpouse Employers   Armed Forces Day   Memorial Day   Military Appreciation   Military Spouse Schools, Degrees, Benefits   Top K9s   Veterans on Campus   Scholarships & Grants   Value of Supplier Networks	S: 2/28/26 M: 3/13/26
<b>July</b>	<b>USVM</b>	<b>Top Veteran Employers Boots to Brilliance &amp; USA's 250th Anniversary</b>	Top Veteran Employers   Boots to Brilliance   250th Anniversary of the USA   National Hire a Veteran Day   Top Industries: Finance, Pharmaceutical, Energy & Construction   Military Credit Transfers, Degrees for Veterans   Simple Contracting Opps   SDVOB Spotlights   Online Schools	S: 5/1/26 M: 5/15/26
<b>Sept</b>	<b>USVM</b>	<b>Top Yellow Ribbon Schools Salute to a Veteran</b>	Top Yellow Ribbon Schools   Patriot Day   Conference Special   Careers After Service   Transition to Workforce   Back to School, MBA Programs   Veteran Owned Advantage   Financing Your Business   Engaging with Corporations	S: 7/3/26 M: 7/17/26
<b>Nov</b>	<b>USVM</b>	<b>Top Veteran Schools Veterans Day</b>	Top Veteran Schools   Veterans Day   Veterans in Sports   Thriving Veteran Industries   Hiring Veterans   Military Skills to Careers   Veteran Education Resources   Securing the Contract   VBO Growth Strategies   Best Procurement Practices	S: 9/4/26 M: 9/11/26

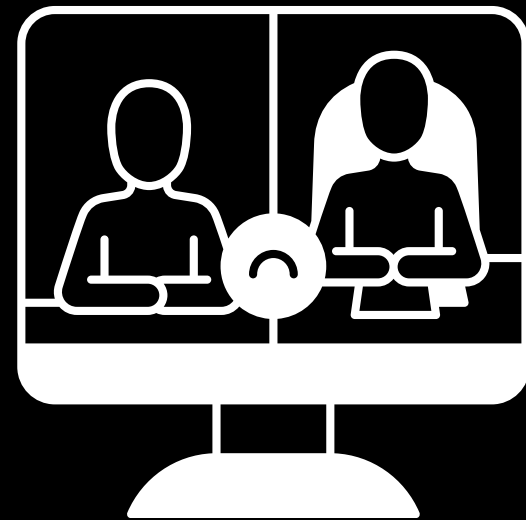
# 2027 Editorial Calendar

MONTH	PUB	THEME	FOCUS & TOPICS	DEADLINES
Jan	USVM	<b>15th Anniversary Special Service to Success</b>	15th Anniversary Special   Service to Success   Careers, Education, & Business for the New Year   Transitioning Veterans   Hot Jobs   Veteran Talent Pipeline   GI Bill Advantage Boots to Books   Value of VBO Certification	S: 11/6/26 M: 11/13/26
March	USVM	<b>Medal of Honor</b>	Veteran Initiatives   Mental Health & Wellness   Service Disabled   Hire a Veteran   Military Skills to Careers   Employer Spotlight   Finance & Banking   On-Campus & Online Programs   Power of the GI Bill   Veteran-Owned Spotlight   Path to Procurement   Winning Government Contracts	S: 1/8/27 M: 1/15/27
May	USVM	<b>Memorial Day &amp; Armed Forces Military and Spouse Appreciation Top MilSpouse Employers Top MilSpouse Schools</b>	Memorial Day   Armed Forces Day   Military Spouse Appreciation Day   Military Appreciation Month   Top MilSpouse Employers   Top MilSpouse Schools   Military Spouse Schools,, Degrees, Benefits   Top K9s   Veterans on Campus   Scholarships & Grants   Value of Supplier Networks	S: 2/26/27 M: 3/12/27
July	USVM	<b>Top Veteran Employers Boots to Brilliance</b>	Top Veteran Employers   Boots to Brilliance   National Hire a Veteran Day   Top Industries: Finance, Pharmaceutical, Energy & Construction   Military Credit Transfers, Degrees for Veterans   Simple Contracting Opps   SDVOB Spotlights   Online Schools	S: 4/30/27 M: 5/14/27
Sept	USVM	<b>Salute to a Veteran Top Yellow Ribbon Schools Top Veteran Supplier Programs</b>	Salute to a Veteran   Top Yellow Ribbon Schools   Top Veteran Supplier Programs   Patriot Day   Conference Special   Careers After Service   Transition to Workforce   Back to School, MBA Programs   Veteran Owned Advantage   Financing Your Business   Engaging with Corporations	S: 7/2/27 M: 7/16/27
Nov	USVM	<b>Veterans Day Top Veteran Schools</b>	Veterans Day   Top Veteran Schools   Veterans in Sports   Thriving Veteran Industries   Hiring Veterans   Military Skills to Careers   Veteran Education Resources   Securing the Contract   VBO Growth Strategies   Best Procurement Practices	S: 9/3/27 M: 9/10/27

# Veteran Interviews

Organizations have the opportunity to feature an editorial spotlight in the issue of their choice. This includes an interview with our President, which will be crafted into a polished editorial piece.

You may choose from the following options:



## Video Interview

An interview via Teams with a CEO, President or Executives of your choice that is turned into an editorial & posted on our YouTube channel.



## Email Interview

Answer interview questions via email, that gets turned into an editorial for an upcoming issue.

THIS OFFER IS VALID FOR ONE EDITORIAL PER ISSUE PER ORGANIZATION.

# Interview Examples

## Video Interview

**Mona Lisa Faris**  
Founder/Publisher

**Kelvin E. Gumbs**

Value of: \$5,000

## Editorial

**Iron Riders: The Ride Continues...2024**  
Preserving, Promoting and Perpetuating the History of the Buffalo Soldiers  
By Bobby McDonald

On June 14th, 1891, Lt. James Mear and 28 members of the 101st Cavalry's 25th Infantry Regiment Bicycle Corps embarked on an experimental endeavor to test the feasibility of using bicycles as a mode of military transportation. The 25th Infantry Regiment Bicycle Corps, also known as the Iron Riders, was part of the original U.S. Army units that came to be known as the Buffalo Soldiers.

This undertaking involved a challenging 41-day, 1,500-mile bicycle ride from Fort Monmouth, Montana, to Salt Lake, Missouri.

This little-known story and adventure would later be considered the United States Army's greatest cycling experiment ever undertaken by men in the military—and the Buffalo Soldiers performed that experiment.

**Then and Now**  
In leading and preparing for the 125th anniversary of the ride, a 2024 documentary was always part of the plan. The new documentary Iron Riders: The Ride Continues highlights the 125th anniversary of the ride and explores the impact the great Iron Riders Celebration had on the local communities they encountered in the five states (Montana, Wyoming, South Dakota, Nebraska and Missouri) they passed through on their epic journey.

With the provision of a military operation, the Iron Riders Celebration were off without a glitch. The planning committee, members, supporters and the local communities accomplished their mission of celebrating the

...significant historic role, testimonials, verbal and written, along with video and social media, reflected the vibrant expressions of gratitude, inspiration, awareness and consistency leading through state parks, libraries and community engagements across the country.

**Historic Opportunities**  
While the celebration was geared for dark historical moments, additional historic opportunities arose, including participating in the inaugural National Holiday Interests observance in Wisconsin, Montana. The Montana Black Collective (MBC) and local, state and national officials shared the responsibility of

...celebrating the Iron Riders, at all Black U.S. Army Bicycle regiments, since 1907, will be riding in the 2024 Ride Paris.

**IRON RIDERS CELEBRATION**

...committee for their support in leading, designing and bringing to fruition the five critical elements: California to Missouri, Montana.

When the Distribution Manager and Apple One ran the Iron Riders every hour reported it as one of their top five stories for several days. The American Legion and Veterans of Foreign Wars (VFW) sponsored several events along the route.

The 20th Infantry Brigade Band, which assisted the ride and commemorated the significance of the event, held several arrangements at the opening ceremonies and on throughout. With detailed research and historical references, the events were successful beyond expectations.

The Iron Riders researchers made history as the first bicycle group to participate in the Ride Paris, beginning with the 2023 Iron Riders' Paradise Ride Parade, beginning with the 2023 Iron Riders' Paradise Ride Parade and continuing with the 2024 Ride Paris.

The researchers were part of the Iron Riders' history.

...community of Dismal, North Carolina. The Veterans of Foreign Wars (VFW) sponsored several events along the route.

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The researchers were part of the Iron Riders' history.

Value of: \$9,500

## Ad & Editorial Spread

**Veterans Legal Institute Celebrates Ten Years, Ten Thousand Veterans Served**  
By Heidi Plummer, Esq.

Co-founded by Executive Director Anthony Nadler in 2014, Veterans Legal Institute (VLI) celebrates serving over 10,000 low-income and homeless veterans in Southern California—a monumental undertaking given the geographic nature. With funding from Orange County, California, VLI has expanded its services throughout Southern and Central California Counties as well as a significant portion of Central California. Veterans Legal Institute, a nonprofit law firm, provides free legal services to low-income and homeless veterans seeking to lead this greatly underserved community to self-sufficiency. With a growing staff of 26 VLI members approximately 400 requests each month. With such a high volume, VLI's staff efficiently routes each query to one of their various in-house resources or its vast network of community resources. The efficiency carefully coordinated by VLI ensures that veterans seeking out services reach needed assistance.

VLI provides a variety of civil legal services, including assistance with complex veteran benefit appeals, discharge upgrades for survivors of military sexual trauma, and those who have a combat PTSD or TBI. VLI's legal services also extend into the areas of family law, estate planning for older adults, and currently 12 veterans, assistance and many other areas. VLI's strategic in-house personnel and volunteer attorneys from around Southern California who provide services in offices, virtually, and in mobile legal clinics held around town at places like the Thru Bus VA Hospital in Long Beach and other underserved rural areas.

VLI distinguishes itself as a wholly military-specific nonprofit law firm, with most of its staff having a strong connection to the military. In response to veteran-specific issues, where the veterans it serves are provided quality access free of any financial burden, makes it one of the most trusted resources for veterans. Last year, 80% of discharge upgrade claims received a favorable outcome, more than four times the national average. Simultaneously, VLI received over \$2.9 million in benefit awards for disabled veterans, including over \$13,000 in monthly compensation.

VLI successfully co-sponsored \$26,000 with Santa Ana Community College (SAC) and Tom Uebing, ensuring that service-connected veterans would not have their disability compensation viewed as a detriment and disqualify them from working services at SAC's student legal aid. This collaboration afforded disabled veterans a higher chance to qualify for legal aid throughout the state of California.

In honor of its 10th anniversary, VLI is hosting a celebration on Nov. 15, 2024, at Fox the Venue in Costa Mesa. Over the past several years, Wright Ford Young & Co has been the legal sponsor and coordinated attendees to date include from Medal of Honor recipients, high-ranking military officers, the who's who of the legal profession, veterans, politicians, and other partners who want to celebrate a worthy cause. The event will include national news taping with seven winners, a silent and live auction with carefully curated items and experiences, a live band, dining, and a live special event from Santa Ana Community College.

All proceeds from the event are earmarked to support low-income and homeless veterans. VLI anticipates that this event will be one of the most well-attended of its kind and has high expectations that it will not only quickly

Thanks to the generosity of law firm partner, the Medal of Honor recipient, with Ms. Mandy A. Fink, a \$500,000 donation will be presented to VLI to support a legal clinic for one year who will be dedicated to providing the legal services to veterans in need.

This year's honorees include:

**Veteran of the Year:** Tom Boscamp, U.S. Army Veteran, Creative Commons College

**Law Firm of the Year:** Ford & Diulio PC

**Attorney of the Year:** Rosanna E. Fristed, Esq.

**Community Partner of the Year:** Inland Empire Veterans Advocates of the Year: The Fantastic Four—Sahar Hanna, Silvana Sarkis, Vivien Hyman, Heidi Plummer

For more information about Lawyers for Warriors, visit us at: [LFW2024](http://LFW2024)

**LAWYERS FOR WARRIORS**  
**THE DIAMOND ANNIVERSARY**  
PRESENTED BY WRIGHT FORD & YOUNG

**ATTORNEY OF THE YEAR**  
ROSANNA E. FRISTED, ESQ.

**LAW FIRM OF THE YEAR**  
FORD & DIULIO PC

**VETERAN ADVOCATES OF THE YEAR**  
SAHAR HANNA  
SILVANA SARKIS  
HEIDI PLUMMER  
VIVIEN HYMAN

**VETERAN OF THE YEAR**  
TOM BOSCOMP

**COMMUNITY PARTNER OF THE YEAR**  
JUDICATE WEST

*Please note our new location*

**FÊTE THE VENUE**  
3101 RED HILL AVENUE - COSTA MESA, CA 92626

NOVEMBER 15, 2024 5:30PM - 10:30PM  
FORMAL CIVILIAN & MILITARY ATTIRE  
INDIVIDUAL TICKET \$250.00 / JUDGES \$75.00

RT.LY/LFW2024

Value of: \$19,000

\*You have the option of selecting an ad to go alongside your editorial piece to create a 2-page spread.

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