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# VETREPRENEUR<sup>®</sup>

OFFICIAL MAGAZINE OF NaVOBA

FOR MILITARY VETERANS WHO OWN A BUSINESS

EXCLUSIVE

## HAPPY ANNIVERSARY!

THE VETERAN BUSINESS MOVEMENT CELEBRATES ITS 10TH ANNIVERSARY AND NaVOBA TURNS FIVE.

PATRIARCH JOHN K. LOPEZ AND OTHER MOVEMENT LEADERS REFLECT ON WHERE WE'VE BEEN AND WHERE WE'RE GOING.

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### CALLCAP™ SHOWS YOU INDISPUTABLE RESULTS

CallCap™ is an advanced call tracking and monitoring system that is specialized in both franchisor and franchisee levels. The company's services allow you to see which marketing avenues are most effective, helping you to optimize your crucial marketing budget.

Methods include using local or toll free numbers in your ad campaigns and e-mail alerts and graphic analysis can help you stay on top of every aspect of incoming sales streams. The call recordings can help you monitor employee performance and work as a training tool to help fine tune your customers' call experience. With CallSurance™ you can identify and recapture lost sales opportunities, ensuring that the money you're spending on advertising is more effectively turned into income. ■

FREE TRIAL!

FOR MORE INFORMATION or a free trial call (866) 383-8677.



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Chris Crow, director of sales for Call Cap, Mimi Lohm, Adam Philips, Call Cap's vice president, and Suzy Boyter, major accounts manager for Call Cap, take a break at the West Coast Franchise Expo in Los Angeles.



**Mimi Lohm**  
NaVOBA VBA – East  
Sales and staffing executive, 15 years

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