

# BRANDALIVE

## This Quarter

### A Letter from Pete

As always, I am thankful for the opportunity to reflect on the growth and excitement that I've been a part of as we finish up Q4 and 2024. I want to take a moment to express my heartfelt gratitude for the incredible journey we've been on together, whether it's been for 10 years, 10 months, or 10 days. I am inspired by the prospect of every opportunity to share my stories with you; it's your unwavering support that has made this journey possible.

I would love to connect with you outside this platform! Visit our [LinkTree](#) to see where you can find me. If you find what I have to say valuable, please share my newsletter or social media handles with your network. Anyone can [subscribe](#) to my mailing list or read past newsletters by visiting [this link](#).

As always in everything BrandAlive does, I am seeking to create meaningful experiences that help equip and educate you. Happy Holidays and Happy New Year!



### IN THIS ISSUE

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**DAV PATRIOT BOOT CAMP IN WASHINGTON, D.C.**

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**WARRIOR WEEK AT CAMP SOUTHERN GROUND**

---

**BRINGING LES TO NOLA**

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**GIPA IP LEADERSHIP DEVELOPMENT**

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**VETLANTA Q4 SUMMIT**

# DAV PATRIOT BOOT CAMP IN D.C.

In early October, I had the opportunity to serve once again as a mentor for DAV Patriot Boot Camp. The camp was hosted by Cooley LLP based in Washington, D.C. Cooley is one of the organization's most valued sponsors. Patriot Boot Camp brings together early stage veteran entrepreneurs who need guidance and resources and connects them with established entrepreneurs who have business experience, advice to offer and can serve as mentors to those just starting out.

I love supporting my fellow veterans in their career endeavors; I love learning from them and I love sharing the knowledge I have with them. One of my favorite parts of the boot camp is the live pitch competition. There, a group of vet-repreneurs compete for prizes by giving a two-minute pitch to a panel of judges. That environment can be especially nerve-wracking for many of us and I always admire watching the vets in action. In addition to the pitch competition, there were also great panels from my friends, Ray Antonino, Valerie Lavin, Kevin Milgram, Mitchell R. Kieffer, Donald MacDonald and more. As always, I came away learning so much and feeling inspired!

I am always thankful to return to DAV Patriot Boot Camp. I enjoy giving feedback and recommendations on how my fellow vets can expand their networks and grow their businesses.

Would you be a candidate for DAV Patriot Boot Camp? I am happy to answer your questions and put you in touch with the right people to get started.

**#DAVPATRIOTBOOTCAMPFALL24**



# WARRIOR WEEK AT CAMP SOUTHERN GROUND



Mid October I had the distinct pleasure and honor to participate with a distinguished group of leaders at Camp Southern Ground for their Warrior Week business panel. Everyone on the panel shared their expertise, insights, and strategies for success in the business world with a very enthusiastic crowd, and we got to walk away knowing we were empowering our fellow veterans to thrive in their post-military careers!

The goal of Warrior Week, which starts with a high-touch week at Camp Southern Ground, is to provide each individual with the tools and training to thrive at home by helping veterans identify their unique strengths and develop an action plan for moving forward with purpose.



One of my favorite parts of the day was getting to tour the grounds and see all the amazing ways that Camp Southern Ground supports veterans and their families. The facility features a residential lodge to accommodate the warriors throughout their stay. In the dining hall, warriors and staff are fed from an 11-acre organic farm that supplies food for three daily chef-prepared meals that follow a gluten-free, allergen-free, anti-inflammatory diet. The high ropes confidence course with zipline and mega swing enables genuine team building while the aquatics center, bicycle pump track, axe throwing and archery venues allow for individual growth. There even is a treehouse that was featured on an episode of the Animal Planet show, "Treehouse Masters," that can be used for team building, problem solving or just having fun. Finally, the 3-acre solar farm powers the facilities, making them virtually self-sufficient and on occasion even enables Camp Southern Ground to sell energy back to the power company, providing additional funding.



Would you be a candidate for Warrior Week at Camp Southern Ground? I am happy to answer your questions and put you in touch with the right people to get started.



# BRINGING LES TO NOLA!

In late October, I was thrilled to participate in this year's LES Annual Meeting in New Orleans! I had a blast meeting incredible people in my field from all over the world who love patents and trademarks and using licensing to help organizations grow.

I was excited and honored to witness my friend Alex Locke win the Brands as a Business sector Deal of Distinction award for his company Bored of Directors, which is comprised of 11 different Bored Ape Yacht Club NFT characters.

While at the Annual Meeting, I had the pleasure of moderating a panel of patent and trademark experts, including Don Drinkwater, Lewis Stark, Uche Nwokocho, and Johanna Sullivan. Our topic was: "How Do Brands Add Value to Your Patent Portfolio?". We showcased the power of a brand by featuring a clip from the movie, The Founder, where the protagonist Ray Kroc (played by Michael Keaton) conveys how the McDonald's brand is the secret behind the success of the burger business. We then featured three case studies featuring HDMI, Viagra, and Pokemon Go. Everyone stayed until the end of the talk, and a few even stayed longer! I am grateful to have had the chance to moderate such a gifted group of panelists.

Would you like to learn more about LES or the Brands as a Business sector? I am happy to answer your questions and put you in touch with the right people to help you get involved.



# GIPA IP LEADERSHIP DEVELOPMENT



This year, I was given the opportunity to serve as a board member for the Georgia Intellectual Property Alliance (GIPA), based in Atlanta, GA. The GIPA board includes business executives, IP attorneys, tech transfer professionals, inventor entrepreneurs, expert consultants, IP brokers and many more types of volunteers. GIPA participants collaborate with global leaders while harnessing Georgia's intellectual, physical and economic benefits. We help society more easily accomplish and protect their creative, inventive, goals. Based in Atlanta, this Institute includes IP professionals who desire to share best practices, network, and discuss emerging business issues.

In 2024 I helped GIPA launch the IP Leadership Development Program. The purpose is to enable IP professionals to enhance their leadership skills for greater influence and impact in the workplace and community. At the same time, the opportunities will benefit citizens in Georgia as contributions from program participants are realized in the community.

Aspiring leaders will gain exposure to topics that allow them to maximize their personal influence and leadership. Topics include:

- Strategic Thinking & Impact
- Relationship Building & Communication
- Leadership Brand & Marketing
- Leading Others Inclusively
- Financial Insights & Confidence
- Program Capstone Event



In October, the program kicked off with *Strategic Thinking & Impact: Influence and Share Insightful Outcomes*, presented by Lisa Lai of Lai Ventures. In this session, we discussed cultivating strategic thinking and being a person of influence. In November, Lauren Marlow with Speechworks presented on *Relationship Building & Communication: Influence Others With Confidence*.

These sessions pick back up in January with Jenn Deal covering Leadership Brand & Marketing. If this is something you would be interested in learning more about, please let me know.

# VETLANTA Q4 SUMMIT

In early December, I had the pleasure of attending the VETLANTA Q4 Summit hosted by The Home Depot in Atlanta, GA. VETLANTA is a club operated exclusively for veteran social and business networking and community service purposes. VETLANTA's purpose is to foster collaboration among Atlanta area businesses to support veteran-orientated initiatives.



The Q4 Summit put a spotlight on employment opportunities and resources in the Atlanta area, which are open to veterans, service members, spouses and supporters of the community. The summit began with a 2 hour breakout session with the U.S. Department of Labor's Assistant Secretary for Veterans' Employment and Training, the Honorable James D. Rodriguez and the Georgia Veterans Services Commissioner, Patricia Ross, Ed.D. Also at the table were representatives from Hire Heroes USA and the U.S. Department of Veterans Affairs as well as state and regional leaders from the U.S. Department of Labor's Veterans' Employment and Training, to name just a few. We openly discussed veteran initiatives from all of the organizations present on behalf of Georgia veterans, military spouses, and transitioning service members.



During the summit, we paid tribute to Bernie Marcus, Co-Founder of The Home Depot, and his contributions to the veteran community. Bernie lived by the motto, “You cannot have a perfect day without doing something for someone who can never repay you.” This is such an inspiring quote and is a testament to all of the work that he has done.

I can't wait until February 11th for the Q1 Summit at Emory University. Our theme for this session will be Education. If you are a veteran, military spouse, or transitioning service member in the Atlanta area and would like to attend — [visit this link](#) to register! I'd love to see you there.