

Louis J. Celli Jr

Louis J. Celli Jr is a nationally recognized small business development expert who frequently advises congressional staff regarding small business structure, growth and economic development. Well known to senior executives throughout the federal agencies, Mr. Celli routinely develops outreach strategies, compiles market research and analysis and advises on matters regarding federal small business policy.

Boston native Louis John Celli Jr. retired from the United States Army as a Master Sergeant in November 2002. While on active duty, MSG Celli was recognized as one of the most successful Army Reserve Recruiters in New England and Army wide nearly 10 years running. Immediately upon retiring Louis opened two retail stores in high profile Boston shopping destinations offering Sales, Leadership and Self Improvement programs and was CEO of Leaders Advantage Inc. from 2002 to 2005.



In 2005 Louis restructured the corporation to serve and assist other veterans who needed help as entrepreneurs by founding the non-profit organization Northeast Veterans Business Resource Center Inc., a 501 (c) (3) in Lawrence, Massachusetts which trains veterans to start and grow small businesses.

As CEO of The Northeast VBRC, Mr. Celli works extensively with rural and inner city entrepreneurs while serving clients across the United States, in Europe and the Middle East. He has conducted small business outreach training and programs across Massachusetts, Los Angeles, New York, Chicago, Salt Lake City, Reno, Tampa and Washington, D.C.. Mr. Celli also developed and delivered the first live educational training program remotely offered to soldiers serving on the front lines in Iraq. Using donated video conferencing software from Citrix Corporation and inviting guest speakers from across the country to participate, Mr. Celli facilitated a 15 week Veterans Entrepreneurial training program entitled from Boston to Baghdad which instructed Army National Guard soldiers in business building disciplines, enabling them to start or rehabilitate businesses once they returned to their homes.

Louis conducts and directs training and outreach nationwide and through his programs at Walter Reed Army Medical Center in Washington DC, assists American Veterans and their family members who are transitioning out of the military and are working toward their entrepreneurial goals of self sufficiency.

Mr. Celli was instrumentally responsible for advancing important legislation addressing veteran entrepreneurship. S-1014 had been stalled in committee when Senate Small Business Staff called Mr. Celli to testify before the Senate Small Business Committee in January of 2007. Mr. Celli teamed with the American Legion and assisted in building bipartisan bridges which resulted in the Small Business Committee's unanimous passage of a revised bill, S-1784. Mr. Celli again rallied community support and worked with the House Small Business Committee to advance the bill which resulted in the passage of H.R. 4253 and was signed into law as P.L. 110-186 February 14, 2008. P.L. 110-186 is the first stand alone law passed out of the Small business Committee in more than a decade.

Mr. Celli has worked on number of bills regarding veteran entrepreneurship, improved GI Bill, military health care, veterans employment and veterans homelessness. Recently, Mr. Celli discovered that veterans in the Northeast were being denied access to important medical services due to an ineffective certification program. Mr. Celli worked with TRICARE officials and the Veterans Affairs Committee's of both chambers to have this barrier to critical health care removed resulting in millions of veterans who will soon have access to previously denied services.

As a faithful veteran's advocate, Mr. Celli has worked with victims with Traumatic Brain Injuries (TBI) and has testified before the Massachusetts State Assembly on behalf of veterans returning from Iraq and Afghanistan regarding supportive service for veterans suffering from TBI.

Louis is published, speaks nationally and writes for 2 major veteran's trade magazines. Mr. Celli has testified before the United States Senate and House of Representatives as well as the Massachusetts State Assembly and is frequently quoted in national and local media such as the Boston Business Journal, Forbes, MSNBC, Fortune Small Business, National Public Radio, and the Christian Science Monitor.

- ❖ 2005 Veteran Small Business Champion of the Year for Massachusetts and New England by the United States Small Business Administration.
- ❖ 2006 National Leadership Award from the National Business Advisory Council of the National Republican Congressional Committee

As a volunteer, Louis serves as a Boston chapter *and* Cyber chapter SCORE counselor and since January 2005 has worked with thousands of entrepreneurs regarding all aspects of the business life cycle. He has worked with and has donated training programs to New England area homeless veterans at The New England Shelter for Homeless Veterans and volunteers as a Business Coach for High School children with the National Foundation for Teaching Entrepreneurship

- ❖ **Chairman**, United States Small Business Administration's Advisory Committee on Veterans Business Affairs (P.L. 106-50, P.L. 110-186)
- ❖ **Vice Chair** of the National Small Business Task Force for the American Legion
- ❖ Served as Massachusetts Honorary Chairman for The Business Advisory Council
- ❖ Member, American Legion Post #268, Billerica, Massachusetts
- ❖ Member, Disabled American Veterans Chapter #47, Billerica, Massachusetts
- ❖ Secretary, Boston Chapter Nam Knights Motorcycle Club
- ❖ Member, Merrimack Valley Chamber of Commerce
- ❖ Member, Association of the United States Army, Massachusetts Bay Chapter
- ❖ Life member, Ancient Free and Accepted Masons of Massachusetts, M.G. Henry Knox Lodge

Mr. Celli is married and lives in Billerica Massachusetts with his wife Elise. Together they have 6 children ranging in age from 7 to 18 years old.

MSG (Ret) Celli is a 40% Service Disabled Veteran who maintains the height, weight and physical fitness standards for his age in accordance with applicable military regulations. He has volunteered for mobilization to Iraq through his retirement branch and remains dedicated to serve his country in whatever capacity needed.