# Major General Ronald G. Richard Joins Veteran Business Project Board to Support National Growth

*Marine Corps leader and nonprofit executive to support Veteran Business Project with fundraising expertise and experience helping veterans become entrepreneurs.*




Welcome to our newest board member, Major General Ronald G. Richard

NAPERVILLE, IL, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Veteran Business Project, a nonprofit accelerating veteran business ownership, announced that retired Maj. Gen. Ronald G. Richard has joined its board of directors. His appointment strengthens the organization's national expansion efforts by bringing decades of military leadership, nonprofit fundraising expertise and firsthand experience helping veterans overcome barriers to business ownership.

A Basile, Louisiana native and Louisiana State University graduate, Richard served 33 years in the Marine Corps in command and operational leadership roles, including service in Vietnam and his final assignment as Commanding General of Marine Corps Base Camp Lejeune from 1999 to 2001. He earned a master's degree in international relations from Salve Regina University.

After retiring from the military, Richard served as president and CEO of the Tiger Athletic Foundation at LSU, where he directed major philanthropic initiatives and cultivated relationships with significant donors. He also serves on the boards of the War Memorial Museum and USS Kidd Veterans Museum in Louisiana, continuing his commitment to supporting those who have served.

Over the past 14 years, Veteran Business Project has served more than 1,500 veterans and military spouses, with 400 new participants enrolling last year alone. The organization connects veterans with existing businesses for sale, provides personalized mentorship and coaching at no cost, and guides them through the acquisition process. The model preserves successful businesses, creates immediate income opportunities and helps veterans build long-term financial stability through business ownership.

"General Richard understands both sides of this equation," said Lynn Lowder, founder and CEO of Veteran Business Project. "He's spent years helping veterans overcome the real barriers to business ownership, and he's built the relationships needed to fuel our growth. Just as important, he believes veterans don't need rescue. They need opportunity, mentorship and someone willing to walk alongside them. That's exactly what he'll bring to our board."

Richard said he was drawn to Veteran Business Project because of its mission and proven approach.

"I think it's a wonderful project that would help veterans in many areas, both for post-military employment, secondly to help veterans overcome the disabilities they have from serving in the military, and lastly to give them some hope for the future for themselves and their families," Richard said.

Richard's belief in Veteran Business Project's model is rooted in firsthand experience. For seven years, he led an informal veteran business initiative in Louisiana, helping veterans navigate SBA loans, down payments and capital barriers while pursuing business ownership. He witnessed talented veterans with strong business ideas struggle to access financing despite having the skills to succeed.

"The mentorship is a vital part of a young man or woman who's starting a business at a young age, getting the experience of those that have been there before them, both on active duty and in business," Richard said.

As a board member, Richard will advise Veteran Business Project on fundraising strategy, major donor cultivation and national expansion, drawing on decades of experience in military leadership, nonprofit management and philanthropic development.

Richard frames his role around a fundamental principle.

"I believe that as retired Marines and military that we should never stop being involved with our veterans, and I believe it's our duty and responsibility to help them wherever we can. I believe it was our duty then to serve our country, and I believe it's still our duty to serve our country through the veterans," he said.

Veteran Business Project helps veterans and military spouses become business owners while

preserving American small businesses, strengthening communities and creating renewed purpose through entrepreneurship. For some veterans, that hope may help save lives. More information is available at VeteranBusinessProject.org.

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