

## **InnovateHER Challenge 2016**

**Total number of applicants for Long Beach City College Local Competition – 13**

### **Nomination from Long Beach City College:**

#### **Miss Military Mom, LLC**

**Name: Kenisha Heath, MD, FAAFP  
Lt Col, USAF, MC,  
Chief of the Medical Staff**

**Product/Service: Miss Military Mom, LLC is an e-commerce company founded to meet the needs of working mothers in uniform. Their vision is to be a leading supplier of nursing apparel for use with the battle dress uniform of all military service branches.**

**Company: Miss Military Mom, LLC**

**State of Incorporation: Georgia**

**Address: 61st Medical Squadron  
Los Angeles AFB CA 90731**

**Phone: 301-787-3160**

**Email: [Krenee@missmilitarymom.com](mailto:Krenee@missmilitarymom.com)**

**Website: <http://missmilitarymom.com/>**

#### **Product/Service Description:**

**Miss Military Mom, LLC designed a nursing t-shirt made in compliance with the regulations of the Air Force and Army. It is compatible to wear with the Air Force's airman Battle Uniform (ABU), as well as the Army's Combat Uniform (ACU). The t-shirt allows easy and convenient breastfeeding or nursing while in uniform.**

#### **Host Organization Information**

**Long Beach City - College Advancement and Economic Development  
4901 East Carson Street, MC-05  
Long Beach, CA 90808  
Vivian Shimoyama  
562-938-5156  
[vshimoyama@lbcc.edu](mailto:vshimoyama@lbcc.edu)**

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### **Reason this Dr. Kenisha Heath of Miss Military Mom, LLC was selected:**

Miss Military Mom, LLC and founder Dr. Kenisha Heath was selected by Long Beach City College and is highly recommended as a candidate for the InnovateHER Challenge 2016.

Upon review of Dr. Heath's Business Plan it was determined that as a board certified family physician and a Lieutenant Colonel in the United States Air Force, her commitment to serving our nation has also fueled an entrepreneurial spirit. As a primary care provider to thousands of women she cared for hundreds of pregnant patients and delivered countless babies. Her unique position as a physician to military women as well as her 12-year tenure as an active duty officer places her in a prime position to remain intimately aware of the needs of her target market – military moms and military women.

Dr. Heath's mission for Miss Military Mom, LLC is to provide practical solutions that simplify the lives of breastfeeding mothers in uniform. Her vision is to be the leading supplier of nursing apparel for use with battle dress uniform of all military service branches with her products reaching both nationally and abroad. Her passion is to provide convenience, ease, and privacy to women in uniform who choose to breastfeed their children and her company designs products that meet the needs of working mothers in uniform.

As a start-up, Miss Military Mom, LLC has designed very innovative products that meet the needs of women and families, and her products will have a positive impact on women's lives. During the pitch presentation, we saw Dr. Heath's desire to help women that she cares for as patients, as well as her vision to reach women around the world that face similar challenges when it comes to uniform clothing for breastfeeding. She presented her company with a thorough knowledge of where the products would be distributed, understood the bottom line costs of manufacturing and manufacturing for sales on an e-commerce site (business to consumer), knew her market research and demand in the market, and for the long term discussed U.S. manufacturing standards needed when she would approach the military bases and be a business to government business.

We highly recommend Dr. Kenisha Heath, founder of Miss Military Mom, LLC for the top prize in the InnovateHER Challenge 2016. Her business demonstrates growth potential. She has demonstrated accomplishment in her life, is committed to growing her business, and through her company she will positively impact our women in the military in the United States and around the world.

Signed:  Date: December 2, 2015

Vivian Shimoyama, Regional Executive Director, 10,000 Small Businesses  
Long Beach City College, College Advancement and Economic Development