

**Application for Non-Federal Entity (NFE) Permit  
Military Spouse Owned Business  
FOR OFF POST ONLY**

**DATA REQUIRED by the PRIVACY ACT of 1974. Authority: Title 5 USC 552a; Title 10, USC 3013. Purpose(s):** The requested information will be used by the Senior Commander or their designee to determine whether or not to grant this request. This checklist is designed as a template to be modified for use at each Army installation.

**NFE Business Owner**

<u>Name (Last, First, MI)</u>	<u>Name of Business</u>	<u>Telephone Number</u>
<u>Address of Proposed Business:</u>	<u>Email Address:</u>	<u>Previously Approved?</u>
<u>Installation if Previously Approved:</u>		YES      NO

**Briefly describe the proposed business activity:**

  
  

The following rules are written to ensure that a Military Spouse Owned NFE Business does not negatively affect the safety, community tranquility, or the good order and discipline of an Army installation. The business owner acknowledges that the following conditions must be met:

- The NFE owner must obtain the requisite permissions, licenses (if applicable), and liability insurance prior to opening/operating.
- The NFE owner is responsible for any damages to third parties arising from the conduct of their business.
- The NFE owner is required to comply with and is subject to inspection by the appropriate city, county, state or federal agency, office or department for compliance with applicable laws, codes, regulations and requirements.
- NFE's involved in food preparation will not be approved.
- If/when a Military Spouse Owned NFE Business plans to close, NFE owner must notify DFMWR to remove business and contact information from roster.

**Non-Federal Entity Owner:** I certify that the above statements are true and that I have read and will abide by the rules above any additional guidance contained within the installation's HBB policy letter.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Installation Coordination**

Directorate / Office	Date	Initial	Recommendation		Comments
Sponsor's Battalion Commander			Concur	Nonconcur	
Sponsor's Battalion Command Sergeant Major			Concur	Nonconcur	
Staff Judge Advocate General			No Legal Objection	Legally Insufficient	
Directorate of Family and Morale, Welfare & Recreation			Application Turn-in		

**Reason for Disapproval**

  
  

**Installation Approval Authority**

I have reviewed the above application for HBB permit and I have decided to    approve / disapprove.  
*circle one*

Expiration Date: \_\_\_\_\_  
 (1 year from date of signature unless otherwise indicated)

Jon D. Cole  
 Director  
 Family and Morale, Welfare & Recreation

**Army Regulation 210-7, 11 May 2021**  
**Personal Commercial Solicitation on Army Installations**

**2-9. Forbidden solicitation practices**

The following practices are forbidden:

- a. Solicitation during enlistment or induction processing or during basic combat training, and within the first half of the one station unit training cycle.
- b. Solicitation of “mass,” “group,” or “captive” audiences.
- c. Making appointments with or soliciting Army personnel during their normally-scheduled duty hours.
- d. Soliciting without an appointment in areas used for housing or processing transient personnel, or soliciting in barracks areas used as quarters.
- e. Use of official military identification cards or vehicle decals by active duty, retired, or reserve members of the military services to gain access to Army installations for the purpose of soliciting. When entering the installation for the purpose of solicitation, solicitors with military identification cards and/or installation vehicle decals must present documentation issued by the installation authorizing solicitations.
- f. Offering of false, unfair, improper, or deceptive inducements to purchase or trade.
- g. Offering rebates to promote transaction or to eliminate competition. (Credit union interest refunds to borrowers are not considered a prohibited rebate.)
- h. Use of any manipulative, deceptive, or fraudulent device, scheme, or artifice, including misleading advertising and sales literature. All financial products, which contain insurance features, must clearly explain the insurance features of those products.
- i. Any oral or written representations which suggest or appear that the Department of the Army sponsors or endorses the company or its agents, or the goods, services, and commodities offered for sale.
- j. The designation of any agent or the use by any agent of titles (for example, “Battalion Insurance Counselor,” “Unit Insurance Advisor,” “Servicemen’s Group Life Insurance Conversion Consultant”) that in any manner states or implies any type of endorsement from the U.S. Government, the Armed Forces, or any State or Federal agency or Government entity. AR 210-7 • 18 October 2007 5
- k. Making personal commercial solicitations or sales to personnel who are junior in rank or grade, or to the family members of such personnel, except as authorized in DOD 5500.7-R, sections 2-205 and 5-409.
- l. The use of Army personnel representing any insurer, dealing directly or indirectly on behalf of any insurer or any recognized representative of any insurer on the installation, or as agent or in any official or business capacity with or without compensation.
- m. The use of an agent as participant in any military service-sponsored education or orientation program.
- n. Entry into any unauthorized or restricted area.
- o. Assignment or use of desk space for interviews, except for specific, prearranged appointments. During appointments, the agent must not display desk or other signs announcing the name of the company or product affiliation.
- p. Use of the “Daily Bulletin” marquee, newsletter, Web page, or any other notice, official or unofficial, announcing the presence of an agent and his availability.
- q. Distribution of literature other than to the person being interviewed.

- r. Wearing of name tags that include the name of the company or product that the agent represents.
- s. Offering of financial benefit or other valuable or desirable favors to military or civilian personnel to help or encourage sales transactions. This does not include advertising material for prospective purchasers (such as pens, pencils, wallets, and notebooks, normally with a value of \$1 or less).
- t. Use of any portion of installation facilities, to include quarters, as a showroom or store for the sale of goods or services, except as specifically authorized by regulations governing the operations of exchanges, commissaries, non-appropriated fund instrumentalities, and private organizations. This is not intended to preclude normal home enterprises, providing State and local laws are complied with.
- u. Unauthorized advertising of addresses or telephone numbers used in personal commercial solicitation activities conducted on the installation, or the use of official position, titles, or organization names for the purpose of personal commercial solicitation, except as authorized in DOD 5500.7-R. Military grade and military service as part of an individual's name (for example, Captain Smith, U.S. Army) may be used in the same manner as conventional titles such as "Mr." or "Mrs."
- v. Contacting Army personnel by calling a Government telephone, faxing to a Government fax machine, or sending e-mail to a Government computer, unless a pre-existing relation (that is, the Army member is a current client or requested to be contacted) exists between the parties and the Army member has not asked for the contact to be terminated.
- w. Soliciting door to door or without an appointment

**Applicant Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Sponsors Name: \_\_\_\_\_

Sponsors Rank: \_\_\_\_\_

Sponsors Unit: \_\_\_\_\_

Sponsor's Unit Phone Number: \_\_\_\_\_

Sponsor's Battalion Commanders Name: \_\_\_\_\_

Sponsor's Battalion Command Sergeant Major (CSM) Name: \_\_\_\_\_



**DEPARTMENT OF THE ARMY**  
**US ARMY INSTALLATION MANAGEMENT COMMAND**  
**HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT JOHNSON**  
**6661 WARRIOR TRAIL, WOODFILL HALL**  
**FORT JOHNSON, LOUISIANA 71459-5339**

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01 February 2024

**MEMORANDUM FOR RECORD**

**SUBJECT: Garrison Policy Memorandum #19 – Home-Based Business Operations on the Joint Readiness Training Center and US Army Garrison Fort Johnson**

**1. References:**

- a. Army Directive 2018-29 (Non-Federal Entity Competition with Appropriated and Non-Appropriated Fund Activities on Army Installations).
- b. Army Regulation 210-22 (Support for Non-Federal Entities Authorized to Operate on Department of the Army Installations).
- c. Army Regulation 210-7 (Personal Commercial Solicitation on Army Installations).
- d. Department of Defense Instruction 1344.7 (Personal Commercial Solicitation on DoD Installation).
- e. Department of Defense Instruction 1000.15 (Procedures and Support for Non-federal Entities Authorized to Operate on DoD Installation).
- f. Technical Bulletin Medical (TB MED) 530, 8-301.12 Operations (Tri-Service Food Code).
- g. Corvias Resident Responsibility Guide, Revised Edition, 27 March 2023.
- h. HQ IMCOM memorandum (Policy Memorandum – IMCOM Home Based Business (HBB) Program), 12 June 2023.

**2. Scope:**

- a. This policy applies to all Active-Duty Soldiers, Family members, Civilians, and Retirees residing within the Fort Johnson government-controlled housing area. This policy applies to Home-based Businesses (HBB). Home-based businesses are non-federal entities (NFEs) that are authorized to operate and offer sales or services from within their residence on an Army Installation.
- b. This policy also applies to NFE owned by spouses of Active-Duty Soldiers, whose place of business is not their residence on an Army Installation.

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3. Purpose: This policy aims to protect Department of the Army military and civilian personnel from unsafe, fraudulent, or unethical business practices. Commanders at all levels must ensure all individuals and/or agents who have written permission to solicit on post follow the guidance outlined in AR 210-7 and this policy letter.

4. Home-based Business Policy:

a. Residents of Fort Johnson operating a HBB in on-post housing must have a letter of authorization from the Garrison Commander (GC).

b. The GC will exercise oversight authority and monitor HBBs operating on Fort Johnson and/or appoint an oversight authority.

c. The GC has determined that the following list of services are not eligible for approval as a HBB at Fort Johnson:

(1) Medical/Birthing: Physical Therapy, PTSD Treatments, Doula/Midwife. (Note: This prohibition does not apply to services offered outside one's own residence but prohibits the provision of such services from one's residence).

(2) Tattoo/Body Art (to include permanent make-up).

(3) Cottage Food HBBs that sell food products that contains greater than 1% alcohol by volume or sell alcoholic beverages.

(4) Cottage Food HBBs may not sell the following high-risk foods or low-risk foods: Honey (baked in a product is acceptable), home-canned vegetables, meats, or stews.

(5) Cottage Food providers residing off the installation.

d. The GC may deny or revoke a HBB permit if it is in the best interest of the command. Revocation grounds include, but are not limited to:

(1) Making false statements on the HBB packet.

(2) Engaging in any act in violation of the law, Army or USAG regulations or policy; any act threatening the health, safety or security of the installation or installation personnel. Must be in compliance with city, state, or federal agency, or department with applicable licenses, laws, codes, regulations, and/or requirements.

(3) Violations can be enforced by:

(a) Warning Letter.

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- (b) Cease and Desist Letter.
- (c) Revocation of Permit.
- (d) Removal from housing.
- (e) Revoking access to installation.

(4) Applicants that are denied will be notified in writing by the GC. Applicants may appeal in writing through the GC to the Commanding General.

e. Distribution of or posting flyers, business cards, or promotional materials anywhere on Fort Johnson is prohibited except for authorized paid advertising through the Directorate of Family and Morale, Welfare, and Recreation (DFMWR). Wrongful placement may result in loss of privileges.

f. All HBB requests are submitted for legal review to the Office of Staff Judge Advocate.

g. All HBBs are subject to inspections by federal regulatory authorities.

h. All HBBs may not encumber more than 25% of a home's gross floor area. Parts or materials related to the HBB shall be screened from public view and will be limited to the interior of the structure, or the side and rear yards of the property.

i. All HBB signage is limited to what can be displayed in single window from the inside and may not be illuminated.

j. Customers may only patronize an HBB between the hours of 0600-2000.

k. Noise, vibrations, or odors shall not be detectable beyond the property.

l. Requester will be notified of approved permits in writing within 60 days of completed HBB packet submission.

m. Approved HBB permits will be valid for a period of one year from date of approval. Renewals must be submitted at least 90 days prior to expiration to ensure uninterrupted service.

n. The GC and MWR will hold a townhall meeting in the second and fourth quarter of the fiscal year with current HBBs.

5. Home-based businesses operating in on-post housing (Corvias). Prior to operating a HBB in on-post housing, individuals must submit an application to the office designated by

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the GC for processing. Applicants requesting permits must, at the minimum, submit the following:

- a. Completed Home-based Business Application Packet signed by:
    - (1) Corvias Community Center Manager.
    - (2) Sponsor's Battalion Commander.
    - (3) Sponsor's Battalion Command Sergeant Major.
    - (4) Environmental Health or Veterinary Clinic, if applicable.
  - b. Business information (catalogs, brochures, pamphlets, handouts, pictures, etc.).
  - c. Copy of current Liability Insurance Declaration Page. Liability Insurance is subject to verification at any time during the one-year permit period.
  - d. Copy of Specialty Service Licensure (for example, cosmetology, massage, etc.)
  - e. Cottage Food businesses must provide the following:
    - (1) Memorandum for Record from Environmental Health approving the business.
    - (2) A copy of the recipe for each food produced at the business location. Recipes shall identify all ingredients and a description of the production method and process controls, (for example, cooking equipment, products holding/storage, and packaging).
    - (3) The method of advertising.
    - (4) A copy of the label to be used on the packaging to include:
      - (a) The name, address, and phone number of the Cottage Food producer.
      - (b) Ingredients that are known food allergens, such as: milk, eggs, fish, shellfish, tree nuts, peanuts, wheat, and soybeans, or a food ingredient that contains a protein derived from a food specified in these known food allergens.
      - (c) A consumer notice that states, "This food was produced in a home kitchen not subject to a public health inspection."
6. Cottage Food is food produced in a private home or residence and is not a time/temperature controlled for safety (TCS) food. A TCS food is one that requires

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refrigeration to prevent microbial growth. Home-based businesses are required to follow regulations set forth by TB MED 530, regulated by Environmental Health.

7. Non-Federal Entities are self-sustaining organizations, incorporated or unincorporated, that are not an agency or instrumentality of the Federal Government.

a. Military spouses operating an HBB in their residence not within the physical boundaries of Fort Johnson are not HBBs and do not need approval to operate.

b. Military spouse owned NFEs referenced in subparagraph 7a are authorized to apply to participate in the DFMWR Marketplace events held monthly on the installation.

c. DFMWR Headquarters will exercise oversight authority and monitor military spouse owned NFEs operating on Fort Johnson and/or appoint an oversight authority.

d. For a military spouse NFE to participate in the DFMWR Marketplace, a completed military spouse owned NFE Application Packet must be submitted in advance of the event and approved. A completed packet will contain:

(1) Completed NFE Application signed by:

(a) Sponsor's Battalion Commander.

(b) Sponsor's Battalion Command Sergeant Major.

(2) Business information (catalogs, brochures, pamphlets, handouts, pictures, etc.).

(3) Copy of Liability Insurance Declaration Page. Liability Insurance is subject to verification at any time during the one-year permit period.

(4) Copy of Specialty Service Licensure (for example, Cosmetology, massage, etc.).

e. The following list of military spouse owned NFEs will not be approved for Fort Johnson.

(1) Services involving Tattoo/Body Art (to include permanent makeup) cannot be provided at the DFMWR Marketplace.

(2) Cottage Food HBBs.

f. Approved military spouse owned NFEs will be authorized to participate in the DFMWR Marketplace for a period of one year from the date of application approval.



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8. Exclusions: This policy does not apply to:

a. Authorized sales and fundraising activities by private organizations, units, Soldiers, and Family Readiness Groups as approved by or through other channels in the Directorate of Family, Morale, Welfare and Recreation (DFMWR) and/or the GC or appointed designee.

b. Individuals providing authorized Family Child Care (FCC) Child Care. Personnel providing childcare in on-post housing must register with the installation Child, Youth, and School (CYS) service office. FCCs do not align within the HBB program.

c. Individuals or companies providing merchandise or services to Non-Appropriated fund activities through an authorized agreement.

d. Individuals participating in authorized yard sale activities as outlined in the Corvias lease agreement and Resident Responsibility Handbook.

e. Individuals who work remotely from their home (i.e., consultant, freelance artist, or teleworkers) or who operate their own business exclusively through online means (eBay or Etsy), are not considered an HBB and do not require approval to operate.

9. Proponent: The Directorate of Family and Morale, Welfare, and Recreation is the proponent for this policy.

10. This policy will remain in effect until superseded or rescinded.

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CLIFTON J. LOPEZ III  
COL, SF  
Commanding