



Celebrating 50 years of NU Trailblazers!

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Luck and Destiny: Beth Veach '92



The intersection of Norwich University and **Elizabeth (Carson) Veach '92** could be described as one part luck and two parts destiny.

Arguably, Beth's Norwich journey began with her father's death when she was five. Having never worked a day in her life, Beth's mother pursued a position as the first female Deputy Sheriff in Lorain County, Ohio. This pioneer not only provided for her brood, but she also instilled lifelong values that included a strong work ethic, respect for people and institutions, and a sense of what is fair and just. Daily, she left for work in uniform, wearing a badge on her crisp, white shirt and a gun on her hip. As a sign of the times, the girls adopted as the family song the hit tune, "I Fought The Law, and The Law Won".

Entering the workforce, Beth unselfconsciously believed she too could be as unlimited in her pursuits as her mother and early on was one of only two women in Columbus, Ohio, a city of nearly one million people, to become an investment broker. She was undaunted by traditionally male-dominated institutions. Like her mother before her, she performed with dignity, strength, and humility.

Time passed and a move to Vermont caused her to assess her future. Beth became aware of an innovative form of higher education, "adult distance learning." This revolutionary program offered by Vermont College of Norwich University provided Beth an opportunity to finish the degree she had begun at Ohio State University. She focused her studies on Communications, which would serve her well in business, volunteer work, and personally, for decades. Beth was described by a professor as a student who "learns for keeps," seeking complete understandings and authenticity where they could be found.

Soon after graduation in 1992, Beth was approached by Dr. Tony Caprio, NU Class of 1960, to serve on the Norwich Board of Fellows and that began her two-plus decades of service to the university. Following her term on the Board of Fellows, then-President Rich Schneider and asked Beth to join the Board of Trustees on which she served for 15 years.

"I consider trusteeship one of the greatest honors of my life. Norwich is a dynamic organization. During my service, we built the university brand, increased the endowment, expanded facilities, sold Vermont College, and grew both the Corps and Civilian populations."

As she was immersed in the business of the university, Beth started and operated a national business developing and distributing protective, technical apparel for the motorcycle industry. She, with the help of her husband, led that business from concept, to production, to distribution, to national brand and on to exit, completing the entire entrepreneurial cycle. She went on to create a robust business coaching practice, always seeking to arm others with strong entrepreneurial skills and knowledge.

“Throughout my journey, I have applied so many of the values and valuable lessons acquired from both a strong mother and Norwich University.”

In addition to serving on the Board of Fellows and Board of Trustees, Beth has conducted entrepreneurial workshops for both undergraduate and graduate students. She is the recipient of a Distinguished Alumna Award, a lifetime member and Two-Star General in the Partridge Society, and member of the 1819 Circle and Trustee Emerita.

Records documenting women’s history and experience at Norwich are available through the University Archives. <https://archives.norwich.edu/>

In 1972, Vermont College merged with Norwich University. 2024 marks the **50th anniversary** of the first women to live on the Northfield campus and the first to join the NU Corps of Cadets—two years prior to the US Service Academies!

Attend a Women Kicking Glass Event.

- Saturday, May 18, 2024 - [Women Kicking Glass So. California Gathering](#), Los Angeles, CA
- Sunday, June 23, 2024 - [Washington DC Women Kicking Glass Reception](#), Military Women’s Memorial, Arlington, VA
- Friday, September 20, 2024 - [Women Kicking Glass Gala](#), Plumley Armory, Norwich