

MISSION WISCONSIN: IT'S MORE YOU

In 2018, the state of Wisconsin launched an integrated talent attraction marketing campaign designed to showcase all Wisconsin has to offer for U.S. service members and their families as they transition to civilian life. As we travel to various U.S. Chamber of Commerce Foundation's Hiring our Heroes transition summits throughout the country and abroad to promote the career and lifestyle opportunities available in Wisconsin, we are inviting Wisconsin companies to join the effort to connect these talented individuals with the resources our state offers for personal and professional success.

Reaching talent one-on-one

If you are a Wisconsin-based business or organization looking to engage with service members and their families as part of your talent engagement strategies, we encourage you to consider participating at one of the upcoming Hiring our Heroes transition summits. There are several possible ways to get involved. At each level, WEDC, the Department of Workforce Development and the Department of Veterans Affairs are here to help your company connect with veterans who possess the skills your business needs to fill open positions.

- 1) Talent pipeline:** After submitting an interest form, you will be contacted to gather information on what open positions your company has and what skill sets you're seeking. Then, after each Hiring our Heroes event, the Wisconsin delegation will provide you with vetted résumés for transitioning veterans and their spouses who may meet your requirements and are likely to be interested in the opportunities you have to offer.
- 2) Gratis employer booth:** Register through the Hiring our Heroes site to host an employer booth at an upcoming transition summit: www.hiringourheroes.org. When possible, Wisconsin-based businesses will have their booths placed near the state's booth, which highlights the many benefits of living and working in Wisconsin. There are no booth fees at these events, unlike many other hiring fairs. Companies are responsible for their own logistics for events they attend.
- 3) Wisconsin ambassador:** If your business is not able to host your own employer table, your representative may join state agency staff in the Wisconsin booth to serve as a representative of and advocate for Wisconsin's exceptional educational, professional and personal fulfillment opportunities.
- 4) Corporate fellowship:** Receive information about applying to this program coordinated by the Hiring our Heroes program of the U.S. Chamber of Commerce Foundation. If accepted, your company would host a 12-week program to provide transitioning service members and military spouses with professional training and hands-on experience in the civilian workforce. Your company would be helping to prepare candidates for a smooth transition into meaningful civilian careers and would benefit from the chance to develop a more comprehensive understanding of veterans' needs, skills and considerations.

For more information visit wedc.org/hire-veterans

By visiting this page, you will be able to fill out a form to be included on the list of Wisconsin companies actively seeking to hire veterans, and will be contacted by someone from the initiative to follow up.



Wisconsin-themed special events

In addition to the formal summits, we are looking to host additional engagement opportunities when possible. Known as side-car events, they will be opportunities for businesses attending the transition summits to provide their recruiter with additional touch-points in a more informal setting that will allow attendees to experience Wisconsin hospitality. These events will pull together all three planks of the **Think-Make-Happen In Wisconsin®** effort: transitioning service members, alumni and millennials.

These events are a cooperative effort to promote Wisconsin, with a broader goal of demonstrating that in Wisconsin we work together and support one another. With the participation of a variety of companies, we can better demonstrate Wisconsin's supportive, community-oriented culture and showcase how Wisconsin workers can be engaged with a number of different entities while pursuing the things that matter most to them. These events also represent an opportunity for Wisconsin companies to make meaningful connections with prospective employees who possess valuable skills and attributes. We hope you'll join us and help tell the story of why in Wisconsin, you can be **More You**.

If your company or organization is interested in joining in these engagement opportunities, please visit wedc.org/hire-veterans



TENTATIVE SCHEDULE OF TRANSITIONING VETERANS EVENT DATES AND LOCATIONS

| | | | |
|-------------------|--|------------------|--|
| Aug 29-30 | Camp Pendleton, CA | Feb. 27-28 | Yokosuka, Japan |
| Sept. 24-26 | Joint Base Lewis-McChord, Washington | April 1-2..... | Bavaria, Germany |
| Sept. 27..... | Naval Air Station Whidbey Island, Washington | April 3-4..... | Kaiserslautern, Germany |
| Oct. 15-17 | Schofield Barracks (Army), Hawaii | May 8-9 | Fort Leonard Wood (Army), Missouri |
| Oct. 18..... | Joint Base Pearl Harbor-Hickam, Hawaii | May 15-16 | Fort Bliss (Army), Texas |
| Oct. 19..... | Marine Corps Base, Hawaii | June 19-20..... | Fort Gordon (Army), Georgia |
| Feb. 25-26..... | Okinawa, Japan | TBD | Camp Lejeune Marine Corps Base, North Carolina |