



# HIRING OUR HEROES



100 Years Standing Up for American Enterprise

**U.S. CHAMBER OF COMMERCE**





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## Overview

The U.S. Chamber of Commerce's Hiring Our Heroes campaign is a nationwide effort begun in March 2011 to help veterans and military spouses find meaningful employment. In our first 12 months, we hosted 134 hiring fairs in 45 states and the District of Columbia, helping more than 9,000 veterans and military spouses find employment.

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We are expanding our efforts in 2012 with 400 hiring fairs and additional programs.

When the Chamber launched the Hiring Our Heroes campaign, the goal was to host 100 hiring fairs with committed private sector employers who understand the value of hiring a veteran. However, with a 12.1% unemployment rate for post-9/11 veterans, a 29% unemployment rate for post-9/11 veterans under 25 years old, and a 26% unemployment rate for military spouses, we need to do more. That is why we are significantly expanding our efforts in 2012 with hiring fairs in 400 communities, the establishment of a stand-alone program for military spouses, and a sustained campaign to enlist the commitments from the small business community to hire veterans and military spouses over the next years.





## Hiring Fairs

The cornerstone of the Hiring Our Heroes campaign is the hiring fairs. In 2012 and beyond, the Chamber is hosting 400 hiring fairs in communities large and small across the nation. This includes marquee hiring fairs in New York City, Chicago, Dallas, and Indianapolis, as well as hiring fairs in partnership with The American Legion held at Legion posts throughout the nation. Additionally, the Chamber is partnering with the Department of Defense and each service branch to provide employers with direct access to military bases and service members who are transitioning to civilian life. See pages 11-12 for pictures of our recent hiring fairs.



Visit [www.uschamber.com/hiringourheroes/events](http://www.uschamber.com/hiringourheroes/events) for an interactive map of our upcoming hiring fairs.

## Partnerships

To enhance our hiring fairs and extend our reach, the Hiring Our Heroes campaign is leveraging the Chamber's network of 1,600 local chambers and, 3-million-member Small Business Federation, as well as forming strategic partnerships within the public, private, and non-profit sectors.

Existing partners include, but are not limited to:

- American Legion
- AmeriCorps
- Clinton Global Initiative
- Department of Labor VETS
- Department of Veterans Affairs
- Departments of Defense
- Iraq and Afghanistan Veterans of America
- Joining Forces
- NBCUniversal





## Special Initiatives

In addition to hosting hundreds of hiring fairs, the Hiring Our Heroes campaign includes special initiatives that improve and expand our programs and create better rates of success.

### **Hiring 500,000 Heroes**

The Chamber and Capital One teamed up to launch Hiring 500,000 Heroes, a multi-year initiative to engage the business community in committing to hire 500,000 veterans and military spouses by the end of 2014. The initiative will focus on connecting veterans and military spouses with the small business community through job fairs and workforce training programs across the nation.



Employers can visit [www.uschamber.com/hiringourheroes/hiring500000heroes](http://www.uschamber.com/hiringourheroes/hiring500000heroes) and pledge to hire America's veterans and military spouses.

### **Military Spouse Business Alliance**

The Chamber and Capital One are also partnering on the Military Spouse Business Alliance (MSBA). The Hiring Our Heroes campaign is committed to serving working military spouses. On January 13, 2012, the Chamber hosted the nation's largest-ever Military Spouse Career Forum and Hiring Fair in Washington, DC. To sustain this effort, we launched the MSBA, which brings together 10 of the top non-profits in the country dedicated to improving the lives of working military spouses by lifting them out of unemployment and underemployment.





## **Virtual Hiring Fairs**

In addition to the traditional hiring fairs, the Hiring Our Heroes campaign is co-hosting virtual hiring fairs in partnership with Monster/Military.com, one of the world's largest job boards that services 10 million active users from the military and veteran communities. 16,000 veterans from around the world joined us online at our first hiring fair in November 2011.



## **Employment Workshops**

The Chamber and General Electric are partnering to present the GE Veterans Network Transition Assistance Program. This program includes employment workshops that help veterans obtain the skills needed to find jobs in the private sector, such as resume building, resume writing, networking, and interviewing techniques. The workshops are held in tandem with the Hiring Our Heroes hiring fairs and also include one-on-one mentoring sessions with one of GE's 10,000 veteran employees.

## **Special Events**

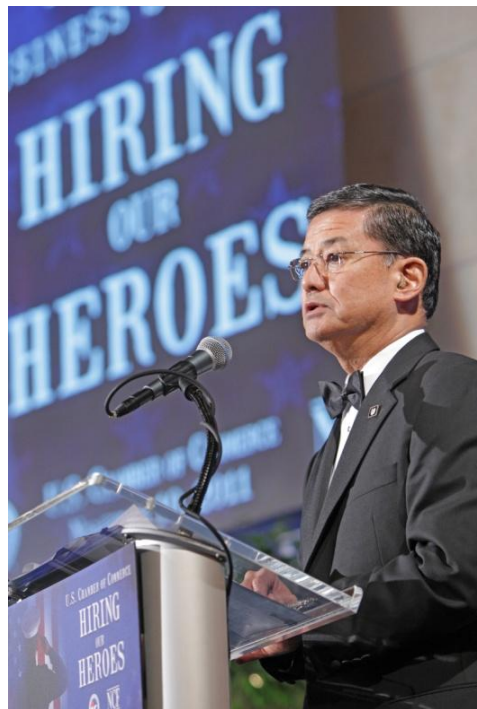
The Hiring Our Heroes campaign frequently holds high-profile special events. For example, on March 28, 2012, in partnership with NBC's Today Show and NBC News, the Chamber celebrated the one-year anniversary of the Hiring Our Heroes campaign with a marquee hiring fair aboard the USS Intrepid in New York, NY. The event was honored with special guests Second Lady Dr. Jill Biden; New York City Mayor Michael Bloomberg; Vice Chair of the Joint Chiefs of Staff Admiral Sandy Winnefeld and Mrs. Mary Winnefeld; and Medal of Honor recipient Dakota Meyer. We also held simultaneous hiring fairs in Chicago, IL; a military spouse hiring fair in Fort Hood, TX; and our second global virtual hiring fair with Military.com.

In November 2011, First Lady Michelle Obama joined us for our annual Business Steps Up: Hiring Our Heroes event in Washington, DC. Following the event, the Chamber hosted its first annual Lee Anderson Hiring Our Heroes Awards Dinner, which featured Secretary of Veterans Affairs Eric Shinseki, as well as General Martin Dempsey in his first public address about veteran employment as the Chairman of the Joint Chiefs of Staff.



*Left: First Lady Michelle Obama at the Chamber's annual Business Steps Up: Hiring Our Heroes event at the Chamber*

*Below: Secretary of Veteran Affairs Eric K. Shinseki (left) and Secretary of Veteran Affairs Eric K. Shinseki (right) at the Lee Anderson Hiring Our Heroes Awards Dinner at the Chamber*







## Nationwide Media Attention

### Notable Guests

Hiring Our Heroes has received nationwide media attention and attracted national and international dignitaries. For example, First Lady Michelle Obama joined us for our annual Business Steps Up: Hiring Our Heroes event in Washington, DC, and for a hiring fair in Hawaii at Pearl Harbor. Their Royal Highnesses The Duke and Duchess of Cambridge joined us for a hiring fair in Los Angeles, CA, during their visit to the United States. Second Lady of the United States Dr. Jill Biden joined us for our launch event for military spouse employment in Washington, DC, and for a hiring fair in New York, NY. See page 13 for a partial list of notable guests at our Hiring Our Heroes events.



*Left: Their Royal Highnesses The Duke and Duchess of Cambridge at the Hiring Our Heroes hiring fair in Los Angeles, CA*



*Right: Second Lady Dr. Jill Biden at the Military Spouse Employment Partnership Launch*





## “The Today Show”

On March 28, 2012, we celebrated the one-year anniversary of Hiring Our Heroes with a hiring fair in New York City that was televised live by “The Today Show”—the nation’s most popular morning program. The program was also broadcast that morning from hiring fairs taking place in Chicago, IL; Ft. Hood, TX; and a virtual hiring fair for transitioning service members and their families in Stuttgart, Germany. Additionally, “The Today Show” will give updates on our work to hire 500,000 veterans and military spouses by the end of 2014, as well as our hiring fairs throughout America.

## NBCUniversal

Hiring Our Heroes has partnered with NBCUniversal to raise awareness and keep veterans employment issues visible in the public’s eye. In addition to covering hiring fairs through its local affiliates, on the week of March 25, NBCUniversal partnered with the Chamber across all of its platforms to promote Hiring Our Heroes. In addition to “The Today Show,” this included “Nightly News with Brian Williams,” MSNBC, CNBC, Telemundo, and more.



*Left: “The Today Show” broadcasting during the Hiring Our Heroes job fair aboard the USS Intrepid in New York City*

*Below: General McChrystal, Tom Brokaw, and Ann Curry on “The Today Show”*





## **Veterans Employment Advisory Council**

The Chamber launched a private sector national Veterans Employment Advisory Council (VEAC) on November 10, 2011. The council is comprised of 25 of America's biggest employers representing every major industry. The council is committed to:

- Hiring veterans and military spouses
- Establishing best practices for veterans employment
- Reporting measures (job opportunities, interviews, placements)
- Providing mentors to help transitioning service members and military spouses, with the support of the Chamber's extensive grassroots network
- Enlisting the commitment of thousands of small and medium-sized businesses across America to do the same

### **Chairman's Circle**

APi Group  
Call of Duty Endowment  
Capital One  
CVS Caremark  
Entergy  
General Electric  
Prudential  
TriWest Healthcare Alliance

### **National Advisory Circle**

3M  
Chesapeake Energy Corporation  
Citigroup  
FedEx Express  
Hospital Corporation of America (HCA)  
Institute for Veterans and Military Families  
(Syracuse University)  
International Franchise Association  
Johnson & Johnson  
Las Vegas Sands Corp.  
Lockheed Martin  
Monster/Military.com  
Navistar  
PeopleScout  
RecruitMilitary  
Ryder System  
Siemens  
Union Pacific  
Verizon  
Walmart





## How Can I Get Involved?

- **Hire veterans and military spouses – join us for free as an employer at hiring fairs**
  - Go to [www.uschamber.com/hiringourheroes/events](http://www.uschamber.com/hiringourheroes/events) to see when we are in your community next
- **Commit to hire veterans and military spouses**
  - Go to [www.uschamber.com/hiringourheroes/hiring500000heroes](http://www.uschamber.com/hiringourheroes/hiring500000heroes) to make the pledge
- **Join our e-mentoring network for military spouses**
  - Your associates can go to [www.uschamber.com/hiringourheroes/msba](http://www.uschamber.com/hiringourheroes/msba) to sign up and mentor military spouses
- **Join the Chamber's Veterans Employment Advisory Council (VEAC)**
  - Be a leader in hiring veterans and military spouses and earn recognition around the country as a member of the Chamber's Veterans Employment Advisory Council
  - Go to [www.uschamber.com/hiringourheroes/veac](http://www.uschamber.com/hiringourheroes/veac) to learn more

Email [hiringourheroes@uschamber.com](mailto:hiringourheroes@uschamber.com) to learn more about these opportunities.





## Recent Hiring Fairs

*Hiring Our Heroes hiring fair aboard the USS Intrepid in New York City – March 28, 2012*



*Left to right: Hiring Our Heroes Executive Director Kevin Schmiegel; Vice Chair of the Joint Chiefs of Staff Admiral Sandy Winnefeld and his wife, Mary Winnefeld; Second Lady Dr. Jill Biden; New York City Mayor Michael Bloomberg; and Capital One General Counsel John Finneran, Jr.*

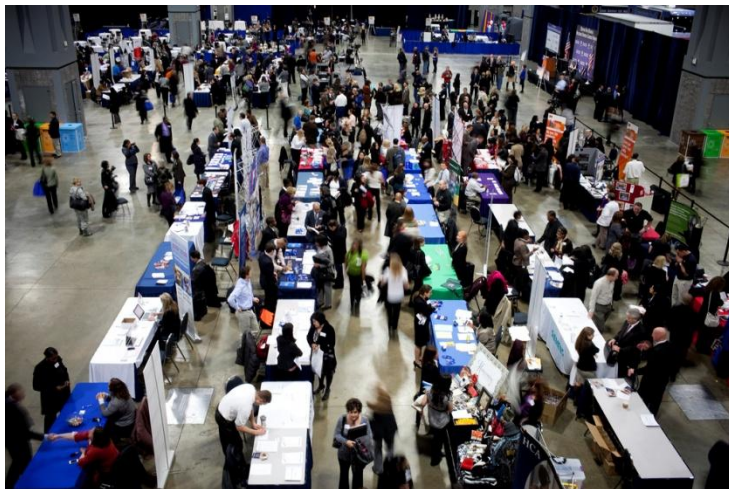




*Hiring Our Heroes hiring fair in Chicago, IL – March 28, 2012*



*Military Spouse Hiring Fair in Washington, DC – January 13, 2012*





## Partial List of Notable Guests at Hiring Our Heroes Events

First Lady Michelle Obama: Washington, DC, and Pearl Harbor, HI  
Second Lady Dr. Jill Biden: Washington, DC, and New York, NY  
Their Royal Highnesses The Duke and Duchess of Cambridge: Los Angeles, CA  
Secretary of Veterans Affairs Eric K. Shinseki: Washington, DC and Las Vegas, NV  
Chairman of the Joint Chiefs of Staff General Martin Dempsey: Washington, DC  
Vice Chairman of the Joint Chiefs of Staff Admiral Sandy Winnefeld and Mrs. Mary Winnefeld: New York, NY  
Wife of the Commandant of the Marine Corps Mrs. Bonnie Amos: Washington, DC  
Wife of the Chief of Staff of the Air Force Mrs. Susie Schwartz: Washington, DC  
Mayor Michael Bloomberg: New York, NY  
Senior Advisor to Joining Forces General Stanley McChrystal, USA (Ret): New York, NY  
Senior Advisor to Joining Forces Mrs. Patricia Shinseki: Los Angeles, CA, and Washington, DC  
NBC Newsman Brian Williams: New York, NY  
Today Show Anchor Ann Curry: New York, NY  
Medal of Honor Recipient Dakota Meyer  
Super Bowl-winning Coach Bill Cowher: Indianapolis, IN  
Governor Terry Branstad: Des Moines, IA  
Governor Mitch Daniels: Indianapolis, IN  
Governor Nikki Haley: Ft. Jackson, SC  
Governor John Lynch: Concord, NH  
Governor Pat Quinn: Chicago, IL  
Governor Scott Walker: Green Bay, WI  
Senator Richard Blumenthal: Hartford, CT  
Senator Kay Hagen: Charlotte, NC  
Senator Mark Kirk: Chicago, IL  
Senator Jack Reed: Providence, RI  
Senator Sheldon Whitehouse: Providence, RI  
Congressman Gus Bilirakis: Tampa Bay, FL  
Congressman David Cicilline: Providence, RI  
Congressman Trent Franks: Phoenix, AZ  
Congressman Paul Gosar: Phoenix, AZ  
Congressman James Langevin: Providence, RI  
Congressman John Larson: Hartford, CT  
Congressman Reid Ribble: Green Bay, WI  
Congressman John Runyan: Toms River, NJ  
Congressman David Schweikert: Phoenix, AZ  
Congressman Steve Womack: Rogers, AK  
Deputy Secretary of Labor Seth Harris: New York, NY  
Assistant Secretary of Labor VETS Ray Jefferson: Chicago, IL, and Los Angeles, CA  
Assistant Secretary of Labor VETS Junior Ortiz: New York, NY





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