

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 across the globe to promote the career and lifestyle opportunities available in Wisconsin, we are inviting Wisconsin companies to join the effort to attract these talented individuals to live and work in our state.

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. The following are some ways you can participate:

- 1) 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).
- 2) 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.
- 3) Talent Pipeline:** Businesses can receive resumes of service members and spouses registered for an event regardless of whether the business attends. Interested businesses will receive the resumes prior to the Wisconsin delegation attending the event. If you identify a candidate of interest, a Wisconsin delegate will try to coordinate an in- person meeting about the opportunity at your company.

If your business or organization is interested in participation, please register directly with Hiring our Heroes www.hiringourheroes.org and contact any of the following individuals to link up with the Wisconsin team:

Gary M. Meyer

Director, DWD Office of Veteran Employment Services

gary.meyer@dwd.wisconsin.gov

608.267.7277

Rebecca Deschane

Talent Initiatives Director

Wisconsin Economic Development Corporation & UW System

Rebecca.deschane@wedc.org

608.210.6764

Jessica Williams

Statewide Veterans Field Representative

Wisconsin Department of Veterans Affairs

jessica2.williams@dva.wisconsin.gov

920.479.0427



Wisconsin Themed Special Events

In addition to the formal summits, we are also 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 they 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, reach out to learn more:

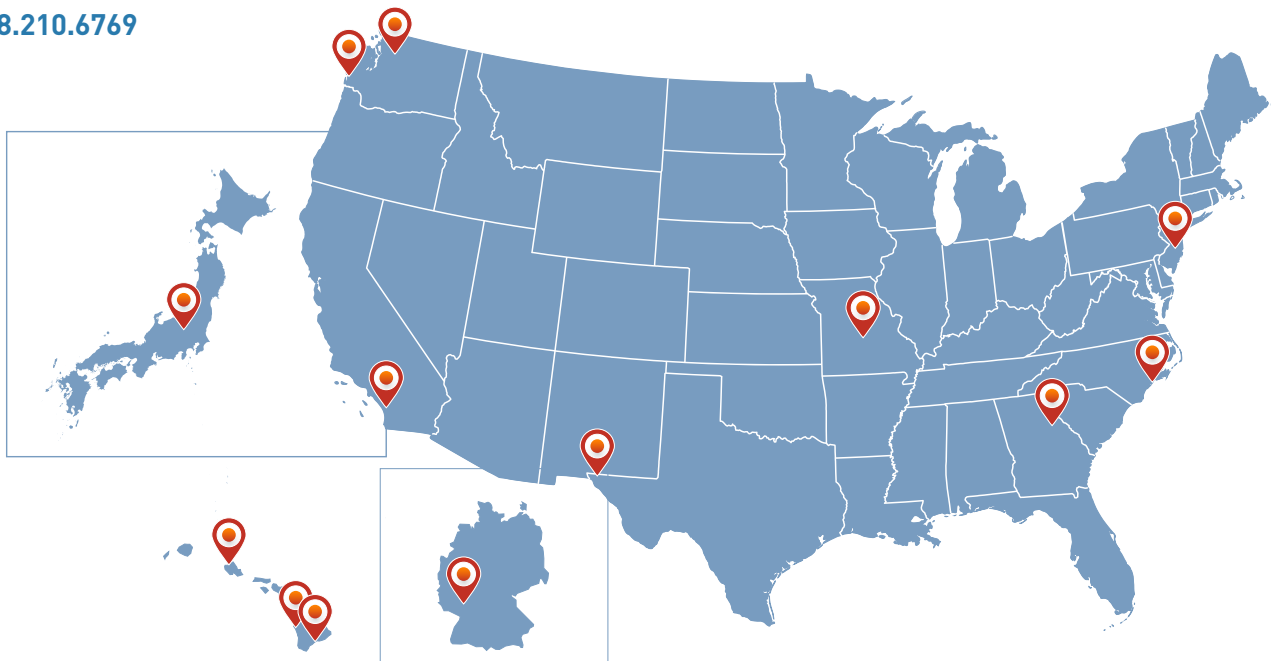
Sarah Bownds

Senior Events and Exhibits Manager

Wisconsin Economic Development Corporation

sarah.bownds@wedc.org

608.210.6769



TENTATIVE SCHEDULE OF TRANSITIONING VETERANS EVENTS DATES LOCATION

Sept. 25-26	Joint Base Lewis-McChord, Washington	Feb. 28	Yokosuka, Japan
Sept. 27	Naval Air Station Whidbey Island, Washington	March 25-26	Bavaria, Germany
Oct. 2-3	Camp Lejeune Marine Corps Base, North Carolina	March 28-29	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. 26	Okinawa, Japan		