



Yellow Ribbon Reintegration Program

For Those Who Serve and Those Who SupportSM

HERO2HIRED (H2H)

The Hero2Hired (H2H) guide provides an overview of the H2H program, including collaborations to offer workshops for Service Members in the self-employment arena. A sample is also included, demonstrating an entrepreneurship workshop hosted by H2H and YRRP.

ABOUT

Hero2Hired (H2H) was created to make it easier for Reserve Component Service Members to connect to employers and find jobs within Military-friendly companies. Hero2Hired (H2H) has transitioned its online capabilities to the Department of Veterans Affairs (VA) Veterans Employment Center (VEC) (www.ebenefits.va.gov/jobs). This transition supports the White House initiative to combine Federal efforts to hire veterans under one web portal and strengthens interagency collaboration among the VA, Department of Defense and Department of Labor. H2H Employment Coordinators continue to provide quality career readiness assistance to Reserve Component Service members preparing for their next civilian career (e.g., resume assistance, interviewing skills, etc.). Each State, Territory and the District of Columbia has an H2H Employment Coordinator assigned who can assist with VEC enrollment and local employment resources. Stay tuned to our social media sites and website for more information.

FOR EMPLOYERS

Through the H2H network, employers can get free, direct access to qualified candidates that already have cleared background checks and have security clearances, which can help reduce recruiting and hiring costs. On the next page is a frequently cited “Top 10” reasons for hiring members of the Reserve Components.

LINKING EMPLOYERS AND SERVICE MEMBERS

One of H2H’s primary objectives is to provide a bridge between employers and Service Members. H2H offers valuable resources for Service Members and employers through hiring fairs, job training, career assessment, and Military skills translation. In addition, H2H hosts hundreds of job fairs and hiring events each year across the country.

Hiring Events

H2H has partnered with the Chamber of Commerce to sponsor job fair events around the country. Each job fair will involve a mini media campaign to make Reserve Component Members aware of the event and drive attendance.

Mobile Job Store

The Mobile Job Store is a graphically wrapped, self-contained event system that allows visitors to watch videos, speak with H2H representatives, and sign up to join H2H.



TOP TEN REASONS TO HIRE MEMBERS OF THE GUARD AND RESERVE

10. Global Perspective

Military employees have experiences that directly relate to current world events.

9. On-time, All The Time

Military employees are trained to be on time, all the time, as a result of the strict precision and adherence to timelines required by Military operations.

8. First Class Image

Military employees understand a professional appearance is a must.

7. Calm Under Pressure

Military employees are resilient and know how to handle stress, both on and off the job.

6. “Can-Do Attitude”

Military employees possess critical skills and understand that nothing is impossible.

5. Physical Conditioning

Military employees are in top physical condition, resilient, and drug-free.

4. Understand Diversity

Military employees have succeeded in a very diverse workplace.

3. Responsibility

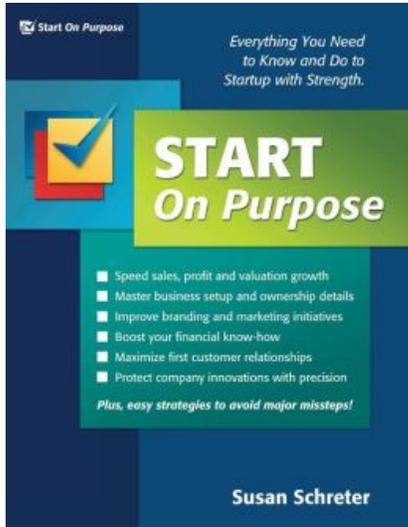
Military employees know how to make decisions and take responsibility for meeting deadlines.

2. Professionalism

Military employees have a high degree of integrity, an air of self-respect, and a sense of honor.

1. Leadership

Military employees are excellent leaders and outstanding followers. They are loyal, dedicated, and highly motivated.



-PRESENTS-

An Invitation for Aspiring Business Owners, Entrepreneurs, Inventors, and Innovators!



- Speed sales, profit and valuation growth
- Master business setup and ownership details
- Improve branding and marketing initiatives
- Boost financial know how
- Maximize first customer relationships
- Protect company innovations with precision

**A Special Workshop for Veterans Who Want to Start a Business...
Now or Someday Soon.**

December 2, 2013 From 10 AM - 2 PM

BLDG 170 - Cacaste/Willamette Meeting Room



Meet Susan Schreder, author of "Start on Purpose - Everything You Need to Know and Do to Startup with Strength".

10 AM - Leadership Priorities for Your First Year in Business

Susan Schreter will review the most important things you will need to do or decide during your first year in business. This workshop will help take the guesswork out of choosing what is "worth" your time and your company's cash. She'll cover how to set up your company; the most important leadership responsibilities of startup business owners (it will surprise you); how to reduce the risks of losing money; how to make tough decisions in product selection, hiring, and advertising; Susan's "4 Milestones of Financial Safety" and other factors that will help you succeed with the least amount of frustration and indecision. As time permits, Susan will also share results of her research regarding what failed business owners wish they had known before they started up. When Veterans know more, they get to earn more and achieve more. It's the American Dream of business ownership.

12:30 PM - How to Build the "Equity" Value of Your Business

Wouldn't you like to know how to build a business that will be worth 2, 4 or 10 times what you invest in it?

Susan Schreter will explain the fine-points of how businesses are valued by investors and business buyers so when Veterans are ready to sell their companies, they can get top dollar for their businesses. Veterans will learn 5 components of "valuable" businesses and how to use this information to make strategic decisions about what products or services to sell and to what kinds of customers. Learn about intellectual property (trademarks, copyrights and patents), what profit margins matter most to investors and business buyers, and what tends to trip up business owners when they least expect it. This workshop is perfect for Veterans who are uneasy about financial terminology or business math – Susan makes it easy. Special tips on how to invest your savings in your new company and how to protect your best ideas too.

**ONLY REGISTERED
GUESTS MAY ATTEND!**

**RSVP With Jennifer Hibbs
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**Seize this opportunity to
start looking toward the
future!**

**The first 50 registrants
will receive a FREE copy
of Susan Schreter's 'Start
on Purpose'!**