



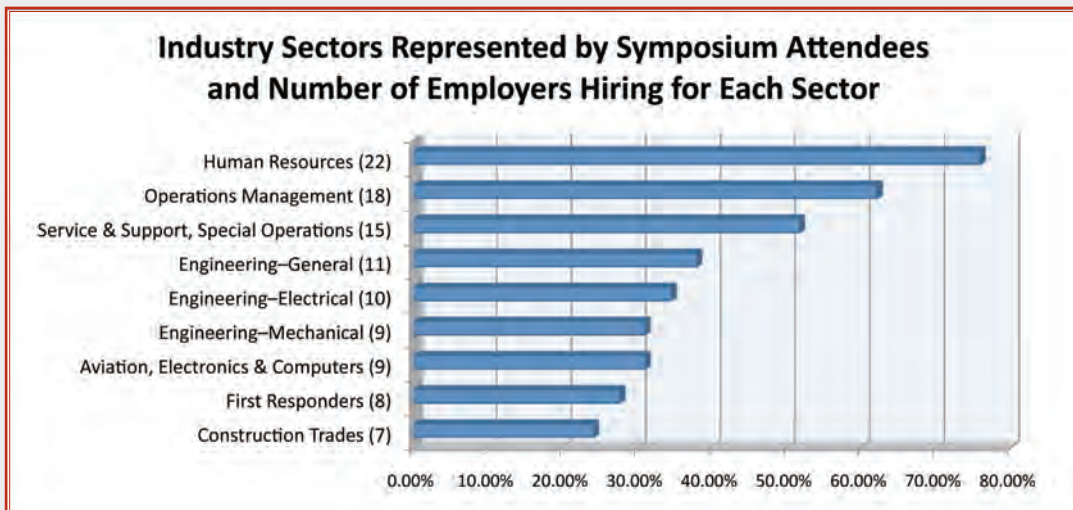
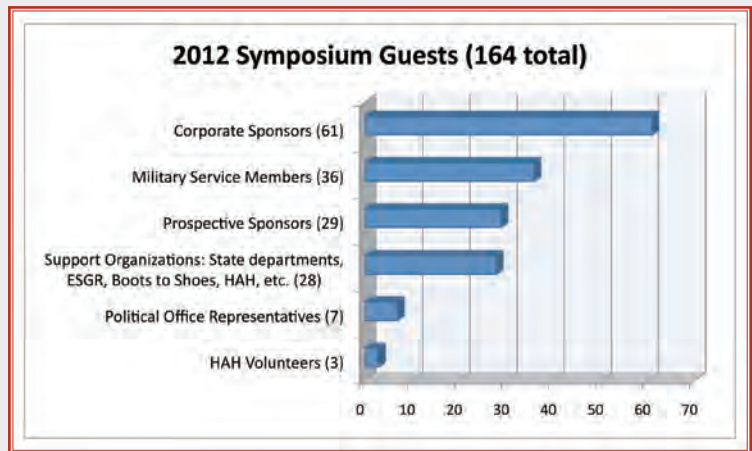
2012 Symposium May 17, 2012 at Naval Station Everett

Hire America's Heroes seeks to connect America's major corporations with the rich skills and abilities of military service members and their families for the purpose of employment in the corporate workforce. We promote best practices and success strategies in military-to-corporate transitions, recruiting, hiring, on-boarding and retention.

Hire America's Heroes' Symposia are immersion events held on military bases to allow corporate leadership an opportunity to engage with military men and women still in service to the nation. This year's event was held at Naval Station Everett and featured a video welcome from First Lady Michelle Obama, three on-site speakers, two panel presentations, a reverse career fair and tours of U.S. Navy ships and U.S. Coast Guard vessels.

Descriptive Summary

With a capacity for 243 people, this event garnered 164 attendees, 42 of which responded to our survey. The information shared here is based upon their input.



Overall Experience

On a scale of 1 to 5, with 1 being negative and 5 being positive, the participants who responded to our survey rated their overall experience 4.54. This includes the registration process, venue, and duration of scheduled activities.

Event Impacts

What was the most valuable aspect of the Symposium as a whole for you?

- ★ "Gaining a broader understanding of how to view former military personnel and utilize their knowledge and skills across many different aspects of industry."
- ★ "I really found value in hearing how other companies are connecting with the military. This seems to be a joint issue...the military wants corporate America on the bases, we want to be on the bases, but no one really knows how to connect! The 2012 Symposium really laid the foundation for solving the 'how's' and 'why's'... nice job!"
- ★ "Understanding how to translate military personnel's skills to the work place... I think they are America's untapped workforce... Before this event I never really knew much about how the skills might translate..."
- ★ "Learning how military occupations fit into civilian jobs and how employers can assist transitioning military members."
- ★ "Exposure to military and a better understanding of how to 'read their skill sets' in civilian terms."
- ★ "Veterans have core skills and competencies that establish a foundation to grow from."
- ★ "It was the most 'Outstanding' event for Veterans that I have attended in a very long time. My hat is off to Hire America's Heroes for a job well done, which was appreciated by so many. Keep up the outstanding work..."



Feedback: Speaker Presentations

Three different speakers addressed Symposium participants, and overall, attendees said that they were knowledgeable, interesting and engaging. Here are some of the comments the survey respondents shared:

"Building a Business Case for Hiring Military: What We Find Valuable about Them"

by JD Trueblood, State Farm

- ★ "Great presenter. Gave good insight on hiring our military and translating their skills to corporate America."
- ★ "A very committed company to hiring veterans, and open to sharing their experiences so others can learn from how they handle the processes."

"Considering the Veteran Candidate"

by Stephanie Cootsona, Alaska Airlines and US Air Force Reserve

- ★ "Good discussion about the difference in language and how to translate skills so that they are understood by all."
- ★ "This presentation was very helpful... It gave me a better understanding about military terminology."

"How Navy Personnel Add Value to Your Company"

by CAPT Steven D. Vincent, U.S. Navy

- ★ "Hearing how MOS's are similar to civilian job classes was useful."
- ★ "This was an excellent session and really provided me with the "other side" of the story! One of the greatest takeaways for me was a need to identify the transferable skills. How can corporate America do better in this area..."

Hire America's Heroes 2012 Symposium at Naval Station Everett

Feedback: Panel Presentations

Here are some of the the "most helpful takeaways" from the panel presentations as described by respondents:

Military Employment Panel

Philip Dana, Amazon (Moderator)

- ★ "The passion displayed by each panelist concerning their company in helping veterans enter their workforce."
- ★ "Good panel open to new ideas with interesting comments from them all."

Hire America's Heroes Programs: Mentoring and Job Shadow Programs

Command Sergeant Major Daniel Verbeke, I-Corps (Moderator)

- ★ "Enjoyed this segment as well. CSM Verbeke is an excellent facilitator, and the panel did a nice job sharing their experiences and learnings with the mentoring and job shadow programs."
- ★ "It is always good to have the military member perspective."
- ★ "Matching mentors regardless of intended place of employment seems to work well - the advice from mentor to mentee is probably more general and therefore more broadly applicable."
- ★ "Skip and his team did a great job."

Feedback: Immersion Activity

More than half of the Symposium's guests visited ships or vessels during the Symposium's afternoon field trips, and here are some of their comments about the tour experience:

- ★ "I really went into transferable skills overload... after the morning session, this became my main focus. The experience really helped clarify for me the training, dedication and skills these men and women have learned. Really found this to be a more helpful "reverse career fair" experience. I'm visual, so seeing the equipment and hearing them explain their role and responsibilities hit home for me! Do more of this!"
- ★ "The tours gave a great look at the day-to-day lives of our veterans."
- ★ "I was amazed on how much knowledge the sailors had about their jobs."
- ★ "Having never been aboard ship, the whole thing was great. I enjoyed meeting everyone at the stations on the Nimitz and having a chance to talk with the captain of the CG ship."



Feedback: Reverse Career Fair

In a typical career fair, employers set up booths and job seekers walk around to meet with recruiters representing each company. With a Reverse Career Fair, the tables are turned, and job seekers set up the booths. This year Navy and Coast Guard personnel set up tables featuring the Industry Sectors noted in the graph on page 1, and Symposium participants were invited to visit the tables and speak with Navy and Coast Guard members. Following are comments from some of those participants.

- ★ "Learning what exactly service members do on the job and being able to ask questions and compare to our mission was extremely useful."
- ★ "It was enlightening to hear their challenges and fears about transferring to civilian life."
- ★ "My company found this experience to be very valuable. It was such an honor and a privilege to speak one-on-one with our Military and hear firsthand what they do currently and what they are interested in pursuing in the near future."
- ★ "The variety of experience within just one person is amazing!"
- ★ "The reverse career fair was fascinating. The new perspective was interesting and engaging. I really enjoyed this."

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