



THE NEW ELLIS GROUP

# Monday Monday

*Connecting the Dots with Karen Kaplowitz*



*Helping you create and reinforce the habits of successful career building,  
gleaned from my work as a business development strategist, trainer and coach*

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**Memorial Day 2015.** This is a special Memorial Day issue of the newsletter. In addition to my work with lawyers, I work on a campaign with the [Center for America](#) to help National Guard and veterans find civilian employment. One million additional veterans will be entering the civilian workforce in the next five years. The campaign, [American Jobs for America's Heroes](#), partners with over 150 business groups who encourage their members to post open jobs for military candidates. The job postings are then distributed to hundreds of military and non-profit job counselors who match qualified applicants to the jobs, at no cost to employers or applicants. The campaign has built a pipeline of thousands of jobs for veterans and National Guard members.

After working with the 1,600 employers in the campaign, we have learned that many employers who would like to hire veterans find it challenging to do so. So Center for America has published two guides, for large and small employers, which are compilations of approaches which have been successful — [Best Practices Guides on Military Hiring](#).

If you would like to mark Memorial Day in a meaningful way, consider these questions:

- Do you have clients who are themselves veterans who would appreciate information on a military hiring program?
- Do you have clients who employ veterans and would like greater ease and success in doing so?
- Do you have clients who are federal contractors and are required to employ more veterans?
- Are some of your clients struggling to fill certain skilled jobs who would benefit from free job counselors matching candidates to their jobs?
- Does your firm need quality content for employment law newsletters or conferences in which you could feature information on the Best Practices Guides?

For clients who may be interested, you could take one of the following steps to commemorate Memorial Day in a client-centric and veterans-centric way:

- You could share information about the [Best Practices Guides on Military Hiring by sending a link to information on the free guides](#).
- If you are unsure which clients would be interested, you could ask the HR professionals, in-house lawyers, and business owners with whom you work if they would be interested.
- For clients who are hiring, or having difficulty filling certain jobs, you could encourage them to consider [registering to post open jobs](#) for veterans and National Guard in the campaign.

If you share information about the guides and the campaign with your clients, you will be in good company. For example, the Direct Employers Association, which serves 700 Fortune 1000 HR departments, is distributing the guides to members. You will also see on the [Flyer for the Guides](#) that they have been recommended by Brigadier General (ret) Marianne Watson, former Director of Manpower and Personnel, National Guard Bureau, and by Dr. Donald B. Rice, the 17th Secretary of the Air Force, former head of RAND Corporation and three for-profit companies, and former director of Wells Fargo, Chevron, Amgen, and Vulcan Materials.

Thanks for your help in spreading the word about the value of hiring veterans and National Guard to clients who may appreciate your interest.

Enjoy the Memorial Day holiday!