

May 20, 2014

---

## The National Guard Helps You Hire Guard Members and Other Veterans

State National Guard commands and nonprofit organizations they work with can help you more successfully identify, interview and hire veterans and National Guard members.

You can watch a free 18-minute webinar excerpt featuring Brigadier General Kenneth Beard, North Carolina National Guard (NCNG), during which he describes the comprehensive effort made by his team to help employers match candidates with jobs. No registration is required. Here is the link:

<http://www.CenterForAmerica.org/beard.html>. Download a one-page PDF flyer to share:  
<http://www.CenterForAmerica.org/beard.pdf>

Ken Beard, who in civilian life is also senior manager of research and development with a global company, explains how the NCNG's Education & Employment Center works with Guard Members and veterans to prepare them for civilian employment and gain civilian credentials. He also describes the 'direct placement process' used by NCNG and nonprofit allies to build effective relationships with employers and streamline hiring.

His presentation is a unique opportunity to learn how you can benefit from the resources of National Guard state employment teams across the country to achieve your hiring goals. General Beard provides valuable insights that will increase your knowledge and confidence in working with employment counselors in the Guard and other military branches.

The webinar was developed by the nonprofit **American Jobs for America's Heroes (AJAH)** campaign to help business owners and HR managers learn how to make military recruiting easier and more successful. "The more you know about what the Guard is doing to help soldiers find jobs," said Steve Nowlan, campaign director, "the more effectively you can partner with the military branches to achieve your hiring goals."

The AJAH campaign enables employers to post jobs at no cost that are provided directly to military employment counselors in the National Guard and other military branches. These counselors are working one-on-one with military candidates to match them with postings. All services are free. You can register to participate in five minutes at <http://www.CenterForAmerica.org>, where you can access many free educational videos, booklets and webinar replays.

More than 1,135 employers are already participating. Phillips 66 is the lead national corporate sponsor of the AJAH campaign.

Questions? Contact: Steve Nowlan, Center for America, 201-513-0379 or [SNowlan@CenterForAmerica.org](mailto:SNowlan@CenterForAmerica.org).

---

**Links to Campaign Graphics** you can immediately add to your newsletter article:

[http://www.CenterForAmerica.org/ajah\\_graphics.html](http://www.CenterForAmerica.org/ajah_graphics.html)

For More Information:

Steve Nowlan, President, Center for America  
[SNowlan@CenterForAmerica.org](mailto:SNowlan@CenterForAmerica.org) • 201-513-0379