



By Stephanie Anderson Witmer

STRONG WORK ETHIC. LEADERSHIP skills. Self-motivation. These are just a few traits any employer wants in a job candidate. It just so happens that our servicemen and women already come fully loaded with these qualities (and more) because of their military training and experience.

According to the Department of Labor, roughly 80 percent of military jobs have a civilian equivalent, and an increasing number of employers are realizing that actively recruiting and hiring veterans is good for both their companies and their communities. These five award-winning companies are among those that do it best.

HILTON WORLDWIDE

What do the armed forces and one of the world's largest hospitality companies have in common? Service.

Hilton Worldwide works to not only serve guests but also to help veterans find work in one of its 12 brands and more than 4,000 locations worldwide. Jobs include guest services and finance.

Hilton also makes a concerted effort to hire military spouses, said Matt Schuyler, Hilton's chief human resources officer. Many positions are "home-sourced" call-center jobs, meaning employees can work from home, even when they move. "You really could be anywhere, as long as you have a phone and a computer," Schuyler said. "The nice thing about these jobs is they're portable."

In 2013, Hilton established a goal — dubbed Operation: Opportunity — to hire 10,000 veterans by 2018. "I'm pleased to say that two years in, we've already hired a little over 7,600 team members coming off military service," Schuyler said.

The company is committed to helping military veterans find jobs, Schuyler said, even if those jobs aren't with Hilton. Through a partnership with the National Association of State Workforce Agencies, the company donates millions of its Hilton HHonors points to veterans who are traveling out of town for an interview or for job training, enabling them to get free rooms. [► jobs.hiltonworldwide.com/en/why-choose-us/military](http://jobs.hiltonworldwide.com/en/why-choose-us/military)

CVS HEALTH

As part of the ever-evolving retail and health care spaces, CVS Health understands the need to hire employees who are able to easily adapt to changes and serve a diverse customer base. The pharmacy chain uses innovative ways to attract the veteran population to its workforce for positions in pharmacy, cybersecurity, logistics, transportation and more.

For starters, the company attempts to

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BACK TO WORK

America's corporations step up to help the country's heroes



PHOTOS COURTESY HILTON WORLDWIDE

In 2013, Hilton Worldwide established Operation: Opportunity to hire 10,000 veterans by 2018 and has moved steadily toward that goal since. At a recent Operation: Opportunity event in Dallas, veteran and military spouses who worked for Hilton were honored, above left. Middle, Hilton recruiters were trained on the value of hiring veterans and above right, a hiring fair informed veterans on hiring opportunities.



WALMART

Walmart has employed many veterans, including Nathan Putt, senior director of export compliance. Putt is a former first class petty officer of the U.S. Navy.

bridge what David Casey, CVS Health's vice president of workforce strategies and chief diversity officer, refers to as the "language barrier" between military personnel and recruiters or HR representatives. A veteran of the Marine Corps, Casey understands this firsthand.

"The military has its own language and jargon," he said, "so what concerns me the most is military folks, in large part, are not trained to talk about what they do for a living in terms a civilian recruiter or hiring manager might understand."

CVS Health trains its HR members and hiring managers to read the résumés of veteran applicants to more effectively interview them. It also partners with Edge4Vets, a program that helps transition veterans into the workplace by offering workshops on résumé-writing and job-hunting. CVS Health's recruiters have relationships with more than 16 military installations across the U.S., and the company plans to open its Talent Connect Center on base at Fort Bragg, N.C., by early 2016. Casey said the center is the first of its kind to recruit and conduct job training.

► cvshealth.com/about/diversity/veterans

WALMART

Walmart's commitment to the military has been a part of its mission from the beginning. Its founder, Sam Walton, was a captain in the U.S. Army, and the company has employed hundreds of thousands of military personnel and their families.

And Walmart wants those numbers to grow. On Memorial Day 2013, it implemented the Veterans Welcome Home Commitment, which pledged to offer a job to anyone who'd served honorably and had separated in that year, with a goal of hiring 100,000 veterans by 2018. It's already surpassed that figure, said retired Brig. Gen. Gary M. Profit, Walmart's senior director of military programs, so the company raised its projection in 2015 to 250,000 veterans by 2020.

Likewise, Walmart's Military Family Promise program guarantees Walmart associates will have a job at a new site if their family is relocated. In addition, Walmart and the Walmart Foundation have committed \$40 million through 2019 to programs that provide job training, transition help and education to veterans.

"The military is getting smaller over



GENERAL MILLS

Veteran Karly Mangan, associate marketing manager at General Mills, co-leads the company's Veterans Network.

"Veterans and military members are (used to) working a non-traditional schedule; we've got a 24/7, on-call environment. Our 'physical plant' is outdoors and members of the military are very accustomed to being outdoors."

UP's veteran-recruitment strategies can be categorized into a combination of what Herbert calls "high-touch" and "high-tech" approaches. UP blends more traditional face-to-face recruitment and career fairs with innovative approaches, including its Military Leadership Program, where base commanders hand-pick recruits (and their spouses) to attend daylong management training with UP executives, and virtual job fairs for service members with UP recruiters.

► up.jobs/transitioning-veterans.html

GENERAL MILLS

Among its 28 manufacturing facilities across the country and at corporate headquarters in Minneapolis, General Mills has as many job opportunities for veterans as it does famous food brands. Many are supply-chain jobs with roles that fall into manufacturing, engineering and logistics. Because of the team-based, goal-oriented nature of the work, such positions tend to fit well with veterans' military training and experiences, said Levi Severson, sourcing manager at General Mills, co-leader of its employee Veterans Network and an Air Force veteran.

General Mills works hard to create an inclusive, supportive culture for its veteran employees. The company's Veterans Network, launched in 2010, has roughly 300 members and was created to enhance veteran-recruitment efforts and offer leadership development to veteran employees. It created a Veterans Employee Guide to assist managers and HR representatives with helping veterans transition to a civilian workplace. The company also matches newly hired veterans with more seasoned employees, and its Veterans Club sends care packages and offers support to active-duty military employees and families during deployments.

"Generally speaking, most veterans have a lot of great skills to offer companies of all sizes, from an accelerated learning curve, leadership and teamwork, being able to efficiently perform under pressure, and a lot of experience with change and adversity," Severson said. "The veteran population base is a diverse group of individuals, and they come with unique experiences and skillsets companies will benefit from."

► careers.generalmills.com/working-here/us-military ●



UNION PACIFIC

Veteran Mark Major is an intermodal terminal operations manager for Union Pacific.

the next couple years," Profit said. "The number of people separating will be greater than normal, and we need to be ready to assimilate these people who have served and sacrificed, and their families, and recognize them as the community assets they are."

► walmartcareerswithamission.com

UNION PACIFIC RAILROAD

Union Pacific's heritage stretches 150 years and its tracks span 23 states across the U.S. Veterans have long played a significant role in keeping the company moving forward, said Jamie Herbert, UP's assistant vice president of human resources.

"Fast forward to today, we've got 47,000 employees, over 20 percent of whom we know have some type of military experience," he said. "Thus far in 2015, about 24 percent of our total hires have been military veterans."

Herbert attributes the close relationship between UP and the military to the clear transferability of job skills and experiences. "We have some very technical jobs — think about electricians, mechanics — then we've got managerial jobs," he said.