

News Release

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Virginia Values Veterans program builds momentum with third successful conference.

NORFOLK— More than 150 people attended the October 9 Virginia Values Veterans (V3) conference, representing approximately 100 businesses and employers from across the Commonwealth. The V3 program trains Virginia businesses to re-energize their workforce by capitalizing on the talented men and women who are transitioning out of or who have already transitioned from the United States military. The October 9 conference, the third in a planned series of five conferences, was sponsored by the Virginia Department of Veterans Services and Opportunity, Inc., and was hosted by Old Dominion University at the Ted Constant Convocation Center.

The V3 initiative presents an innovative new strategy for reducing veteran unemployment. The overall goal of the Virginia Values Veterans Program is to empower Virginia's businesses to recapitalize an aging workforce by creating their own Veteran Talent Acquisition and Retention Support Program based on industry best practices and proven recruiting methods.

To date, 19 employers from around the Commonwealth have entered the V3 Certification program and have pledged 1,680 jobs for veterans over the next year.

"It is our duty to serve the men and women of America's armed forces who have served their country so bravely around the world and are coming home to Virginia," said Governor Bob McDonnell. "The Commonwealth is home to many of our country's greatest military units and their families. Our active duty, National Guard and Reserves, and retiring military members deserve to return to good paying jobs that use their skills learned in the military to serve their fellow citizens back home. I applaud the Virginia Department of Veterans Services (DVS) and the companies involved in this effort for doing their part to put these veterans back to work, and to help make Virginia the most veteran-friendly state in the nation."

“Since we launched V3 in June 2012, just four months ago, the incredibly positive response by Virginia business has been overwhelming, proving they want to hire vets to re-capitalize their workforce but just don’t know how,” explained Joe Barto, TMG Founder and President. “The model works and we are incredibly proud to be on this mission to train and coach companies to make Virginia Vet Strong, further propelling Virginia's economic recovery.” Barto and TMG are supporting the DVS initiative.

Conference topics included talent acquisition and retention, the transition from military to civilian employment, workforce productivity, and an overview of the V3 certification program. Additionally, representatives from the National Guard, Virginia Wounded Warrior Program, Employer Support for the Guard and Reserve, and the Virginia Employment Commission discussed state government resources available to employers.

The conference concluded with a primer on developing a vet pipeline and the next steps employers can take to become vet strong rather than merely vet friendly. Employers who want to become V3 Certified may simply visit the V3 website to complete a Vet Ready Self Assessment, and request the V3 Team to perform an onsite assessment to begin the certification process.

“This is an opportunity for business to gain valuable strategies for hiring employees who are talented, loyal, who show up on time, take direction well, and thrive in a team environment,” said Paul Galanti, Commissioner of the Virginia Department of Veterans Services. Galanti added, “Hiring veterans will be one of the best decisions these companies make.”

For more information and to register for the next conference, visit www.virginiavaluesvets.com.

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