

Dear Veteran Coordinators,

It is with great pleasure that I introduce to you the **Setting Up Strategic Assets Initiative**, intended to allow veterans to learn about the strengths they bring to the table during the **Bridges to Employment** seminars, and then enjoy a valuable opportunity to network with many leading local corporations during the **Hiring Our Heroes Job Fair** set to take place on March 26, 2014. By disseminating this email, you are offering a unique experience to your student veteran that is a first of its kind in the nation and will be a positive influence on their future careers.

This email is intended to give you a template for the invitation to send to your student veterans pertaining to the Setting Up Strategic Assets: Bridges to Employment sessions. Please note the VETERAN COORDINATOR slots are for you to insert your contact information. Everything below the dotted line is intended to be in the invitation email. Please tailor the email with Graphics and verbiage as you see fit. Please keep in mind that we intentionally selected some keywords like Setting Up Strategic Assets and Veterans as Strategic Assets Initiative for branding. Thank you again for all that you do.

Respectfully,

Roman Ortega Jr.

Dear Veteran,

You are invited to attend the **statewide** initiative called **Setting Up Strategic Assets: Bridges to Employment**, intended to find graduating student veterans desirable jobs from **100s of public and private sector companies** that are now required to have veteran talent!

- **Absolutely no cost to the veterans**
- **Free personalized business cards**
- **Free lunch**
- **Ability to network with hundreds of leading senior managers**

The Illinois Joining Forces, Student Veterans of America, Pritzker Military Library, State of Illinois, and Illinois Higher Education institutions are proud to announce **Setting Up Strategic Assets: Bridges to Employment**. These seminars assemble top executives and senior managers from the public and private sectors to engage in a panel discussion to educate veterans on the strengths they bring to their future careers. Following the panel, veterans in attendance will be immersed in a networking forum, providing an opportunity for veterans to engage with professional partners from numerous corporations to empower veterans with networking skills and relationships necessary to succeed in the civilian sector.

Following the Setting Up Strategic Assets: **Bridges to Employment events**, Veterans are invited and **STRONGLY ECOURAGED** to attend the **Hiring our Heroes Fair** to network and interview with hundreds of leading local corporations such as _____ on **26 March, 2014** in the heart of Chicago at **The University of Illinois Chicago**. The same business leaders looking to hire veterans will be the ones educating veterans at the Bridges to Employment events, giving veterans who attend an initial interaction with the same executives looking to hire them at the Hiring our Heroes Fair.

The reason this initiative is guaranteed success is the fact that federal legislation has just passed saying that for companies to keep certain federal grants, they must employ so many veterans, thus creating the

need for employers to hire veteran assets and opening the door for veterans in the job field like never before. This event offers employers the chance to fill that need and for veterans to meet, interview, and be hired by hundreds of companies under one roof at one time.

The Bridge to Employment Seminars will take place at four different locations throughout the state of Illinois as listed. Please ensure you register for an event at [Eventbrite](#). More information is available by clicking the dates below or visiting our [Facebook](#) page:

[- Feb 27- Pritzker Military Museum and Library: 104 S. Michigan Ave, Chicago, IL 60603 Pritzker](#)

6:00-8:30pm

Point of Contact: Christy Stanford- Email: Cstanford@pritzkermilitarylibrary.org

Phone: 312 3749333 ex. 2011

[- Mar 4th- Western Illinois University: 1 University Cir., Macomb, IL 61455](#)

1:00-4:00pm

Point of Contact: Kathy Meyers- Email: KJ-Meyers@wiu.edu Phone: [309-298-3505](tel:309-298-3505)

[- Mar 18th- Southwestern Illinois College: Belleville Campus Theater, 2500 Carlyle Ave. Belleville, IL 62221](#)

1:30-3:30pm

Point of Contact: David Paeth- Email: VeteranServices@swic.edu Phone: [618-222-5226](tel:618-222-5226)

[- Mar 20th- Northern Illinois University: 231 N. Annie Glidden Rd., DeKalb, IL 60115](#)

1:00-3:30pm

Point of Contact: Jarvis Purnell- Email: jpurnell@niu.edu Phone: 815-753-0691

Register for one of the above dates at [Eventbrite](#)

Key Notes of Event

- Panel discussion with successful alumni student veterans
- Network mentoring sessions with prospective companies
- Free personalized business cards
- Opportunity to attend Hiring Our Heroes Fair on 26 March, 2014

Additional questions can be answered by emailing (VETERAN COORDINATOR)

Respectfully,

VETERAN COORDINATOR

ATTACH BROCHURE

ATTACH WELCOME LETTER