VETLANTA Q2-2017 Summit

#VETLANTA

Coca-Cola

#VETLANTA
1LT Weston Lee was killed in action in Mosul, Iraq the morning of April 29, 2017. 1LT was there serving as a platoon leader in the 82nd Airborne Division's Second Brigade Combat Team. Weston was a brother of the Sigma Alpha Epsilon fraternity, in the Georgia Delta Chapter at the University of North Georgia. Lt Lee is the brother of VETLANTA member Justin Hackney.
AGENDA

6:50PM – 7:05PM  President’s Welcome & National Anthem
7:05PM – 7:35PM  VETLANTA Pillar Reviews
7:35PM – 7:50PM  Host Comments
7:50PM – 8:10PM  Col Tom Manion (Travis Manion Foundation)
8:10PM – 8:20PM  Coca Cola Foundation
8:20PM – 8:30PM  Home Depot Foundation
8:30PM – 8:40PM  Hiring Our Heroes Foundation
8:40PM – 8:50PM  Americas Warrior Partnership
8:50PM – 8:55PM  Real Hero Report
8:55PM – 9:00PM  VP Closing Comments
CELEBRATE
HONOR
REMEMBER

Coca-Cola
CELEBRATE
HONOR
REMEMBER
CELEBRATE
HONOR
REMEMBER

New Pillar Directors

Yolanda Wilson
Jackie Breitenstein
Beau Chatham
Colonel Wayne "Waddy" Waddell
Have you hired a Veteran?

Corporate * State * Federal * Non-profit * Volunteers
Business Pillar Mission: to open and/or make available pathways to collaboration and assistance to any veteran or military family member in the pursuit of entrepreneurship and growth of their business venture in Metro Atlanta.
Committee Volunteers

Seth Deitchman
Morgan Stanley

Tem Frierson
First Data

Bryan Wolfe
Technology Lake

Kent Wedding
SHARP

Grey Valenta

George Bruer

Great Moore
BB&T
VETLANTA BUSINESS PILLAR

SAVE THE DATE

FREE for Veteran Business Owners

MONDAY, JUNE 19, 2017

ECHELON GOLF CLUB
Alpharetta, Ga

$ 45 for non-VBO
(Non-Veteran Business Owners)

Includes:
8:30 AM Shotgun Start (Greens & Cart Fees included)
Food and Beverages After the Scramble
Prizes for Longest Drive, Closest to Pin, Low Net and Gross
Networking with Veterans, Veteran Business Owners
And VETLANTA Supporters

Pairings will be made by Tournament Officials
(NETWORKING WITH VBO and Supporters of VETLANTA)

VETLANTA is focused on making Atlanta the number one destination for veterans.
Thank You
Community Pillar
Garrett Cathcart, Executive Sponsor

Patrick Griffith and Kevin Horgan, Pillar Leads
Mission:

To build community among Atlanta’s veterans through engagement with civic and non-profit partners providing service, social, and leadership opportunities.
Housing Pillar

Introduction

Yolanda Wilson
Strategy Overview

Mission

To work collaboratively with VETLANTA members and the Atlanta community, veterans, stakeholders and change agents to aid in eradicating homelessness, finding affordable housing, and achieving homeownership for metro-Atlanta veterans.

Guiding Principles

- Keep veterans' needs top of mind
- Demand quality and fairness at all times
- Develop working relationships with stakeholders and change agents
- Meet common needs through shared solutions

Goals

- **Advocate**: Serve as a voice for veterans on homelessness, housing and homeownership
- **Resource**: Serve as a trusted resource for veterans in need of housing/homeownership information
- **Connector**: Serve as a connector between veterans and entities that can provide aid/assistance with housing/homeownership
Housing Pillar Team

- **Director**
  - Yolanda Wilson (Deloitte)

- **Veterans (VOC)**
  - Tyler Bowser (VEO)

- **Homelessness**
  - Kevin Brinson (KPMG)
  - Dynesha Montgomery (Hire Heroes)

- **Housing**
  - Sean Walker (Habitat for Humanity)
  - Danny Drew (United Way)

- **Homeownership**
  - Clive McCarthy (Liberty Mutual)
Interested in joining the Housing Pillar?

Contact Yolanda Wilson at
YWilson@Deloitte.com
Employment Pillar Updates

Holly Best
Since We Last Talked We...

- Had the First Employment Pillar Committee Meeting
- Had a great transition workshop between VETLANTA Partners!
- Discussed upcoming events
Upcoming Events...

- May 18th, 2017 – Veteran Transition Symposium at UPS Headquarters
- May 31st, 2017 – First Annual VETLANTA Hiring Event at the Kennesaw National Guard Armory

Wanna know more? Just talk with me after!
Have You Heard of Army PaYS

Well if you haven’t…you’re about to learn cause it’s an awesome program!

The US Army Partnership for Youth Success (PaYS) program is an enlistment option and recruiting initiative. The Army signs a Memorandum of Agreement with a cross section of private industry, academia, businesses, and state and local public institutes. Future Soldiers and ROTC cadets are guaranteed a job interview and possible employment with their chosen PaYS partner, after the Army. This unique Program provides America’s youth with the unique opportunity to simultaneously serve their country and prepare for their future. Corporations, companies, and public sector agencies that sign the PaYS partnership agreement are incorporated into community-based grassroots programs and are informed and motivated Centers of Influence (COIs).

You May Have Heard of Some of the Current Partners:
• Coca-Cola
• Amazon
• AT&T
• Booz Allen Hamilton
• Southern Company
• Lockheed Martin
• And the list goes on and on and on and on

This is a free program, all is costs is the time it takes to interview a Veteran who is already matched to the specific position you’re hiring for.

Do you want to get on this list? Or do you have some questions? LTC Gregory Schrein is here to answer questions.
VETLANTA PILLARS of VETERAN SUCCESS

Education Pillar

Roger Roley
We Need Your Help & Ideas!

Looking for resources in these areas:
- Certification Programs (Veteran Friendly)
- Internships offered by Companies
- Apprenticeship Programs (Veteran Friendly)
- Government Sponsored Programs (State & Federal) for Veterans
- Other Non-Profits in this space
- SME on Scholarships, Grants and Financial Aid

Roger Roley
S.E. Regional Director
rroleylfourblock.org
770-846-4494

John Phillips
VP VETLANTA
johphillips@bellsouth.net
770-815-1550
WE’RE MAKING PROGRESS

• Universities: David Ross/GT, Mark Eister/GSU and Joseph Hamm/KSU

• Technical Colleges: Patricia Ross

• Certifications: William Treacy III/VETFORCE (Salesforce)
Healthcare Pillar
Overview

Jackie Breitenstein
Mission

To strengthen the Atlanta Veteran community by providing knowledge, connecting resources, and informing latest trends and best practices about healthcare to Veterans, Veteran advocates, Veteran caregivers, Veteran healthcare providers, and Veteran employers to aid in:

• Maintaining physical and mental health
• Improving physical and mental health
• Identifying healthcare needs
• Accessing healthcare services
Plan of Action

• Phase 1: Develop a needs assessment/interest inventory to survey VETLANTA stakeholders and Atlanta Veteran community to identify and prioritize healthcare-related questions/needs and resources

• Phase 2: Develop action plans once prioritized needs identified

• Phase 3: Collaborate with identified individuals/programs involved with Veteran healthcare
Brothers Forever

Presented By: Col. Tom Manion
Brothers Forever
Friendship Formed
Graduation Day
“If Not Me, Then Who...”
“If Not Me, Then Who...”
“He Was A Brave Warrior”
“There’s Something I Want To Give You”
“Don’t Worry, I’m Fine”
“It’s A Special Place”
www.BrothersForeverBook.com
Travis Manion Foundation
Character Does Matter
TMF is Redefining American’s National Character

Mission: To empower veterans and families of fallen heroes to develop character in future generations

1. **We empower Veterans and Families of Fallen Heroes...**
   - Veteran Transition Workshops
   - Survivor Expeditions

2. **To Develop CHARACTER in Future Generations...**
   - Character Education Presentations to schools and youth groups
   - Veteran-Youth Mentorship

3. **In Order to Build Strong Communities**
   - TMF National Service Weeks
   - 9/11 Heroes Run 5k Race Series
Become a TMF Spartan

• Sign up on our website
• Lead or join a TMF National Service Week project Nov 5-13
• Run in, volunteer with or lead a 9/11 Heroes Run in your community
• For veterans and survivors, become a trained Spartan Ambassador delivering our character program
• Embody the “If Not Me, Then Who...” ethos
The Coca-Cola Foundation & North America Community Connections

Lori Billingsley
VETLANTA
Atlanta, GA

May 2017
In 2016, We Gave Back 1.2% of the Company’s Operating Income

Charitable Giving = Company + Foundation
Partner Case Study: USO
Partner Case study: American Corporate Partners
The Coca-Cola Foundation Guidelines and Application

Our Foundation Guidelines, priorities, and Examples the types of things we support can be found on our website at:

http://www.coca-colacompany.com/givesback

A link to our application may also be found on that page, or it may be reached directly at:

https://coca-cola.smartsimple.com
The Home Depot Foundation

Catherine Stodola
Since 2011:

- $184M Awarded to Veteran Nonprofit Partners
- 29,900 Veteran Homes Impacted
- 2,400 U.S. Cities Impacted
- 8,300 Veteran Facilities Upgraded
Atlanta Hometown Giving:

- Veteran Housing
- Outdoor Spaces
- The Arts
- Healthcare
QUARTER OF A BILLION FOR VETERAN-RELATED CAUSES
BY 2020
THANK YOU!
What is the Corporate Fellowship Program?

The HOH Corporate Fellowship program (CFP) is designed to train transitioning service members on skills needed to succeed in the civilian workforce. It does so through a 12 week corporate education program and on-the-job training for service members while they are still on active duty.

- Approved Program under Department of Defense Instruction 1322.29, signed January, 2014: Job Training, Employment Skills Training, Apprenticeships, and Internships (JTEST-AI) for Eligible Service Members (DOD Skillbridge)
- Approved Army Career Skills Program and signed formal agreement (MOU) with U.S Army to expand to other Army Installations.
Easily integrated within the current transition timeline, the 12-week program begins with a week of corporate training, followed by 11 weeks of on-the-job training with a host company (three to four days per week) and classroom corporate education (one day per week).
CORPORATE FELLOWSHIP PROGRAM LOCATIONS

- FORT CARSON
  Colorado Springs, CO

- CAMP PENDLETON
  San Diego area, CA

- JOINT BASE LEWIS-MCCHORD
  Seattle/Tacoma, WA

- FORT BLISS
  El Paso, TX

- JOINT BASE SAN ANTONIO
  San Antonio, TX

- FORT HOOD
  Killeen, TX

- JOINT BASE MANGUER/DIX/LAKEHURST
  Trenton, NJ

- NATIONAL CAPITAL REGION
  DC/VA/MD

- GREATER ATLANTA
  GEORGIA

- FORT LEAVENWORTH/FORT RILEY
  Kansas City, KS

- FORT CAMPBELL
  Clarksville, TN

- PHOENIX AREA
  Phoenix, AZ

- 2017

- CURRENT
We have a national placement rate of 80% percent.

**Corporate Fellowship Program**

- Hiring Our Heroes has hosted 19 fellowship cohorts in 9 locations since 2015.
- To date 643 fellows have graduated from the program.
- Average class size is 20 fellows.
- HOH has worked with over 100 companies nationally.

- The national average for salaries from the program is $70,000.00.
Who can participate?

- Companies with the ability to host fellows 3 to 4 days for 12 weeks.
- Must be located within 75 miles of the Fellow’s residence and Installation.
- Must offer hands-on training and education with an open position in mid-level management and corporate professional opportunities.
- Must be willing to interview Fellows for management or comparable salary level, and/or willing to refer and assist Fellows for jobs elsewhere in their network.
Participating Companies Should Offer the Following…

- Attendance by company managers and employees at networking sessions, interview days, and graduations for all CFP Programs.

- Mentors for each fellow and sufficient staffing to provide supervision of the Fellow’s work and appropriate feedback.

- Where appropriate, the opportunity to rotate and gain exposure to different parts of the company’s business as well as the ability to work in team environments and projects.

- All managers involved in the program working directly with CFP Program staff to ensure success of each fellow.
“I thought that with my mechanical background I would be able to gain meaningful employment working as a technician, troubleshooting and fixing equipment within some organization; but that’s not what I really wanted to do. What I really wanted to do was to work in the corporate environment, but there was a gap. I wondered how I would be able to completely switch industries without having to start from the beginning, and that’s where the Hiring Our Heroes, Corporate Fellowship Program filled the void I had. Because of the Corporate Fellowship Program I was able to fellow at the Starbucks Support Center in Seattle leading meaningful work for the organization while still on active duty. Through this program and the networking opportunities that were provided; I received and accepted a job offer from Starbucks and will start the day after I separate from the military. Thanks to the Corporate Fellowship Program I was able secure employment with Starbucks which exceeded all of my goals and expectations.”
“I was selected to work with Ceva Logistics which happened to be my primary choice. Myself and two other fellows were brought on board and given a tour and brief overview of the nature of our projects and focal points over the next 3 months. I trained on program management and lean process improvement with an international consultant. This not only taught me a lot on the nature of the business, but also gave me the confidence to believe that my military skills would actually transfer very well into the civilian sector. The best news is that I received and accepted an offer of employment two weeks prior to the completion of the fellowship. The Corporate Fellowship Program has been instrumental in my successful transition from the military. I feel confident in my ability to continue to enhance my career outside of the military.”
"Hiring our Heroes helped me shape my civilian brand and introduced me to a network of organizations - many led by outstanding veterans - eager to help me through my professional transition. Being able to work with Amazon at AmazonFresh Operations was pivotal for me. My site lead was a veteran who always made time for mentorship and who kept the performance standards high. By the end of my fellowship, I could translate my skills into civilian competencies and I had quantifiable successes to enhance my civilian resume and aid in interview sequences. Hiring Our Heroes and Amazon prepared me to be all I can be in the corporate world and provided me insight into an amazing organization. I am so excited to share that I'll be coming on board at Amazon Web Services as a contract recruiter and I can't wait to be able to help so many more veterans like me!"
How to get Involved

Host a Fellow

Thursday Huddles

Become a Sponsor

At the end of each four–day week, and as a way to kick start the Fellow’s ongoing classroom learning, the Hiring Our Heroes hosts a “Fellowship Huddle” with senior-level guest speakers. This allows our fellows to continue making the connection between their military experience and the new world they have entered, while learning from key corporate leaders in civilian sectors.
FOR MORE INFORMATION CONTACT:

MARADY LEARY –
DIRECTOR - CORPORATE FELLOWSHIP PROGRAM
MLEARY@USCHAMBER.COM

ADAM MARTINEZ –
SENIOR MANAGER – CORPORATE FELLOWSHIP PROGRAM
AMARTINEZ@USCHAMBER.COM
The Art Of The Possible

JIM LORRAINE
President & CEO
Empower Communities To Empower Veterans

POST 9/11 WARRIORS
20,513

- 45% Enrolled in VA Benefits
- 83% Enrolled in VA Healthcare
- 46% Of the Homeless, Housed
- 21% Of the Eligible For Education, Enrolled
- 7% Unemployment Rate
- 97% Of Enrolled, On Track to Graduate or Graduated

Partner Communities:
- Palmetto Warrior Connection
- Panhandle Warrior Partnership
- United Warrior Solution
- Goodwill Industries
- Veterans One-stop Center of Western New York
Engagement Is not A Website
Engagement Is not A “One And Done”
Engagement Is A Trusted Relationship
Engagement Is A Community

HOW MUCH SUPPORT DO WARRIORS NEED TO HAVE A SENSE OF WELLBEING?

On average, nearly 20% feel a sense of wellbeing within the first 3 months of engagement with a Community Integration organization. Warriors sense of wellbeing increased to 80% after 3 months of engagement and having established a trusting relationship with the Community Integration organization.
Empower Communities to Empower Veterans

- Veterans Are Tremendous Assets To The Community
- Proactive Outreach and Engagement
- Holistic Approach
- Find Opportunities to Serve and Give Back

America’s Warrior Partnership Approach

Outreach 63% vs. Walk-ins 37%
TOP 6 RESOURCES VETERANS ARE SEEKING

- Opportunities for Recreational Activities: 51.5%
- Improved Access to Health Benefits: 47.0%
- Opportunities to Connect with other Military Service Members and Their Families: 45.6%
- Access to New Employment: 41.7%
- Physical Health Treatment: 37.7%
- Volunteer Opportunity: 36.5%
When You Know The Veteran

% Thriving vs. Seeking Support with Issue

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Thriving</th>
<th>Struggling</th>
<th>Seeking Support</th>
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</thead>
<tbody>
<tr>
<td>Housing</td>
<td>37.6%</td>
<td>39.3%</td>
<td>23.1%</td>
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<tr>
<td>Transition</td>
<td>39.7%</td>
<td>38.7%</td>
<td>21.6%</td>
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<tr>
<td>Legal Assistance</td>
<td>42.2%</td>
<td>42.7%</td>
<td>35.1%</td>
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<tr>
<td>Education Benefits</td>
<td>42.5%</td>
<td>41.4%</td>
<td>36.1%</td>
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<tr>
<td>Short-term Financial</td>
<td>44.3%</td>
<td>44.5%</td>
<td>35.2%</td>
</tr>
<tr>
<td>Health Benefits/Physical</td>
<td>44.2%</td>
<td>42.5%</td>
<td>35.3%</td>
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<tr>
<td>Employment</td>
<td>31.4%</td>
<td>44.0%</td>
<td>24.6%</td>
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<tr>
<td>Networking</td>
<td>64.3%</td>
<td>32.2%</td>
<td>23.5%</td>
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<tr>
<td>VA Claim</td>
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% Struggling vs. Seeking Support with Issue

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<th>ISSUE</th>
<th>Struggling</th>
<th>Seeking Support</th>
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<tr>
<td>VA Claim</td>
<td>14.0%</td>
<td>32.2%</td>
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<tr>
<td>Networking</td>
<td>30.0%</td>
<td>43.3%</td>
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<td>Health Benefits/Physical</td>
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<td>Education Benefits</td>
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<td>Legal Assistance</td>
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<tr>
<td>Housing</td>
<td>45.7%</td>
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<tr>
<td>Transportation</td>
<td>42.0%</td>
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Participation in Community Events

48.7% of those thriving participate in community events regularly whereas 32.2% of those struggling participate and only 1.9% of those stuck participate.

Average Number of Resources Veterans Are Seeking

4 Resources - Thriving
6 Resources - Struggling
6 Resources - Stuck

% Stuck vs. Seeking Support with Issue

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<th>Stuck</th>
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<td>Financial Counseling</td>
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<td>Legal Assistance</td>
<td>18.5%</td>
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<tr>
<td>Health Benefits/Physical</td>
<td>18.6%</td>
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<tr>
<td>Housing</td>
<td>18.5%</td>
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<td>Transportation</td>
<td>21.7%</td>
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</table>
Measuring Outcomes

- **Impact is Important**: i.e. How Many Homeless Housed
- **Outcomes are Enduring**: A Community of Support to Veterans and Their Families
• **Symposium**
  – 500+ Professionals - Nationwide

• **VetConnect**
  – Two sessions

• **Better Money Habits**
  – Improve financial habits for veterans

• **Community Integration Program**
Annual Symposium
Sept 6-8

Atlanta, GA
Sept 6-8

NONPROFITS
Meet other leaders in charitable organizations who serve veterans to create new partnerships, share best practices, better coordinate efforts, and strengthen direct services.

GOVERNMENT SERVICES
Facilitate further collaboration among government and private sectors to better assist veterans as a service representative at federal, state, and local levels.

OTHER BUSINESSES
Share ideas, grow your business and find new customers/suppliers from other veteran-owned or veteran-supporting businesses. Show corporate support in the veteran space by your endorsement of empowering veterans.
News, Events, & Resources
Jobs, Discounts, & Higher Education Opportunities
Closing Comments – John Phillips – Vice President

KEEP CALM AND WRAP IT UP
Thank You