HIRING MANAGERS AND HR PROFESSIONALS



Are you recruiting top HR talent? Did you know that more than 7,000 veterans transition from Fort Bragg (the largest U.S. military installation) each year? Don't miss this unique educational and networking event to learn how you can attract veterans with specialized skills in:

- ★ Leadership
- ★ Management
- **★** IT
- **★** Logistics
- * Human resources
- ★ Supply chain management
- ★ Operations
- ★ Medical
- ★ Business
- ★ Finance
- ★ And an array of other diverse career fields!

Attend and You Will Learn About

- ★ Business reasons for hiring veterans
- ★ Tax credit for hiring veterans
- ★ Career fields available through the military
- ★ Military culture
- ★ Translation of military job skills to real-world civilian skills
- ★ Employment and staffing techniques for military personnel
- ★ Marketing to attract military applicants
- ★ Time expectations for veterans transitioning from military
- ★ Using social media to attract top talent
- ★ What HR needs to know about veterans
- ★ Sourcing and retention strategies for veteran employees

Who Should Attend

This conference is ideal for business executives, hiring managers, human resource professionals, search firms and any employer who wants to recruit today's competitive military talent. If you represent the following positions and organizations, you will benefit from attending this event:

- ★ CEOs
- **★** Directors
- ★ Managers
- ★ Supervisors
- ★ Human Resource Directors
- ★ Staffing Managers
- ★ Recruiters
- ★ Local, State, and Federal Agencies
- ★ Business & Industries
- ★ Non-Profit & For-Profit Agencies
- ★ Higher Education Institutions
- ★ Military Organizations
- ★ Defense Contractors
- ★ Employment Agencies

Your Registration Fee Includes

- Tuition for all workshops and keynote speakers
- ★ Conference handouts and materials.
- **★** Thumb Drive
- ★ Tote Bag
- ★ 0.6 CEUs/6 Contact Hours toward your continuing education
- * HRCI and PDU credits
- ★ Luncheon and refreshments

Presenters



Lisa Rosser, Lieutenant Colonel, U.S. Army (Ret.) Founder and CEO, The Value of a Veteran



Lisa Rosser is on a mission to help organizations improve their veteran recruiting and retention.

Lt. Col. Rosser's military career spans 22 years (both active and reserve), three continents, and four major deployments, including the

Gulf War, Somalia, Bosnia, and a 2 ½-year mobilization immediately following the events of 9/11. Her military career includes detailed work as a telecommunications officer and as an operations officer,

and general work in the human side of the military - performance management, recruiting, staffing, training and skills development. Lt. Col. Rosser retired from the Army Reserve in 2011 at the rank of Lieutenant Colonel. Her civilian career included eight years with Accenture, a Global Fortune 500 consulting firm.

In 2007, Lt. Col. Rosser foundedThe Value Of a Veteran. As the founder and CEO, she is a consultant, author, speaker, and workshop leader on military hiring and retention strategy development. Lt. Col. Rosser delivers training workshops and seminars nationwide and consults with corporate, government, and higher education employers.

T.J. Breeden, Founder and Executive Director, eMerging Entrepreneurs, Inc.



TJ Breeden is the Founder and Executive Director of eMerging Entrepreneurs, Inc., a 501(c)(3) non-profit organization that provides career transition assistance, small business training, and entrepreneurial developmental services to military and

under-served minority communities. The organization employs a grassroots approach to assisting those who seek to advance their small business interests by partnering with state and federal agencies, universities, local chambers of commerce, and military installations in an effort to extend high-tech training and resource solutions to under-served communities.

In 2012, Mr. Breeden was honored by the White House's Office of Public Engagement as one of 11 individuals within the veterans' community who are "Champions of Change," in conjunction with

President Obama's "Winning the Future" initiative. These individuals have shown continued support for efforts to end veterans' homelessness, boost veterans' employment, treat problems with substance abuse, and develop treatment programs for those dealing with PTSD. Mr. Breeden is also the 2013 recipient of the U.S. Small Business Administration's Veteran Entrepreneurship Advocate of the Year Award, for his efforts in advancing small business growth within North Carolina's military community.

Mr. Breeden currently serves on the City of Durham's Small Business Advisory Committee at the invitation of the Office of Employment and Workforce Development. He is a member of the Board of Directors for the Greater Durham Black Chamber of Commerce and oversees a regional youth initiative known as the Urban Leadership Lab, which aims to align young men of color with access to workforce, entrepreneurial, and social leadership resources.

Presenters



Cecelia Wallace, Employment Readiness Program Manager, Army Community Service



Cecelia Wallace has been the Employment Readiness Program Manager with Fort Bragg's Army Community Service since 2012. She is a veteran, and although her husband has long since left the Army, she still considers herself a military spouse. Ms.

Wallace's unique view as a former soldier and military spouse provide her with the inspiration and passion to help military spouses overcome challenges and obstacles inherent in the job search process. Because she has faced some of these same hurdles, she strives to make sure local businesses are aware of the talent, loyalty and dedication prevalent amongst military-connected job seekers. Ms. Wallace is proud to lead the only agency in the local area with credentials as Certified Federal Job Search Trainers and Certified

Federal Career Counselors. These certifications are crucial to assisting job seekers desiring to land a job within the federal government. She and her staff assist job seekers with government and private sector sector job searches by providing free assistance with resumes, career planning and interview preparation. In addition to working for ACS, Ms. Wallace was a Youth Coordinator for the NC National Guard, where she ensured that the youngest members of military families had access to entertainment, events and valuable resources. She served as an Army Reserve Family Readiness Coordinator serving the vast state of Texas and she was also an editor with the Air Force providing input for magazines, newspapers, and media releases distributed world-wide. Even though Ms. Wallace has served Army, Air Force, National Guard, and Reserve families, she and her husband place top priority on raising three of their own children.

Linda Smith,

Team Lead, Talent Acquisition, Delhaize America Shared Services Group, LLC/Food Lion, a Delhaize America Company



In her position as Team Lead in Talent Acquisition at Delhaize America, Linda Smith leads a team of retail recruiters for the Hannaford and Bottom Dollar Food banners within the Delhaize America organization. Ms. Smith also participates in recruiting for a

variety of roles at the corporate offices; she has 20 years of experience in recruiting talent for a variety of industries including retail, healthcare, semiconductor, insurance, and transportation/package delivery.

Prior to joining Delhaize America in August 2010, Ms. Smith worked as a recruiter for various companies in Maine and Ohio, including Fairchild Semiconductor, Mercy Health System of Maine, Progressive Insurance, and Kelly Technical Services.

Ms. Smith is a member of SHRM and the Diversity Hiring Coalition of Maine where she has served as Co-Chair from 2009-2010 and Treasurer from 2011 until present.

Ms. Smith has a bachelor's degree from Bowling Green State University in Ohio and an MBA from Southern New Hampshire University.

Ms. Smith is a military spouse and is passionate about connecting with veterans and their families to find meaningful employment. She strives to contribute to the successful transition from military to civilian employment.

Bill McMillian, Transition Services Manager, ACAP Center, Fort Bragg, NC



Bill McMillian is the Transition Services Manager at Fort Bragg, NC. He serves as the primary advisor to commander on ACAP and other transition assistance services. He is a liaison between ACAP services and transition stakeholders, Fort Bragg, HQ

IMCOM and HQDA ACAP Leadership. His responsibilities include managing, planning, and implementing Fort Bragg's ACAP services; and coordinating transition services with on-post service providers, state and local government agencies, federal agencies, and professional military and veterans' organizations to ensure that soldiers, eligible civilian employees, and their family members are transitioned in an organized and caring manner. Mr. McMillian plans and directs ACAP marketing by the ACAP staff, plans and negotiates

budget proposals with HQ IMCOM and HQDA ACAP, exercises oversight responsibility for the quality and quantity of transition assistance services provided by Fort Bragg service providers, provides oversight to two ACAP Centers with customer use of over 450 per month, manages two military and government staff members, meets with senior-level commanders and councils, and prepares senior level reports for decision briefs.

Mr. McMillian has also served as a Contractor's Installation Manager, Transition Assistance Program Facilitator, Account Executive, and Commissioned Officer in the U.S. Army, where he taught primary leadership development to college seniors enrolled in Army ROTC, performed staff duties at Headquarters and U.S. Army Europe as Northern Wartimes Plans Officer, coordinated the wartime logistical support planning for a 34,000-man unit operating in Denmark and Norway, and commanded a Lance Missile and a Pershing Nuclear Missile unit.

Jacky Yi, Senior Local Veteran Employment Representative, NC Department of Commerce, Division of Workforce Solutions



Jacky Yi is a Senior Local Veteran Employment Representative with the NC Department of Commerce, Division of Workforce Solutions. She has been with the NC Department of Commerce DWS for 13 years. Ms. Yi was hired full time as a Veterans' Employ-

ment Consultant, teaching Transition Assistance Program (TAP) to service members who are leaving the military. This consists of job search skills and tools, career assessment tools, resume writing, and interviewing skills. As the Senior Local Veterans' Employment Representative (LVER), she is responsible for and supervises the veteran staff and reaches out to the employers in the area to assist in veterans gaining employment, including conducting seminars for employers to better understand our veterans. Ms. Yi and her staff advocate for all veterans by coordinating with business for on-the-job training, inform federal contractors of the process to recruit qualified veterans, and reach out to local employers to promote and secure employment and training programs for veterans. Ms. Yi served over 20 years in the United States Army, where her primary duty was the logistic field; she also served also as a drill sergeant, recruiter, and instructor. Ms. Yi holds a business degree from Fayetteville State University.

Edith Edmond,

Manager, NC Department of Commerce, Division of Workforce Solutions



Edith Edmond is the Manager of the Fayetteville Office of the North Carolina Department of Commerce, Division of Workforce Solutions. She has over 30 years of experience serving veterans and citizens of North Carolina..

Ms. Edmond is a Vietnam-era

veteran, a former LVER, and graduate of Fayetteville State University and the North Carolina Certified Public Manager Program. She currently serves on the Fayetteville Technical Community College Advisory Board, Cumberland County Workforce Development Board and the Cumberland County Youth Council.

Ms. Edmond is former Director of the Cumberland County JobLink Career Center and past President of the Cumberland County Veterans' Council as well as former Commander of Melvin-Elliott American Legion Post 202.

Presenters



Jay Brown,
Branch Manager of Fort Bragg Office, NC Department of Commerce,
Division of Workforce Solutions



Jay Brown is a Branch Manager and Employment Consultant with the NC Department of Commerce, Division of Workforce Solutions. Mr. Brown has been with the NC Department of Commerce DWS for 13 years. He is currently the branch

manager of the Fort Bragg DWS office. As an employment consultant, he has helped over 120 unemployed workers weekly to understand and file for unemployment insurance benefits. As a Disabled Veteran Employment Consultant, he works with special disabled and disabled veterans to remove barriers to employment. Mr. Brown pro-

vides key employment transitioning services to the soldiers returning to civilian life looking for gainful employment. As an advocate for veterans to federal contractors and local employers, he is able to convince employers on the value-added benefits of hiring those who served our country. Mr. Brown served in the United States Air Force for 24 years, retiring honorably at the rank of Master Sergeant. He served four years as an aircraft mechanic and 20 years as an aircraft scheduler, responsible for all maintenance and servicing of various multi-million dollar aircraft state-side and overseas. Mr. Brown holds a bachelor's degree in telecommunications - radio/television broadcasting from Fayetteville State University and a master's degree in divinity and vocational rehabilitation counseling.

Ron K. McDaniel Sr., MSW, LCSWA Readjustment and Outreach Specialist, Department of Veterans Affairs (VA), Readjustment Counseling Services (RCS), Vet Center



Ron McDaniel is the Outreach Program Specialist at the Department of Veterans Affairs Vet Center in Fayette-ville, NC. He assists combat service members, veterans, and their family members with their readjustment and transitional needs.

Mr. McDaniel is an Army combat veteran who deployed with the 82nd Airborne Division during the initial phase of Operation Iraqi Freedom (OIF) in 2003, where he served as the Chemical Staff Officer for the 82nd Signal Battalion. Mr. McDaniel retired in 2004 from the U.S. Army after 20 years of honorable service.

Shortly after retirement, Mr. McDaniel returned to the Middle East as a government contractor where he served as the LeadTrainer and Program

Manager for a government contracting agency. Mr. McDaniel started working for the Fayetteville Vet Center in March 2005 as the Outreach Program Specialist. He Co-Chaired the first Readjustment Counseling Services (RCS) National GWOT working group in 2006 and was selected to the RCS GWOT Advisory Committee in 2005, which served as the starting point for current outreach activities and reporting procedures for RCS. Mr. McDaniel has both a son and a son-in-law who have deployed multiple times to Iraq and Afghanistan, thus providing him the full spectrum of the military experience.

Mr. McDaniel earned a bachelor of science and a masters of social work degree with a specialization in mental health and substance abuse from Fayetteville State University, and is a Licensed Clinical Social Worker Associate.

Agenda At a Glance

8:00-8:45 a.m.	On-site Registration		
8:45-10:00 a.m.	Presentation of Colors Greetings Major General Cornell A. Wilson Jr., U.S. Marine Corps (Ret.); Military Affairs Advisor to the Governor of North Carolina Major General Rodney O. Anderson, U.S. Army (Ret.) Ilario Pantano, NC Secretary of Veteran Affairs		
10:00-10:50 a.m.	PLENARY SESSION Sharing Expertise and Best Practices of Hiring Veterans Craig Gorham, CMS Staffing; U.S. Navy (Ret.) Angela Amidon, Amidon, Inc.		
11:00-11:45 a.m.	SESSIONS I		
	Translating the Military Resume and Interviewing Tips Lt. Col. Lisa Rosser, U.S. Army (Ret.); Founder and CEO, The Value of a Veteran Connecting Veterans and Spouses with Hiring Authorities William McMillian, Transitioning Service Manager, Ft. Bragg/ACAP How to Attract Military Talent T.J. Breeden, Founder and Executive Director, eMerging Entrepreneurs, Inc.		
11:45 a.m. – 12:30 p.m.	LUNCH BREAK		
12:30-1:20 p.m.	PLENARY SESSION Sharing Expertise and Best Practices of Hiring Veterans Jacob Modla, Littler Cindi Basenspiler, Charlotte Bridge Home		
1:30-2:45 p.m.	SESSIONS II		
	How to Source Military Talent Lt. Col. Lisa Rosser, U.S. Army (Ret.); Founder and CEO, The Value of a Veteran The Synergy of Military Culture and Your Organization Ron McDaniel Sr., Readjustment and Outreach Specialist, Department of Veterans Affairs (VA), Readjustment Counseling Services (RCS), Vet Center The Importance of Leveraging Military Talent for an Organization Linda Smith, Team Lead, Talent Acquisition, Delhaize America Shared Services Group, LLC/ Food Lion, a Delhaize America Company		
2:45-3:00 p.m.	BREAK – AFTERNOON SNACK		
3:00-4:15 p.m.	SESSIONS III		
	Helping Veterans Transition to the Civilian Workplace Lt. Col. Lisa Rosser, U.S. Army (Ret.); Founder and CEO, The Value of a Veteran Reasons You Should Hire Veterans Edith Edmond, Manager, NC Department of Commerce, Division of Workforce Solutions; Jacky Yi, Senior Local Veteran Employment Representative, NC Department of Commerce, Division of Workforce Solutions; Jay Brown, Branch Manager of Fort Bragg Office, NC Department of Commerce, Division of Workforce Solutions Hiring Military Spouses Cecelia Wallace, Employment Readiness Program Manager, Army Community Service		
4:15-4:30 p.m.	PRESENTATION OF AWARDS AND RETIRING THE COLORS		

Sponsorship



Sponsorship and Exhibitor Opportunities

Sign on as a conference sponsor at one of three sponsorship levels.

Become a conference exhibitor and display your organization's resources and/or career information.

If you are interested in conference sponsorship or exhibiting opportunities, please contact Arika Johnson at 919.515.8159.

Gold - \$5.000

Company Display. Display includes unlimited tables. Display your organization and company information as a recognized sponsor in the exhibit area. You may market your company information post upcoming events or community promotions.

- 2. Company Table. A table for 10 guests or company representatives for conference seating and luncheon. The table will list your company name and conference sponsorship.
- 3. Registration. Registration fees for 10 guests or company representatives with full conference access.
- 4. Advertisement. Your company will get a fullpage ad in the conference program; your company logo, company description, and a link to your website will be displayed on the registration website; ad clicks of your company will be included in the souvenir thumb drive; display of your company logo as a sponsor for one (1) year for every workshop the Department of Social Work Military Professional, Personal and Family **Development Program** conducts.

Silver - \$1,000

- 1. Company Display. Display includes one 6' table, two chairs, and electricity access. Display your organization and company information as a recognized sponsor in the exhibit area. You may market your company information post upcoming events or community promotions.
- Company Table. A table for 4 guests or company representatives for conference seating and luncheon. The table will list your company name and conference sponsorship.
- Registration. Registration fees for 4 guests or company representatives with full conference access.
- 4. Advertisement. Your company will get a ¼-page ad in the conference program, your company logo and a link to your website will be displayed on the registration website, and your company logo will be displayed in the registration brochure.

Bronze - \$500

- 1. Company Display. Display includes one 6' table, two chairs, and electricity access. Display your organization and company information as a recognized sponsor in the exhibit area. You may market your company information, post upcoming events or community promotions.
- Registration. Registration fees for 2 guests or company representatives with full conference access.
- 3. Advertisement. Your company logo will be displayed in the conference program and on the registration website.

What Others Have Said



I have been honored to be a part of the Boots to Suits Conference these past few years. We participated in the Boots to Suits Conference held at Fayetteville State University in 2012 and 2013. This event provided a real opportunity for Food Lion to reach out with open arms our desire and interest to have a diverse workforce. We at Food Lion recognize the value of leadership skills developed through the training of our Armed Forces. In addition, we formed a great partnership with Fayetteville State University and we were able to network with many of our sister companies that recognized the value and need for the advanced leadership skills the military can provide to the civilian sector. We are excited and look forward to additional opportunities to partner in future events like these as we recognize that leadership is developed through the same core values we are built on.

Greg Beaman, Food Lion, District Manager

ServiceSource is honored to continue partnering with Fayetteville State University to co-sponsor the annual Boots to Suits Conference. We appreciate the opportunity to work on the forefront of this important issue: recruiting, hiring, and retaining veterans. Boots to Suits Conference provides an excellent venue for real, open and action-provoking conversation between experts and professionals in many industries. It encourages us to see the growth of this conference every year and meet other North Carolina businesses who share our commitment to creating meaningful careers for veterans. We look forward to the continued expansion and impact of this event for years to come.

Elizabeth Torsell, Service Source, Rehabilitation Program Manager

The conference had a fabulous break out session. I was able to attend at this conference workshop on how to translate military experience into civilian experience. It educated the hiring managers on just what they would be getting by hiring a veteran. I felt this was extremely relevant as one of the biggest obstacles in hiring veterans is the inability of deciphering their military resumes. The workshop even gave a tool to use to input the military experience and it would spell out how this experience was relevant on the civilian side. This was a great take away for employers as it gave us the confidence we need in placing veterans in the right positions.

Marcus Cox, Bank of America, Fayetteville Market President

Important Information

mation



Early Bird Individual Rate:

\$199 (through August 22)

Early Bird Registration Group Rate:

(6 or more people)

\$179 per person (through August 22)

Late Registration & On-site:

\$249 (beginning August 23)

Exhibitor Registration: \$175

Schedule and Location

Registration and check-in will be held from 8:00 to 9:00 a.m. with conference session from 9:00 a.m. to 4:30 p.m.

The conference will take place in the McKimmon Conference & Training Center, conveniently located on the NC State University campus at the corner of Western Boulevard and Gorman Street in Raleigh, NC. Driving to the McKimmon Center is easy and public parking is plentiful.

Following your enrollment, you will receive a confirmation letter by email with detailed instructions, a receipt or invoice, and a map of the Raleigh area.

Where to Stay

Lodging and evening meals are not included in your registration fee.

Sleeping accommodations are available at several hotels convenient to the McKimmon Center, but please note that these hotels are not within walking distance.

For lodging information, please visit a list of nearby hotels online at go.ncsu.edu/hotels or call 919.515.2261.

Credits You Can Earn

Earn continuing education credits towards your professional licensure or certification. Conference qualifies for 6 contact hours and 0.6 CEUs awarded by FSU in accordance with the University of North Carolina System.

If you are a person with a disability and desire any assistive devices, services or other accommodations to attend this conference, please call 919.515.2261 during normal business hours (8 am to 5 pm EST) or email ContinuingEducation@ncsu.edu to discuss accommodations at least two weeks in advance.

Cancellations

You must cancel registration at least ten business days before the start of the conference to receive a full refund minus a \$35.00 processing fee. No refunds will be given for cancellations less than ten business days in advance of conference. We reserve the right to cancel the conference, in which case you will receive a full refund.



Registration Form

Corporate Card: ☐ Yes ☐ No

Account # _____

Exp. Date_____ Amount Charged \$_____



CONFER	ENCE	
	te enter the code from your mailing label. dressed to someone else. <i>Thank You!</i>	w to Enroll ine: go.ncsu.edu/opc : 919.515.2261
 □ Early Bird Registration Group Rate (through Aug. 22) □ Late Registration Rate (after Aug. 22) □ Exhibitor Registration □ Bronze Sponsorship □ Silver Sponsorship □ Gold Sponsorship 	2) \$179 Fax \$199 Mai \$249 Mai \$175* Reg NC \$1,000 Offi \$5,000 Box	: 919.515.7614
First Name Middle Initial Last Name Badge Name Title	Date of Birth** For ema	more information,
Organization Work AddressState		u.edu
Telephone Fax Email * Exhibitor registration fee includes (1) table, (2) chairs, electricity acc representatives. As an exhibitor, you will receive 40% discount on the choose to attend any or all of the workshops. ** In lieu of SSN, your date of birth is required as a personal identified this university.	ess, and lunch for two company ne individual registration fee if you	
Method of Payment Payer	Cardholder's Name (please print)
Please charge my credit card ☐ American Express ☐ VISA ☐ MasterCard ☐ Diners Club ☐ Discover	Cardholder's Signature (required) (Seal) Check Enclosed (U.S. banks only) (Do not fax) (Payable to NC State University) Write the name(s) of the participant(s) on the face of the check(s).	

If you wish to pay by purchase order, please submit your pur-

chase order and this registration form by mail or fax.

IDT (NC State University employees only)

Project (FAS) #____

HIRING MANAGERS AND HR PROFESSIONALS

BOOTS to SUITS



NC STATE UNIVERSITY

Office of Professional Development Box 7401 Raleigh, NC 27695-7401

If you receive more than one brochure, please pass the extra along to an associate. If the addressee is no longer employed, please forward to his/her replacement. Call 919.515.2261 to update your record.

Address Correction Requested

Announcing a conference for...

HIRING MANAGERS AND HR PROFESSIONALS

BOOTS SUITS

September 11, 2014

Military Experience Making Your Workforce Strong

- ★ Leverage military talent with the right HR strategy
- ★ Learn about Military Value from knowledgeable speakers
- ★ Network and share ideas with your colleagues, presenters, sponsors, and exhibitors

McKimmon Conference & Training Center, NC State University, Raleigh, NC

F1402

Presented by:

Department of Social Work: Military Professional, Personal and Family Development Program

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