

Walker campaign: ICYMI: Scott Walker doubles down on Wisconsin's success with campaign to attract veterans

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[Madison, Wis.] – Scott Walker announced Friday that Wisconsin is launching a national campaign to build our workforce with dedicated members of the military as they prepare to return to civilian life.

When our Veterans return home, they are looking for the best place possible to start a new career, raise a family and enjoy an outstanding quality of life. We are going to make a strong case that Wisconsin can meet all those needs, and continue to strengthen our workforce to keep our state working for generations to come.

Read more from Wisconsin Public Radio and the Associated Press here or find excerpts below:

Walker Launches Campaign To Attract Veterans To Wisconsin
Wisconsin Public Radio
By Rich Kremer and the Associated Press

Gov. Scott Walker is launching a national campaign to attract military veterans and their families to Wisconsin.

The \$1.9 million effort is part of a \$6.8 million marketing drive aimed at attracting talent to Wisconsin.

The push comes as Foxconn Technology Group is building a flat-screen manufacturing facility in the village of Mount Pleasant that could create as many as 13,000 jobs.

The campaign is a collaborative effort between the Wisconsin Department of Veteran Affairs, the Wisconsin Economic Development Corp. and Wisconsin Department of Tourism.

State Department of Veteran Affairs Secretary Dan Zimmerman said delegations made up of department officials will be visiting military bases around the country in order to connect military personnel with Wisconsin businesses hoping to hire veterans. ...