

WEDC: State officials to unveil new opportunities for companies to join “Mission Wisconsin” initiative to recruit transitioning veterans at Wednesday press conference

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WEDC, DVA, DWD officials to detail the next phase of state's \$1.9 million campaign to attract military personnel to Wisconsin when they leave the service

WHAT: Wisconsin Economic Development Corporation (WEDC) Deputy Secretary and COO Tricia Braun and Steve Janke, Statewide Veterans Field Representative for the Wisconsin Department of Veterans Affairs (DVA), and a representative of the Wisconsin Department of Workforce Development (DWD) will hold a press conference to launch the “Mission Wisconsin Talent Pipeline” initiative—a program in which veteran-friendly Wisconsin businesses can join the state’s efforts to attract transitioning military personnel to the state once they leave the service.

The officials, along with Timothy La Sage, military affairs manager for WPS Health Solutions, will highlight the ways companies can participate in this program, unveil a new webpage for employers, detail the benefits of hiring veterans, and provide additional updates on the state’s ongoing campaign to attract transitioning veterans.

WHEN: Noon, Wednesday, Nov. 28

WHERE: Monona Terrace Community & Convention Center, Madison Exhibition Hall

DETAILS: In August, Wisconsin launched its national campaign to encourage transitioning military personnel and their spouses to live and work in Wisconsin once they leave the service. The new initiative is a part of the state’s new \$6.8 million marketing campaign aimed at attracting talent to address Wisconsin’s

current and future workforce needs.

A key component of this campaign is reaching out directly to military personnel about to leave the service and their spouses with Wisconsin exhibits and other interactive opportunities at veteran/spouse transition summits and other events throughout the U.S. and at select military bases abroad.

Braun will announce the newest component of that effort—encouraging employers to take part in the state-led initiative—at the Future Wisconsin Summit on Wednesday morning. Braun and Janke will elaborate on the initiative and take questions from the media during the noon press conference.