



CFA is Ready to Present a Free Webinar for Your Members on Hiring Veterans

How to Find Veterans and Service Members to Fill Your Jobs

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Former Director, Manpower and Personnel (J1)
 National Guard Bureau

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Featured Presenter:

Brig. Gen. (ret) Marianne Watson
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“This webinar will help your members connect more quickly with candidate referral organizations that may be able to help them hire veterans, National Guard members and Reservists for their job openings. Lots of ideas to improve the recruiting and networking success rate.”

(Gen. Watson bio on reverse side)



Sample Skill Requirements Matrix (partial)

Job Title	Skill Category	Skill Description	Priority
Logistics Coordinator	Logistics	Coordinate and manage the flow of goods and services between points of origin and consumption.	High
Customer Service Representative	Customer Service	Provide excellent customer service, addressing customer needs and concerns.	Medium
Administrative Assistant	Administrative	Perform administrative tasks, including data entry, scheduling, and office management.	Low



Download a full free PDF of the PowerPoint: www.CenterForAmerica.org/assoc_webinar.pdf

- Use your webinar platform or CFA's Adobe Connect platform.
- We will gladly tailor to your location, audience and priorities.
- We will provide promotional graphics and description in advance.

Webinar Topics Will Be Tailored to Your Industry

- Finding military candidates for your jobs -- connecting with military units
- Getting ready to ask referral sources for help
- Engaging with military employment transition teams
- National organizations that provide candidate referrals at no cost
- Job posting options -- free posting distribution
- Getting job postings directly to military transition counselors
- Interpreting military skills and experience
- Developing a Skills Matrix to focus on candidate skills, experience
- Avoiding screening and interview mistakes
- Job training and apprenticeship options
- Federal tax credit programs for hiring veterans

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Campaign since 2012 with more than 2,300 employers participating. CFA has been working with NTMA since 2012. For more information, please contact Steve Nowlan, President, SNowlan@CenterForAmerica.org

Brig. Gen. (ret) Marianne Watson

General Watson serves as Director of Outreach for **Center for America** (CFA) and Vice Chair of the Campaign Advisory Council of **American Jobs for America's Heroes**, a national nonprofit campaign to encourage employers to post jobs for National Guard Members and veterans.



In her role as Director of Outreach and one of CFA's senior leaders, General Watson works with business associations, military organizations, nonprofits, state and federal agencies to develop ways to expand our collaboration in support of increased employment opportunities for veterans, National Guard members and Reservists.

Until her retirement from the National Guard in December 2013, General Watson served as the Director of Manpower and Personnel, (J-1), at the National Guard Bureau in Arlington, Virginia. In this role she was Chief Human Resources Officer shaping joint policy and programs for the Army and Air National Guards. She had the primary responsibility of leading a National Guard Joint Manpower, Personnel, and Services Team collaborating with a network of strategic partners, fostering and enabling a resilient operational reserve, and advocating for National Guard Service Members, Families and Veterans by leveraging resources and programs across the spectrum of public and private stakeholders.

General Watson received her commission and was selected as the Honor Graduate of the Virginia National Guard Military Academy Officers Candidate School Class 31 at Ft. A.P. Hill. She has served full time as a Company Commander, Detachment Commander in the Virginia Army National Guard and Battalion Executive Officer in the Minnesota Army National Guard. General Watson has served at the National Guard Bureau since 1987. She served as the Officer Management Branch Chief, Personnel Division and later as the Chief, Army National Guard Personnel Division.

General Watson deployed to Bagram, Afghanistan as the Chief, National Guard Affairs. Upon her return she served as the Army National Guard G1 (Director of Personnel) for approximately three years.

General Watson earned a Masters Degree in National Security Strategy at the National Defense University, Fort McNair in 2005. She earned a Masters of Business Administration from Averett University in 1996 and graduated in 1991 from St. Louis University with a Bachelor of Arts Degree, Management.

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