San Diego Regional Chamber

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Defense, Veterans & Military Affairs Committee Initiative Update

Hire A Veteran Honor Roll Program:

Purpose: As an effort led by the Chamber's Defense, Veterans and Military Affairs Committee, the Chamber will establish a recognition system to encourage the increased hiring of veterans and military spouses throughout the San Diego region.

*Honor Roll program logo & decal design

Honor Roll Membership Criteria: To be awarded Honor Roll member status, a Chamber member business must:

- Hire a veteran and employ them for 90 days (minimum)
- Submit an application to Chamber Public Policy staff
- Identify their level of hiring per guidelines below:

Size of Business (# of employees)	Honor Roll Status (# of vets employed)	Elite Honor Roll Status (% of vet hiring)
Small (0-49)	1	10
Medium (50-99)	1	10
Large (100 +)	1	10

Elite status percentage determined by percentage of veterans in the regional workforce

Recognition (programming by tier):

Upon approval by Chamber staff for businesses to be Honor Roll members, they will receive an award package. However, to incentivize the additional hiring, the "elite" tier of the Honor Roll was established for any business with 10% or more of their employee population identified as veterans.

Honor Roll Award Package (subject to change):

- Business highlight at Board of Director's Meeting following designation
- Decal to use in physical storefront and/or in web or promotional items
- Social media highlight from the Chamber
- Business logo featured on Chamber website (updated quarterly)
- Notification to appropriate legislative/elected offices of constituent businesses Honor Roll designation
- Joint letter of congratulations from Chamber President & CEO, Jerry Sanders and Defense, Veterans & Military Affairs Committee leadership
- Press release and annual report language ready for modification and use

Elite Honor Roll Award Package (subject to change):

Businesses with an employee population comprised of at least 10% veterans are eligible for:

- Recognition at the Flag, General & Senior Officers Ball
- Eligibility for Small Business Award
- Eligibility for Honor Roll Member of the Year Award- presented at the Flag Ball
- Opportunity to be featured as a "Success Story" on Chamber website and other marketing materials
- *All other incentives included in the standard Honor Roll Award Package*

Proposed Timeline:

May 2015: Presentation from Jack Harkins, Chairman, United Veterans Council on Chamber hiring initiative

June 2015: Defense, Veterans & Military Affairs Committee votes to adopt draft proposal for initiative

July 2015: Logo developed and plan finalized. Presented to Chamber Board of Directors

September 2015: Program roll-out, in concert with the Vets Community Connection Kick off