



THE ROUND

Welcome - Brian Arrington, Founder/President

VETS2INDUSTRY Family,

Welcome to your second Issue of the Vets2Industry Foundation, Inc newsletter, designed to offer knowledge insights, resource information, helpful hints, thoughtful considerations, opportunities, recommendations, and much more as we grow to our large demographic, OUR VETS2INDUSTRY FAMILY, YOU, the ones reading this right now. You all are made up of currently serving Active Duty, Guard/Reserve members, transitioning/transitioned service members, retirees, military spouses of current and past service members, dependent children of all ages, Blue and Gold Star family members, caregivers, veteran advocates, Veteran Service Organizations, along with recruiters, business owners, and business professionals.

Personally, I hope you learn a tremendous amount from the content we pack in each newsletter which we will release each month. If you have ideas for content, or are even interested in providing content, feel free to email us at marketing@vets2industry.com and title your email "Newsletter."

Wish you all the best, and if you are a part of the current serving or transitioned/and veteran community and their family members, and are currently seeking free resources to help you in your transition or with life needs/opportunities for careers, please ensure you go to your nationwide Free resource library at www.VETS2INDUSTRY.COM, and let us help you as well.

As Always:

#How_Can_I_Help #Pay_It_Forward

Brian Arrington, M.S.
Founder/President
Vets2Industry Foundation, Inc.
EIN: 84-3849037



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THE SPOTLIGHT - Mary Kate Soliva

Vets2Industry is excited to welcome you to the second edition of the "THE ROUND".

The content of this newsletter is created by fellow Veterans and their families.

If you are a writer or have even thought about writing articles for a journal, book, newsletter, etc...please send us an email with your writing to:

marketing@vets2industry.com

Vets2Industry is quickly growing, and we are so grateful to have you join us on this journey. We are humbled to support Veterans and their families with resources every day.

Thank you, for your continued support.

"Interested in writing an article for the newsletter? Send an email to marketing@vets2industry.com"

Season of Change

Fall is upon us. It is the Season of changes, and with that comes a lot of uncertainty about what lies ahead. Yet, change can also be exciting. It could mean you are embarking on a new journey in your new home, or meeting new people on your first day of work. Some of you may be new parents, or saying goodbye to a twenty year career.

Take this moment to tell yourself,

"I've got this. I am not alone."

FOUNDERS MINUTE - Brian Arrington

Arrington Career/ Transition Tip Series - Article dated 2019

Article #1 in the Series

Congratulations: You have found the Arrington Career/Transition Tip series. I believe this will be helpful because I notice people making decisions without necessarily knowing to do additional steps to help their chances at successfully landing. So, I will create these tips in article form too. Every tip I post will receive a corresponding article so it can remain accessible and chronicled on my profile.

Career/Transition Tip #1:

"Internal Referral"

When you find a company and a specific job role you are interested in applying for...Don't immediately apply!

You: But wait...why Brian...what happens if that position disappears on me?

Me: I'm glad you asked!

Me: First have you checked your LinkedIn connections to see if you have anyone in your network that works for that company?

FOUNDERS MINUTE CONTINUED...

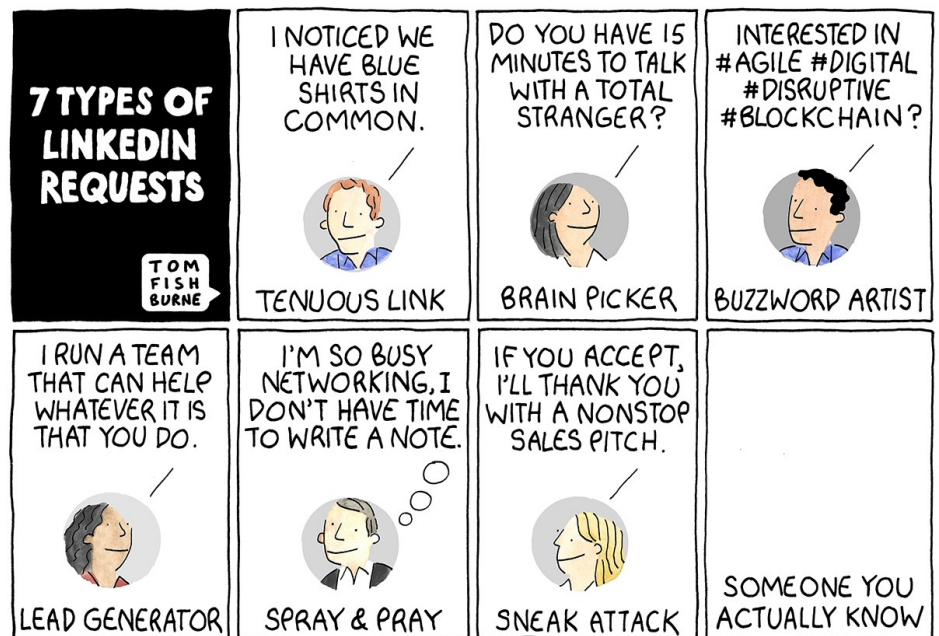
Me: Great Question Again! You want to check to see if you have a connection at that company so that you can possibly get an INTERNAL REFERRAL for that role/or many roles within that company BEFORE you FILL OUT the application (after you fill it out is too late for the referral)! ***See note below***

Me: Why is this important? Because a referral gives you a moderate to high advantage against competition (depends on the company). But always get a referral if you can! Resumes must match the Job Description (JD) as well. If the fear of a role disappearing causes you concern, just think of how your application would look mixed in with 50 other applications. Now imagine your application still in that stack and glancing over to the right and seeing a different stack of just six applications prominently displaying the mark of a internal employee that has vouched with their reputation for those candidates for that same position. How do your chances look now? Balance expediency of submission with strength of application!

VETERANS, THERE IS A FREE ONLINE LIBRARY, UPDATED REGULARLY, WITH THOUSANDS OF NON-PROFIT ORGANIZATIONS, DEDICATED TO PROVIDING FREE RESOURCES AND SUPPORT TO VETERANS AND DEPENDENTS. THE LIBRARY ALSO PROVIDES KNOWLEDGE ON BENEFITS, AND THE NAMES OF COMPANIES NATIONWIDE THAT HAVE HIRING PROGRAMS SPECIFICALLY TO HIRE VETERANS AND DEPENDENTS. THIS LIBRARY OF INFORMATION IS AT VETS2INDUSTRY.COM

Follow @VETS2INDUSTRY on LinkedIn for regular updates when resources, benefits and features are added to YOUR Veteran and Dependent Resource Library.

*****There may or may not be a limit to how many applications you may/can submit in a period of time before being flagged; ask your internal referral or recruiter if this applies*****



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VETS2INDUSTRY

Frustrated due to the lack of a single-site repository of information available listing the 40,000+ Organizations (VSO's) and services that exist for veterans, the V2I team banded together and dedicated themselves to developing a one-stop shop for current and transitioning military members, their families, and veterans!

In this vision, VETS2INDUSTRY was born. A living website that will continuously update with new free resources, organizations, veteran-supporting companies, and benefits as they are created or discovered, all in order to keep the military population informed and well educated.

V2I Foundation Overview

V2I was born to fulfill a pressing need for a single-site repository of information providing access to the vast number of Veteran Service Organizations (VSO) and countless other available military resources and benefits. The V2I all-volunteer team banded together and made it their mission to develop a living library of free resources, organizations, veteran-supportive companies and benefits for Service Members, Veterans and their Families.

Mission To match people with resources when they need them the most, by creating a single-site repository of information providing access to the extensive number of Veteran Service Organizations (VSOs) and other available military resources and benefits. We help establish connections, identify opportunities and, most importantly, give **HOPE!** At V2I, it is all about **People First, Veterans Always!**

Vision To become the premier and most comprehensive information library of **free resources** for the Military and Veteran communities, and their families.

Core Values Our core values are the foundation of how we will operate as an organization. Living those values will have a direct correlation to our success, as well as to how we are regarded by our clients, partners and supporters. Our Core Values are: **Honesty, Selfless Service, Discipline and Integrity.**

[VETS2INDUSTRY Foundation Inc is a registered 501c3 nonprofit organization 84-3849037](#)

SEPTEMBER IS NATIONAL SUICIDE AWARENESS MONTH –Bruce Thompson

During the month of September, we take a bit more time to question what it is we can do to reduce the number of suicides. A large part of this is to talk about the stressors that can lead to suicide. Becoming more aware of some of the signs and language to see the warnings and understand when/how to step in.

Per the American Psychiatric Association, some of the risk factors for suicide are:

“Certain events and circumstances may increase risk (not in particular order, except first one).

- Previous suicide attempt(s)
- A history of suicide in the family
- Substance misuse
- Mood disorders (depression, bipolar disorder)
- Access to lethal means (e.g., keeping firearms in the home)
- Losses and other events (for example, the breakup of a relationship or a death, academic failures, legal difficulties, financial difficulties, bullying)
- History of trauma or abuse
- Chronic physical illness, including chronic pain”

There are also factors such as fresh stressors, a traumatic event, a significant change in one’s life (divorce, drop in social status, transition, loss of employment, military sexual trauma, etc.). For military members, veterans, and their families there are plenty of events or circumstances that are a normal part of military life but can fit into these risk factors.

What can we do to reduce the number of suicide attempts? Pay attention to those around you. Changes in attitude, engagement, actual listen to the words and mannerisms they use, increasing their use of alcohol, stop doing the things they enjoy, they stop associating with their regular group of friends, more risk taking, among others. If you see or feel any of these factors are present, talk to them, ask them “how you are doing” or “if you can help them”. Many of those that attempt suicide say if someone had reached out to them that day, they would not have gone through with the attempt.

Something that everyone needs to understand is that suicide affects everyone, not just the victim.

*National Suicide
Prevention Hotline:
1-800-273-8255*

For Veterans, call the Veterans Crisis Line at 1-800-273-8255 and press 1.

Or visit their website at: <https://www.veteranscrisisline.net/>

Find more help at www.nami.org/Find-Support.

Reference:
<https://www.psychiatry.org/patients-families/suicide-prevention>

Go to <https://www.VeteransCrisisLine.net> for this info



**Veterans
Crisis Line**
1-800-273-8255 **PRESS 1**

This free support is confidential, available 24/7 and serves all Veterans, all Service Members, National Guard and Reserve, their Family Members and Friends.

How to connect with a responder

Call 1-800-273-8255 and Press 1	Chat Connect online https://www.VeteransCrisisLine.net/gethelp/chat	Text 838255	Support for deaf and hard of hearing 1-800-799-4889
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VA U.S. Department of Veterans Affairs
Veterans Health Administration
Sheridan VA Health Care System

VETS2INDUSTRY SWAG

VETS2INDUSTRY Family,

As of last week, if you donated \$25.00 or more or from this point forward make a donation to VETS2INDUSTRY we will ship you a VETS2INDUSTRY challenge coin as a thank you, pictured below. For any donation of \$35 or more, we will also send you a Stylus Pen and Electronic Wipe (Micro-Fiber).

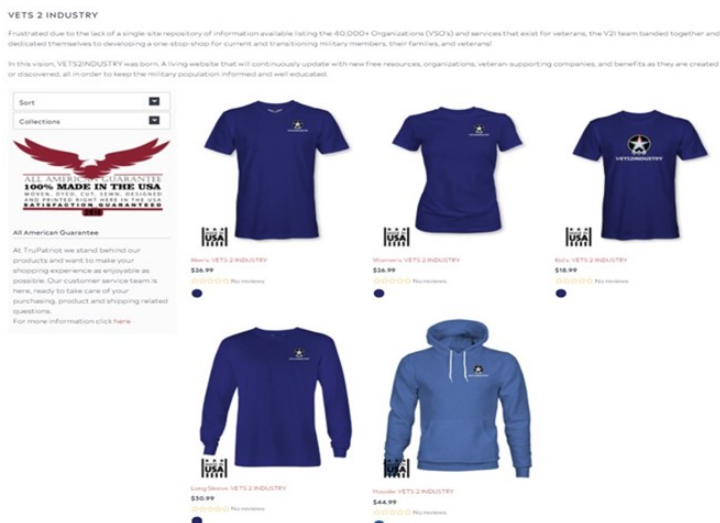
The link to the form to reserve a coin is in the comment section. To identify those that have reserved a coin and those that have donated, we will compare the names of donors on the donation page to names on the form. All items will be sent out immediately once we confirm the physical address of the donor.

Additionally, WE HAVE AN AWESOME APPAREL COMPANY TruPatriot, LLC and Online Store to order from.

We started a partnership with them with our ICONIC Blue VETS2INDUSTRY shirts (Men, Women, and Youth), along with Long Sleeves and Hoodies just in time for Winter! More colors are on the way as well.

To purchase a shirt go to the TruPatriot, LLC webpage. <https://trupatriot.com/collections/vets-2-industry/>

Also, for every shirt sold, TruPatriot, LLC donates a sizable amount of their profit to V2I so we can grow and help more people! All products are AMERICAN-MADE!





UPCOMING EVENTS

October 2, 2020 - The Weekly J Podcast

with V2I Bruce Thompson, 8-9pm EST

<https://www.listennotes.com/podcasts/the-weekly-j-jason-c-scott-P37uc6FX8qn/>

October 03, 2020 (2:00 PM - 7:00 PM) -

9th VETS2INDUSTRY Virtual Networking Circuit Event



LINKEDIN TIPS - Marina Rabinek

Make your LinkedIn URL a name that people will remember.

To **CUSTOMIZE** your LinkedIn URL on your cellphone,

1. click on your photo in the circle at the top right of the home screen.
2. Click "View Profile".
3. Scroll all the way to the bottom until you see "Contact".
4. Click the PENCIL icon.
5. Change your URL to something you can remember and is professional.

To **CUSTOMIZE** your LinkedIn URL on your desktop,

1. Click on your photo in the circle at the top right of the home screen.
2. Click "Edit public profile & URL" on the top left of the screen.
3. Click the PENCIL icon.
4. Change your URL to something you can remember and is professional.

BATTLE OF THE BEARDS

Brought to you
Saturday October 3rd
2pm-7pm ET by

Vets2Industry

INVETS

Team Young
Team Thompson

WHO WILL WIN?

VETS 2 INDUSTRY

9th VIRTUAL NETWORKING CIRCUIT

Saturday, Oct 3rd

2pm – 7pm

(Come and GO as you please)

SPONSORED BY:

FREE Registration/Pre-surveys on
www.eventbrite.com
Type VETS2INDUSTRY

KEYNOTE SPEAKER

Herb Thompson

US Army Veteran
Management Consultant | Award
Winning Best Seller of

The Transition Mission: A Green Beret's
approach to transition from military service

"Courage: Own Your Journey!"

AGENDA:

2:00-2:07 **Welcome**

2:07-2:23 **Herb Thompson**

2:23-2:50 **Q&A/Circuit Rules**

2:50-6:15 **Circuits**

6:15-7 **Q&A w/V2I**

3 MORE DAYS! PRE-ORDER YOUR COPY TODAY!

https://www.gracefullyglobal.com/commerce/?page_id=740

The first book written by a military veteran (turned marketing professional and entrepreneur) for service members and military veterans to craft their AUTHENTIC personal branding.

BECOME RELEVANT AUTHENTIC NOTICEABLE DIFFERENTIATED!

BRAND BEFORE YOUR RESUME

Your Marketing Guide for Veterans
and Military Service Members Entering Civilian Life

By
Graciela Tiscareño-Sato

Graciela is a veteran, award-winning author, and public speaker who has coached over 5000 veterans, service members & professionals with live & virtual AUTHENTIC Personal Branding workshops

Graciela Tiscareño-Sato, is a veteran, award winning author, and speaker. She has coached over 5,000 veterans, servicemembers, and professionals on crafting their personal brand. V2I is proud to have Graciela in the V2I family.

She is graciously donating HALF of the proceeds of her new book, *Brand Before Your Resume*, to Vets2Industry. Wow! Wow! Wow! Pre-order in the next three days to be part of this generous donation. Graciela is the founder and owner of Gracefully Global Group LLC-an SBA-certified Woman, Hispanic and Veteran Owned Business.

Excerpt from the website:

In *Brand Before Your Resume*, Graciela guides you in becoming an epic storyteller of your unique value, long before you write your resume which she reminds us all is a marketing deliverable. Taking this approach as she did means that your audience for this new forward-looking branding will be so intrigued by your value that they'll ASK for your resume! You'll be empowered to confidently communicate your value to make things happen, as Graciela did during her transformation from military aviator to technology marketing manager. Graciela's freely shares the communication process she followed during her highly successful military-to-civilian transition, in which she was mentored by women veterans every step of the way.

Stop going at it alone.

Stop listening to people who have *never* worn the uniform telling you how to transition.

VETS2INDUSTRY

Take an opportunity to check out <https://vets2industry.com/> for more articles about careers and the military transition. We go through multiple transitions in our lifetime, and V2I is here to give you the tools and resources to assist you and your family. Thank you, for trusting us and our partners to be part of your journey.

PARTNERSHIP HIGHLIGHTS

Still Serving Veterans

To serve and honor Veterans and their families by empowering them to build meaningful lives through connections to fulfilling careers, benefits and services; and to proactively strengthen Veteran communities through leadership and collaboration.

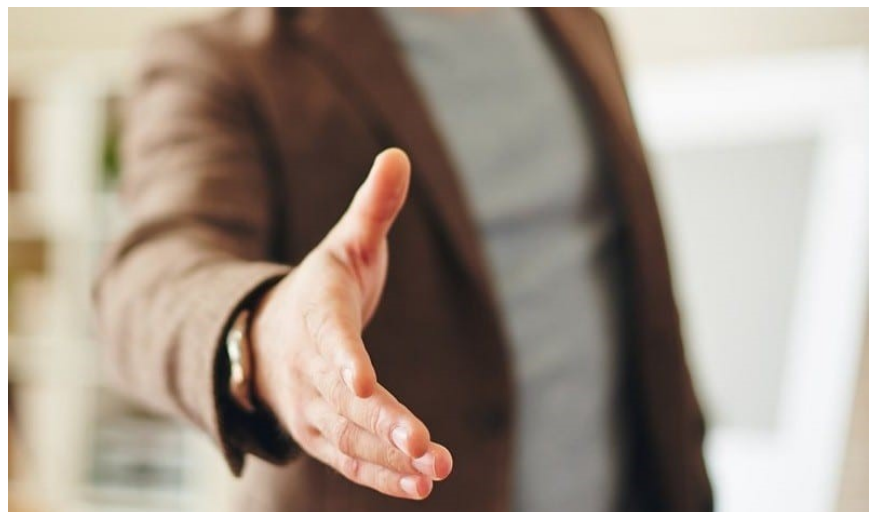


CAREER TRANSITION...WHAT DOES A GREAT OPPORTUNITY LOOK LIKE?- Bernard Beaulieu

I have been trying to figure out a way to broach this and get some dialog going on this subject. Over the past few months I have been talking to a variety of people from all kinds of different backgrounds, different skill sets, trying to figure out how I could help them connect to great opportunities. As fate would have it, I ran into a good friend at a networking event last Wednesday evening and the glimpse he gave me of his successful transition makes for a great segue...

Follow the link below to read the rest of the article:

<https://vets2industry.com/2020/09/career-transition-what-does-a-great-opportunity-look-like/#page-content>



WHAT IS A PERSONAL BRAND?

- Alex Mimms

We get this question daily at Vet2Industry. I am glad you stopped by, let us analyze what a brand is. What is a brand? A brand is an association with your name, what value you offer. Sure, you are transitioning from the military, you are a veteran, but what other skills or value do you bring? You have so many skills, acquired over years in the military, and it can be easy to forget; we have tools to help you identify them. What about your education or certifications? There are a vast array of other skills there inside you also.

In this article, we want you to start thinking of other ways you bring value to LinkedIn and a future employer. But, hey Alex I am an "X" year senior military leader. Yes you are, but that is **NOT ALL YOU ARE**.

Much like brands we recognize daily, we want your **name** to have a similar association. For example, Yeti Coolers or Mercedes Benz. When we hear these two names some immediate words that come to mind are premium, luxury, excitement, fun, family, friends, etc. The list goes on, it is emotion-based, the same holds true when people hear your name.

How do we develop your brand? At Vets2Industry, we have a team of coaches that can help you answer ex-

"Start thinking of other ways you bring value to LinkedIn and a future employer."

actly what you want to pursue and then build your brand. On LinkedIn, we help teach you how to build your brand through engagement on posts by commenting multiple times and liking the posts, by writing articles about some research that you have conducted into a new industry or topic of interest to help others grow, or develop a post about something you are passionate about. Remember, keep it professional. This is not Facebook.

Add your conclusions in the post or article and encourage discussion. There are multiple ways to approach a subject, and you will add value by stimulating others to think and form a response.

If you are not willing to stay engaged, no one will be able to associate your name with anything but silence.



Have more questions, reach out to operations@vets2industry.com, and get started working your brand with our team today.

NO ONE TAKES CARE OF US LIKE US -Eric Brew

In May of 2018, during my last deployment to Afghanistan, I made the decision. It was a decision that had plagued me for more than a year and a half. I decided to submit my request for retirement from the United States Army. Fast forward to June of 2019 and I was holding my retirement orders. It was time to start a transition into my next phase of the operation. Operation Board Shorts and Flip Flops was underway.

As I started trying to figure out my path and grasping at whatever straw I could find, I realized that my Google skills were not cutting it and that I had really no idea how to translate 24 years of military service to a resume. As a member of the, less than 1% of the American population who will ever serve this country, I realized that there was a population of more than 99% that didn't understand my language, couldn't relate to where I'd been or what I'd been through, and certainly had no clue what value I could bring to an organization. This was both a daunting and a sobering realization. During a conversation with a friend of mine after a TAP class, he told me about an organization, a Veteran non-profit, called Still Serving Veterans (SSV) just outside of Fort Benning, GA. I made an appointment so they could help me with drafting a translated resume. While I was there Dori, the Intake Counselor, asked me one of the hardest questions I'd ever been asked, "What do you want to do when you grow up?" That question baffled me. I knew that wearing board shorts and flip flops like the original order was designed for wasn't going to bring me any kind of fulfillment. So, I simply responded with, "I want to continue to help my brothers and sisters. I've buried way too many to Veteran suicide." Honestly, I was NOT prepared for what came out of my mouth. However, Dori immediately wanted me to talk to the Director, Charles. Now Charlie was a civilian, but he clearly had a heart for Veterans. We talked for about 35 min and got to know each other. He asked if I would like to volunteer at the office and, with my downshift into retirement in full swing, I agreed.

"I've buried way too many to Veteran suicide."

For the next few months I schlepped coffee and water for clients, learned about the Veteran non-profit world and the employment arena, and started to build a bond with a family of fellow Veterans who just wanted to take care of their brothers and sisters...and Charlie. In October, this relationship metamorphosed again and I started my Career Skills Program (CSP) Internship with SSV. I spent the next three months learning more about everything and especially how to translate our military experience into "civilianese" and how to put it on a resume.

In early January, I finished clearing post, received my DD-214, and started my terminal leave. After stopping to see my girlfriend and take pictures with that elusive piece of paper, I headed back to the office. As I parked my Jeep I sat, I just sat. You see, I had been hired by SSV as the Site Manager. Needless to say, my transition was going swimmingly. Except for one thing. I realized in that moment that I was about to take off my uniform for the very last time. I thought about the first time I put BDUs on. I thought about my time in the Marine Corps, my time in the Army, where it all started, how it had all gone, how proud I was to have served this great nation, and how much I was going to miss it all...I started to cry. Yeah, I said it. This tough-as-nails Infantryman cried like a baby for almost forty-five minutes as I pictured my uniform getting hung in the closet. I pictured it shifting further and further back as khakis and polo shirts maneuvered their way to the front. And then it hit me, my career was just like the uniform, it was going to fall further and further back in the rear-view mirror. That hurt.

I dusted myself off and went inside. I changed clothes and dawned the infamous khaki and polo combination and got to work. About an hour later the team posted in the team chat that one of our Veterans had been hired and it hit me, this was my mission now. My position with SSV is one I do not take lightly. I know I am in a position to genuinely make a difference in the lives of Veterans and their families. Me and my team at SSV play a vital role in the transition of our Veterans and we celebrate EVERY Veteran who is hired. We know that the number of under-employed, unemployed, and homeless Veterans is far too high. Additionally, we know that our country suffers from a pandemic of Veteran suicide. We want to do our part to fight for our brothers and sisters, to bring hope, and to bring light to those who have given so much of themselves. To date, our little six-person team has celebrated 386 times since January, and we aren't done yet! I love what I do, and I am honored to do it. Being able to provide what we provide to our Veterans is a blessing I'll never be able to repay.

I HAVE LOST 15 BROTHERS TO SUICIDE –Matthew May



I was in the Marine Corps from 2007-2013. I was an infantryman with 3rd Battalion, 6th Marines who did four deployments; one to Iraq, two to Afghanistan and one to Jordan. During those deployments, my Marines and I saw everything war unfortunately brings. In 2010, my unit was part of the biggest offensive push in Operation Enduring Freedom in Marjah, Afghanistan- Operation Moshtarak. My unit lost 12 Marines on that deployment and around 100 wounded to the point they had to go home to heal- missing limbs, no eyesight, 100 holes in the body from an IED, gunshots etc. It was an intense deployment but unbeknownst to us, the “war” started when we got home and transitioned out years later.

Since 2010, I have lost 15 brothers to suicide. All were very close, and the warning signs were subtle and fast. When you join the military, you MUST make decisions fast in chaos in order to stay alive and save lives. Unfortunately, this is a negative when one becomes a civilian and life takes a turn. Many veterans with PTSD will make decisions very fast, including suicide, which was one of the factors that took out my brothers. A negative event will happen, and a downward spiral occurs, and the tragic event will happen. In one situation last year, one of my peers had a dinner date with his daughter for her 7th birthday and committed suicide that night. No warning signs- had a great job and seemed to be doing well on the outside. I cannot explain the feeling of looking at a little girl who just lost her dad to this issue. This is why Vets2Industry is taking the initiative to help battle this crisis.

“If we can save just one more little girl or boy from going through this, then we have accomplished our mission.”

These suicides have affected my Marines and I in ways most people cannot understand. You sometimes feel helpless because the number of suicides does not stop. Everything can be going well in life, then you get triggered by hearing about one of your brothers or sisters losing the battle. After a while you get numb to loss. I have had my personal struggles too and was almost a statistic. If it was not for one of my buddies randomly calling, unknowing of the situation at hand, who knows where I would be today. Vets2Industry is taking the correct approach to be able to help these veterans and their families thrive in life and keep fighting the battle to help others.





TESTIMONIAL - Joseph Zelinski Jr.

Vets2Industry is the reason I was able to get the job I currently have. I was less than 30 days away from my official retirement date and I had not gotten a single interview or call back from the 200+ applications I had submitted.

That is not a typo, I had literally submitted over 200 applications over a 6-month period without any call backs or interviews.

I was lost. I was confused. I was depressed. I was literally having panic attacks because I was not sure how I was going to be able to support my family.

But that is when I found Vets2Industry. Vets2Industry connected me with professional resume writers who customized my resume within 24 hours, which led to interviews and offers within 3 weeks!!!! They connected me to individuals on LinkedIn who were able to point in directions with job opportunities in areas I was interested in. I was taught how to network and connect with individuals who could understand my skills and pass my information on to those companies who might need someone with my skillset.

The most important thing Vets2Industry, or V2I, was able to do for me was just to be there. They were there for the highs when I was getting interviews and offers, but more importantly they were there when I needed support and someone to vent to as things went sideways or took longer than I was hoping for them to take.

V2I provided hope.

I would not be where I am today, a 6-figure job, working from home, with a Fortune 500 company, if Vets2Industry did not provide the support that they did!

“The most important thing Vets2Industry or V2I was able to do for me was just to be there.”

TESTIMONIAL - Brian James Cooper

I recently accepted a verbal offer of employment yesterday. I have been unemployed for 11 months due to a company lay off. I would like to thank Brian and everyone from Vets2Industry for hosting such a wonderful event. The support I have received from everyone has been a life saver. I will continue attending these events and assist in any way that I can. Thank you!

TESTIMONIAL—Joshua Vaughn

Being at the beginning of my transitional period, I have been apprehensive about the change. I've been on Active Duty for nearly 20 years, and although change is rapid in the military, confidence in future security never seems to be an issue. With this major life change upcoming, the resources of VSO's like V2I have been a huge help in seeing not just the possibility of a smooth transition, but a transition in which I actually have a high degree of control. It has been wonderful learning from this network of people and has been a fun ride so far. The enemy of apprehension has been outmaneuvered and outgunned. Fire superiority has been achieved.

VETERAN OWNED BUSINESS OF THE MONTH

PRETTY THAI (VETERAN OWNED & OPERATED) - Robert Strong

Please watch the below video and like (if you like it). Please read below for more about Pretty Thai®:

<https://www.youtube.com/watch?v=iTSUNNDmMEs>

I look back on my military service with great fondness. I thoroughly enjoyed the structure and the emphasis on accountability to one's self and to the man or woman on your left and right. I take great pride in those veterans I had the honor to work alongside. I learned valuable life lessons from many of them, but more importantly, I acquired a certain grit and determination reserved for those that have donned the uniform.

We Veterans have a unique advantage. We've earned a perspective on what it means to sacrifice, suffer, and survive, but when we put the uniform away for the last time, we often forget this fact. I've at times taken my experiences for granted, but I've also pulled heavily on my military experiences and the moments that helped mold the person I am today.



I think many would have called me crazy for leaving a lucrative career as a civilian intelligence analyst to bet on myself in the oh so stable culinary world. Two tours to Fallujah gave me all the perspective I needed to pull the trigger and blaze a path of my own. What kind of food should I cook? Comfort food? Too easy. BBQ? There's plenty of great, existing BBQ options in Texas. No, I think a kid from Western N.Y. should specialize in Thai Food. The best damn Thai Food in Texas y'all!

So that's what I did. I set out to be different. I knew I had an advantage. I had experiences that most would not. I knew this. They didn't. Within 6-months of opening my food truck 'Pretty Thai For A White Guy' in South Austin, we were being contacted by the Cooking Channel to be featured on Eat St. I was simply applying what I had learned while in service to this country. Attention to detail is paramount and cutting corners gets people killed!

These are the same principles that helped me finish Technical Training and Airmen Leadership School as a Distinguished Graduate, and Culinary School at the top of my class. It's what led me to work for free in one of the top Asian restaurants in Austin, and inevitably it gave me the strength to commit to my passion of cooking Thai food.

Cutting corners was not an option when trying to make a mark in the Austin food scene, especially when I deviated from the normal path of BBQ or American/French cuisine. But I decided to double down. Serving food was not enough. People were asking how to get our sauces and spices used in our recipes, and I quickly realized we had a demand for real, chef natural sauces and condiments. They didn't exist. They still don't, besides Pretty Thai®; well, unless you count cutting corners as a means to an end. But we know, cutting corners gets people killed, and it most certainly kills real flavor.

PRETTY THAI (VETERAN OWNED & OPERATED) - Robert Strong

Months of wallowing in the muck would ensue after my decision to pivot to a product line; but I knew I had an advantage. I had an unwavering commitment to excellence, and a relentless pursuit of flavor perfection. We can be pretty stubborn, can't we?! I think it's a great quality, when applied to the proper application. At Pretty Thai® we are committed to providing the highest quality, chef natural, non-corner cutting products on the market. You can't fake flavor! You can try, but real will always be revealed when the right people are willing to endure the pain to do so.

We know pain. Of course, two tours to Iraq can be painful, but it can't hold a candle to the pain one feels when they have to watch their child endure a 21-hour open heart surgery, 37 days of open heart ECMO life support, and ultimately the loss of our son Palmer after 47-days of hell on Earth. Our reward for hard work and commitment was more suck. But as I learned on my first tour to Fallujah in support of the 1st and 2nd MEF, you must Embrace The Suck! Turn pain into progress, passion into practice. We chose to honor Palmer's memory through a commitment to Excellence.

The Palmer Nicklaus Foundation was founded in February 2019, 19-months after the loss of Palmer. One month earlier in January of 2019 we launched into 200 H-E-B stores in Texas. Failure is not an option, especially when you have the ultimate muse, the perfect purpose. We as veterans commit to excellence when we raise our right hand to our flag. We make the choice to be excellent, regardless of how bad it sucks. But nothing sucks worse than compromising on your principles, losing your integrity.

We are always looking to do better. The Palmer Nicklaus Foundation held its first event in October 2019. We served our first meals to families at the Ronald McDonald House in Austin in March of 2020. Pretty Thai® donates a portion of every purchase to helping build our Palmer Nicklaus 501 (c) (3) foundation and the mission to feeding families in the hospital fighting for their child. Palmer never quit on us, so we will never quit on him.

Pretty Thai® is a certified gluten-free and non-GMO product. Our products are free from all preservatives, fillers, stabilizers and unnatural thickeners. If it can't pass the kitchen test, we don't make it. We take great pride in what we do. We strive for excellence, the excellence rooted in my military service, and the knowledge and memory of our son's life. We are real people who prefer real food. We are currently in a local competition with H-E-B in Texas and if you like the below video, we would greatly appreciate your vote by hitting the like button.



"As a thank you for your time and service, you can also try our products and use promo code VETERAN15 to get 15% off your purchase."

www.prettythaibrand.com

@prettythaibrand (Instagram and Facebook)

Video Link Below:

<https://www.youtube.com/watch?v=iTSUNNDmMEs>

VETS2INDUSTRY

Want to know how to help VETS2INDUSTRY provide support, opportunities for success, life-support needs, and give HOPE to our military family?

Please Donate to us at <https://vets2industry.com/donations/give/>

Every \$25 donation or more receives a VETS2INDUSTRY Challenge Coin

If you are interested in volunteering with VETS2INDUSTRY too, please send an email to Support@Vets2Industry.com

To ensure you are not missing out on our Post Event Goodies such as our event videos, main chat transcripts, LinkedIn URLs of those signing up for our amazing VETS2INDUSTRY Virtual Networking Circuits, and tons of FREE V2I webinars, website updates, and announcements, ensure you have added the following email addresses (note: all edu and org email domains block our emails if we are not added to your contacts):

events@vets2industry.com
marketing@vets2industry.com
support@vets2industry.com
operations@vets2industry.com
testimonials@vets2industry.com

V2I RESOURCES AND LINKS

Testimonials

<https://forms.gle/AgmtKquucZwN776>

Vets2Industry

<https://www.vets2industry.com>

Vets2Industry LinkedIn Group

<https://www.linkedin.com/company/vets2industry>

Vets2Industry Facebook Group

<https://www.facebook.com/groups/vets2industrygroup/>



A How To Guide to Crush the V2I Virtual Networking Circuits

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Partner Chat

RecruitMilitary helps employers connect with America's best talent -- its veterans. Services are free of charge to veterans and their spouses during their job search. They host the nation's largest single-source veteran database with over 1,400,000 members and publish the nation's second-largest veteran hiring publication, Search & Employ® magazine. Copies are distributed every two months with a digital version and the VetTen digital newsletter available on their website. They are proud to have produced more than 1,200 job fairs in over 66 cities, our events have connected tens of thousands of employers with hundreds of thousands of veterans and spouses. <https://recruitmilitary.com/>



VETS2INDUSTRY Partners

Shout out to the V2I partners for being a part of our growing team.

These partners will only enhance our reach and availability to pair Veterans and their families with the needed resources.

We look forward to working with our partners and growing this partner list.

Make sure you check out our partner pages by clicking on the company logo's to see the services that are available.

Partner Chat

Veteran Tax Credits - Bridging the Gap Between Veterans and Employers

We proudly offer a system to connect Veterans seeking jobs to employers looking to hire quality candidates. Plus, by using our turnkey program to take advantage of the Veteran tax credits for hiring qualified candidates, businesses can reinvest those dollar for dollar tax credits back into their business.



Vetlign - Intelligent Job Search That saves you time

Create a Profile and see the jobs you align to simply by entering your Branch, Rank and MOS automatically. It's the world's most advanced veteran employment application designed, developed and managed by veterans.



Oplign - Align in seconds and open all the opportunities around the world.

No more resumes, no more cover letters, no more never hearing back from a company you submit to. Just a 24/7/365 alignment engine working to find you every job you qualify for and want to see.



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Partner Chat

Blue Star Families

Founded in 2009 by military spouses with you in mind, we empower military families to thrive by connecting them with their civilian neighbors – both people and organizations – to create strong communities of support.



Andrew Vernon & Associates

We will deliver positive outcomes to all who use our services, while continuously developing long term and compassionate relationships for a more informed and veteran centric experience.



Still Serving Veterans

To serve and honor Veterans and their families by empowering them to build meaningful lives through connections to fulfilling careers, benefits and services; and to proactively strengthen Veteran communities through leadership and collaboration.



RESOURCE CENTER OF THE MONTH

22 Kill

<https://www.22kill.com>

To create a community that raises awareness and combats suicide by empowering veterans , first responders, and their families through traditional and non-traditional therapies.

4 Paws For Ability

<https://www.4pawsforability.com>

This is a nonprofit whose mission is to place service dogs with veterans who have lost limbs or hearing and children with disabilities.

A Head for the Future

<https://dvbic.dcoe.mil/aheadforthefuture>

Their mission is to raise awareness of TBI symptoms raised in non combat settings and educating others about them.

A Soldier's Child Foundation

<https://www.asoldierschild.org>

Serves the children of all fallen military personnel

Accenture Training

<https://www.accenture.com/us-en/careers/accenture-veteran-technology-training-program>

For training in entry level software engineering associate with Accenture

All Secure Foundation

<https://www.allsecurefoundation.org/>

All Secure helps Veterans deal with a myriad of issues post-service from fracturing marriages to PTSD/TBI and more.

Cisco Veterans Program

<https://www.cisco.com/c/en/us/about/csr/impact/education/veterans-program.html>

Department of Education Veterans Upward Bound Program

<https://www2.ed.gov/programs/triovub/index.html>

