

OVER THERE, OVER THERE

Reaching Out to Our Veterans



■ "Willkommen Idar-Oberstein!" read a sign near the sprawling Baumholder Army base. "Welcome to 8th Army Infantry Division Headquarters" read a sign just inside one entrance to the base. And, on this day, a big bright banner proclaiming a "Job Information Fair" presented an especially welcoming sign to the more than 3,000 servicemen and women who, somewhat worried about their post-military careers, were drawn to the event on this base near the little German town of Idar-Oberstein.

Meanwhile, on the Tachikawa Air Base in Japan, the airmen and women were buzzing about where they were thinking about working once they returned to the states. Until the Asian version of the Job Information Fair passed through a

few weeks earlier, they weren't quite as optimistic. This is the picture brought back by Chuck Austin, Pacific Region Personnel Manager, who represented UPS at the Fair.

At Baumholder, as at other ports of call where he stopped in Europe, John Powell of the Northeast Region Personnel staff was presenting his favorite line of approach to a crowd of about 500 soon-to-be discharged veterans.

"There are a lot of good things to tell you about working for UPS," John began. "But first I want to tell you a few things you might not want to hear; there aren't many, but I don't want to mislead you."

The vets, who had been receiving many, non-stop glowing introductions to a variety of U.S. companies represented at

the Fair, seemed to warm up to this unusual approach and some nervous chuckling could be heard.

"You have to know one important thing about my company," John continued. "We work like all-get-out at UPS."

An especially loud burst of laughter erupted from the back of the room. A number of people turned around to see where the outburst had come from.

Sensing the momentary disruption, John addressed the man, "Do you know what I mean?"

"I know just what you mean," the man replied.

"I don't want to seem impolite," John said, "but I don't think you could know what I mean unless you've worked for UPS."

"I was working for UPS in the Livonia Hub for quite a while before I was drafted," the man went on. "And I want to tell you guys that this man's right, but let me add this—the pay is darn good."

John received this sort of unsolicited support, from fellow UPSers on military leave-of-absence, wherever he presented the company story on his recent Jobs-for-Veterans junket through Europe. Earlier, in the Asian Theatre, Chuck Austin told servicemen and women closer to the heat of battle about civilian life with UPS.

Both John and Chuck were part of a contingent of U.S. companies represented in a series of Job Information Fairs conducted on a number of military bases throughout Europe and Asia last Fall. Co-sponsored by the Department of Defense and the National Committee of the Jobs for Veterans Campaign, the fairs were designed to give soon-to-be-separated servicemen and women counseling and information about the U.S. job market.

Finding a job when there aren't many available is the major problem faced by today's returning veterans. The problem is doubly difficult for those stationed overseas, isolated from the U.S. job market. Job Information Fairs bring the market to them.

UPS has long been concerned with hiring veterans and several districts have maintained an active employment campaign geared toward ex-servicemen and women. UPS was one of 18 organizations touring with Job Fairs in Europe and one of 16 in Asia.

The Fairs offered attendees an idea of available career opportunities and advised them of the skills, education and training needed to fill jobs. Specific job offers were not made, although participating organizations had many openings.

The two UPSers' agendas kept them busy. For more than two weeks in October, John Powell counseled about 4,600



The UPS "pavilion" at the Job Information Fair at Clark Air Base in the Philippines is in the lower part of the picture.

people on four bases—at Mildenhall Air Force Base in England, at the Wurzburg and Baumholder infantry bases in Germany and at the NATO Navy Base in Naples, Italy. Chuck spoke to about 4,500 service people in Japan, Korea, Okinawa and the Philippines.

Both men were impressed with the response the Fairs elicited. "The reaction by our servicemen and women to American business taking an interest in these Job Information Fairs was outstanding," Chuck says. "They were interested not only in the particular companies, but in the availability of jobs in general. They wanted to know the proper methods of applying for work, how to write resumes, how to dress, etc." He adds, "The favorable image that UPS reflected by its presence justified the trip. All companies felt that this undertaking was worthwhile and should be continued."

John echoes Chuck's sentiments about the value of the Fairs. Those attending the Fairs were impressed by the fact that industry was taking an interest in them. In turn, they impressed industry by showing up in large numbers. Many traveled long distances and all had to get special permission to come. John reports that several districts have already received inquiries from some of the people he met at the Fairs, but adds that most of the servicemen and women he met in Europe are only now beginning to return to the states.

John feels that those attending his sessions are excellently qualified for jobs. "They are work-oriented, mature, responsible and reliable men and women," he says. "They are anxious for a career in a good industry, and we've got one for them." ■

"We need people who want to deliver a package better than anyone else," John Powell tells GI's at the Baumholder, Germany infantry base.



WAF's, too, are interested in UPS. Chuck Austin talks to a few of them here at Clark Air Base.