

# J.B. HUNT TRANSPORT

An Army of One: J.B. Hunt's Journey with Military Programs

Presented by  
Eric Airola, Sr Manager Military & Veteran Relations



# J.B. HUNT TRANSPORT

## AGENDA

A reason for being  
Getting started  
SkillBridge





# A Reason for being

Support from the top  
What do we want to do?  
What's it going to take?



# Support from the top

## 4 Core Pillars:

Health Care

Education

Crisis Management

Veteran Support

2014 Goal: Hire 10,000 veterans by 2020 ✓



# What do we want to do?

## Military Program Strategy

1. Be an **employer of choice** and acquire talent from the military to provide highly motivated and capable employees in key areas
2. Reactivate the **Hunt's Heroes brand** and **expand its application** into other areas of the Company
3. Provide an **outstanding onboarding experience** for transitioning military employees and military spouses
4. Increase **veteran retention**
5. Provide an outstanding experience for employee members of the **Guard and Reserve** when they deploy for active military service and when they reenter our workforce
6. To **equip our managers** and supervisors with the tools needed to effectively support veteran employees or those serving in Guard and Reserve forces





# 100% Focus

## A new job role

### **Job Summary**

The Sr Manager Military & Veteran Relations is responsible for overseeing military recruiting and veteran support efforts for the enterprise.

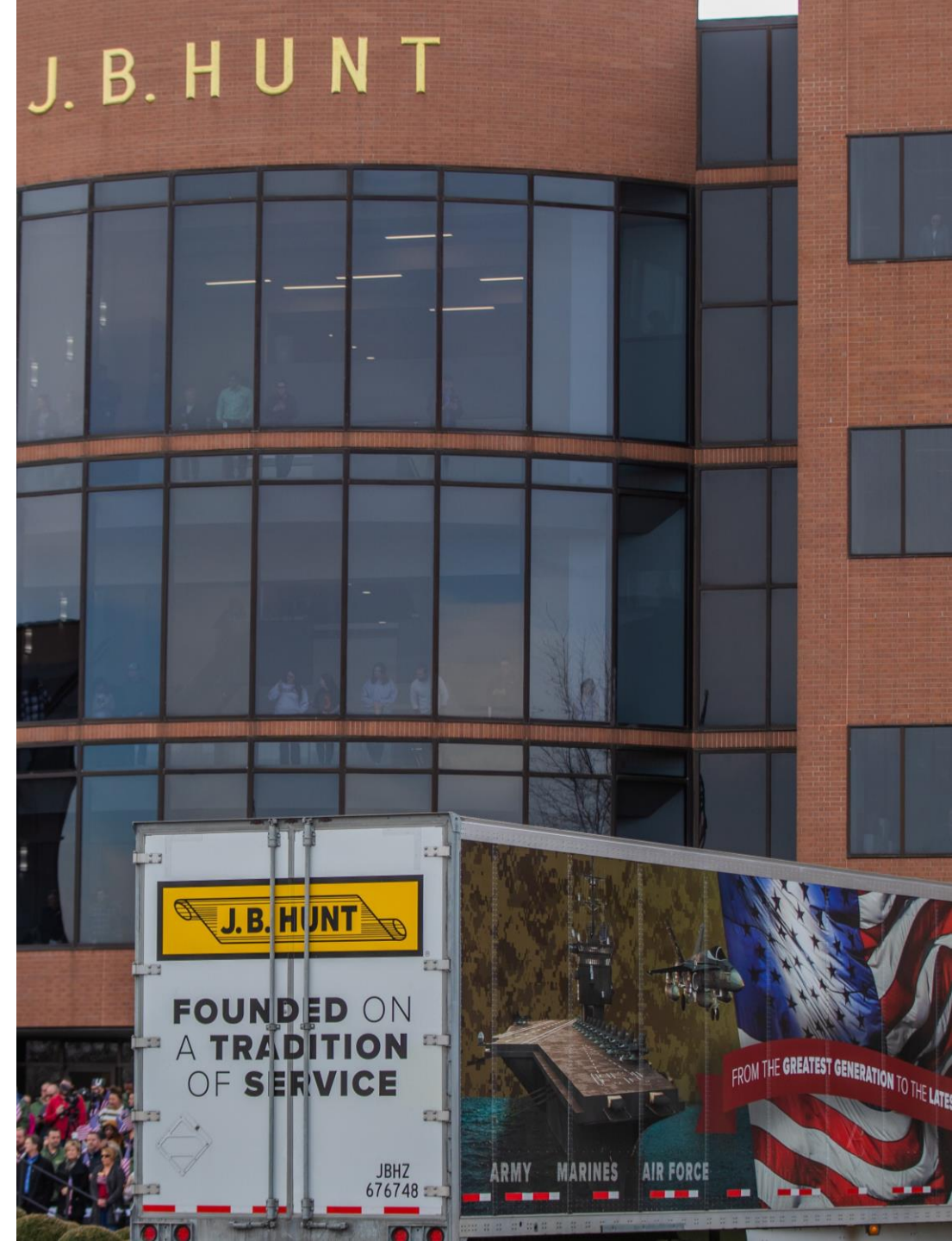
This person will work closely with business leadership and other stakeholders to develop and manage the military talent acquisition strategy, military transition programs, and veteran recognition and support programs.

Additionally, this person will represent J.B. Hunt Transport in community relations and other functions that serve to build and enhance brand equity.

**Job Profile:** 001321 - HR Special Projects Manager III

## Military Program Goals

- Improve J.B. Hunt's Military Friendly Employer placement to be in the Top 5 in our industry
- Implement a SkillBridge Internship Program to provide nation-wide management talent
- Impact lives and J.B. Hunt's standing with the OFCCP by partnering with Warriors to Work and hiring disabled veterans
- Develop and implement a SkillBridge Military Apprenticeship Program for Maintenance
- Develop military employee appreciation & engagement videos and coordinate Welcome Home events for military employees
- Develop military and veteran awareness training modules for managers with a focus on veteran issues, support and USERRA
- Win a nationally recognized award for military or veteran programs or ESGR support

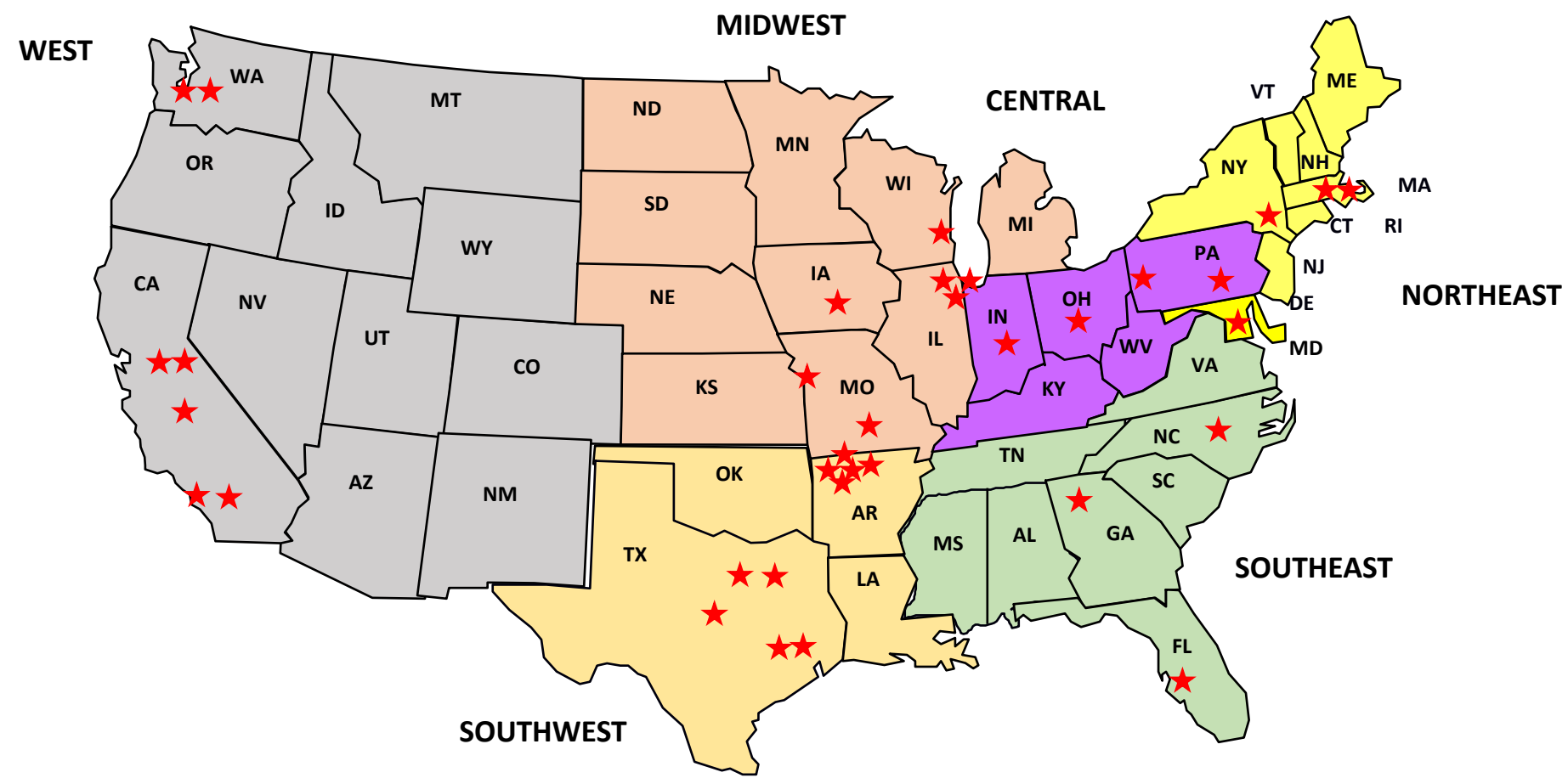


# Success Factors

- Building **strong relationships** with regional **Business leadership to gain buy-in** for military and veteran support
- Identify **positions within the organization that are a good fit for transitioning military** new hires such as driver managers opposite seasonal college recruiting, and create a talent acquisition plan
- Work with regional leaders to identify representatives to become **Military Ambassadors** with representation nationally to assist as new hire sponsors, military recruiting representatives, and to review training material
- Partner with and leverage the **J.B. Hunt Experience** team's expertise and connections within the Business
- Work closely with **Marketing & Communications** members on military recruitment strategy
- Build **benchmarking and information sharing relationships** with entities who support active military and veterans: Fortune 500, Military Branches, Non-Profit Groups, Military Employment Coalitions
- **Partner with Human Resources** for military talent acquisition processing, benefits support, training expertise, and systems support for tracking and reporting on key metrics



# Military Ambassadors



# Social Media

**Careers at J.B. Hunt**  
6,700 followers  
1w • 🌐

Congratulations to our 2021 SkillBridge interns! SkillBridge is a program that helps the 200,000 service members transitioning out of the military each year find jobs with companies that will support them and utilize their unique skills. ...see more



107 • 11 comments

Pursuing Heroic Dreams: Aubrie's Story

**J.B. Hunt Drivers** was live.  
December 18, 2020 at 9:42 AM • 🌐

Join us as we welcome this year's Wreaths Across America convoy to our headquarters in Lowell, AR! These wreaths will honor our heroes at the Fayetteville National Cemetery.

0:42 / 39:09

2.1K

319 Comments 481 Shares

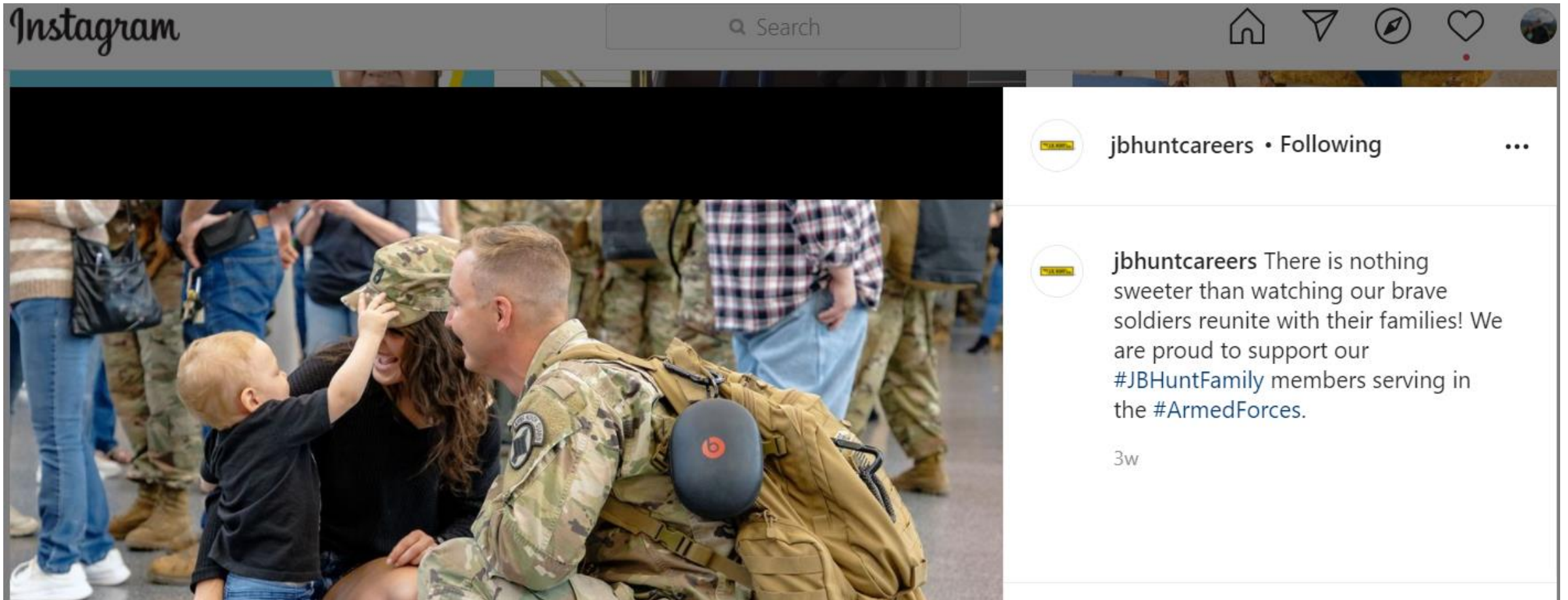
@JBHUNTCAREERS

J.B. HUNT HAS GREAT RESOURCES TO ASSIST WITH OUR SERVICE MEMBERS WHO ARE CURRENTLY SERVING IN THE RESERVES, NATIONAL GUARD, AND ACTIVE.

KELLI S.  
HR RECRUITER II  
ARMY RESERVE



# Veteran Community





# Repetition



## Military Program Strategy, Goals & KPIs – Leadership Summary

### Military Program Strategy

1. Be an employer of choice and acquire talent from the military to provide highly motivated and capable employees in key areas
2. Reactivate the Hunt's Heroes brand and expand its application into other areas of the Company
3. Provide an outstanding onboarding experience for transitioning military employees and military spouses
4. Increase veteran retention
5. Provide an outstanding experience for employee members of the Guard and Reserve when they deploy for active military service and when they reenter our workforce
6. Equip our managers and supervisors with the tools needed to effectively support veteran employees or those serving in Guard and Reserve forces

### Military Program Goals

1. Improve J.B. Hunt's Military Friendly Employer placement to be in the Top 5 in our industry
2. Partner with Student Veterans of America to provide talent as manager trainees
3. Impact lives and J.B. Hunt's inclusiveness by partnering with Warriors to Work and hiring disabled veterans
4. Implement a Military Apprenticeship Program for Maintenance
5. Utilize our recruitment marketing expertise to drive military hires
6. Develop military employee appreciation & engagement videos and coordinate Welcome Home events for military employees
7. Develop a military and veteran awareness training module for managers with a focus on



### Success Factors

- ★ Building strong relationships with regional Business leadership to gain buy-in for military and veteran support
- ★ Identify positions within the organization that are a good fit for transitioning military new hires such as driver managers opposite seasonal college recruiting, and create a talent acquisition plan
- ★ Work with regional leaders to identify representatives to become Military Ambassadors with representation nationally to assist as new hire sponsors, military recruiting representatives, and to review training material
- ★ Partner with and leverage the J.B. Hunt Experience team's expertise and connections within the Business
- ★ Work closely with Driver Personnel Marketing & Communications members on military recruitment strategy
- ★ Build benchmarking and information sharing relationships with entities who support active military and veterans: Fortune 500, Military Branches, Non-Profit Groups, Military Employment Coalitions
- ★ Partner with Human Resources for military talent acquisition processing, benefits support, training expertise, and systems support for tracking and reporting on key metrics

# Getting started

Education  
Benchmarking  
Military Friendly?  
ESGR



# Education



[OVERVIEW](#) | [REQUIREMENTS](#) | [THE STEPS](#) | [REGISTRATION](#) | [MATERIALS](#) | [CERTIFICATE](#) | [PDCS](#) | [QUESTIONS?](#) | [SPONSOR](#)



# Veterans at Work

## Recruiting Best Practices

### **VETERAN-SPECIFIC RECRUITING EFFORTS**

Offering customized hiring events for veterans and military-connected individuals

Making strategic outreach efforts, which include targeted marketing

Creating recruiting program(s) in which veterans employed at the company assist in recruiting prospective veteran employees

Regularly publicizing open positions to colleges and organizations serving veterans

Designating a center dedicated to talent acquisition

Designing a resource guide for company recruiters

### **PARTNERSHIPS AND USING AVAILABLE RESOURCES**

Leverage Department of Defense (DOD) and VA resources, such as the Transition Assistance Program (TAP), to locate qualified veteran candidates

Partner with like-minded companies

# Great Resources



## We Are Not All Soldiers

Military service members, Veterans and their families live and work in communities across our nation. They are our co-workers, neighbors, classmates, students and friends. However, because fewer than 7% of Americans have served in uniform, most civilians are unfamiliar with military culture and don't know how to effectively engage with the Veteran community.

Sponsored by the Wounded Warrior Project, the following courses are available for anyone who works with, lives with, and cares about the Veteran community. At PsychArmor<sup>®</sup>, we believe that educating individuals about the unique needs of military connected people in our country can change perceptions, create powerful connections, strengthen communities, and help our nation's heroes access resources that allow them to thrive.

Our cornerstone course "15 Things Veterans Want You to Know," as well as modules that address the basics for civilians such as "Veteran 101: Officer vs. Enlisted," and "Veteran 201: Military Families," are informative courses on military culture that address relevant issues facing our Veterans and their families today.



# Benchmarking with the best

Southwest® 

LOCKHEED MARTIN 



military 



**WARRIORS TO WORK®**  
CAREER TRANSITION AND DEVELOPMENT FOR  
AMERICA'S INJURED VETERANS

 **50strong** SkillBridgeConnect [www.50-strong.us/skillbridgeconnect](http://www.50-strong.us/skillbridgeconnect)  
Wed 4/21  
3EST/12PST

**NETWORKING EVENT**  
for active duty service members + installation career counselors

featuring breakout rooms hosted by  
DoD-Authorized SkillBridge Program Leaders

series brought to you by



# Military & Veteran Programs

J.B. Hunt Transport, Inc.

Industry: Trucking and Transportation



# How do you compare?



## Military Friendly® Companies Survey 2021

Page 1

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1. Please select the sections of the survey in which your company would like to participate. \*

Only companies participating in *three or more* sections will be considered for the 2020 Military Friendly® Companies designation and awards.

- ☐ Military Friendly® Employer
- ☐ Military Spouse® Friendly Employer
- ☐ Military Friendly® Brands
- ☐ Military Friendly® Supplier Diversity

# ESGR – Employer Support of the Guard & Reserve

## Statement of Support for the Military & Veteran Community

J.B. Hunt Transport affirms our commitment to the military and veteran community through this statement of support:

- ★ We will equip our managers and supervisors with the tools needed to effectively support employees transitioning from active military service or currently serving in reserve and guard forces.
- ★ We embrace the values, leadership, dedication, and unique skills service members bring to the workforce and actively promote opportunities to employ veterans, guardsmen, and reservists.
- ★ We will continually recognize and support our nation's current and former service members and their families in times of peace, crises, and war.
- ★ We fully honor and comply with the Uniformed Services Employment and Reemployment Rights Act.

John N. Roberts, III  
President and Chief Executive Officer



## ESGR Employer Support Guide

### TIPS FOR EMPLOYERS

The National Guard and Reserve are an integral part of our military. As an employer, you are vital in enabling your employees who are members of the National Guard and Reserve to serve our country. Moreover, your active support and encouragement are critical to their success.

- Learn more about the role of the National Guard and Reserve. Attend open houses and public functions at local military units. Talk about the National Guard and Reserve with military and civilian leaders in your community. Ask your employees what they do and how they fit into the “big picture” of national defense.
- Get to know your employees’ military commanders and supervisors. Ask them to provide you with advance notice of your employees’ annual military duty schedule and work out conflicts as early as possible.
- Examine your personnel policies to see how they accommodate and support participation in the National Guard or Reserve. For example, do they include provisions for military leave of absence exclusive of earned vacation time? Do they ensure job opportunities and benefits equivalent to those of other employees?

# Veteran Recognition



# Veteran Driver Decal





# Veteran Onboarding

## Military veteran welcome to J.B. Hunt – Joe Bennotts

Joe welcome! I manage our military and veteran initiatives and wanted to introduce myself and let you know about programs and resources available to our new hire veterans. J.B. Hunt was founded by a veteran and our company has a strong history of commitment to our country and the veteran community. Hiring veterans is not only the right thing to do because you've made sacrifices to serve our nation, but it's the wise thing to do because of the value you bring to our company. As a token of our appreciation for your service, you'll soon be receiving a J.B. Hunt Challenge Coin at the home address you provided during onboarding. Additionally, drivers will receive a J.B. Hunt veteran patch or decal for your truck after one year of employment.

We have a [Veterans Employee Resource Group](#) that you can join, and if you're a member of the Guard or Reserve, be sure and check out the [Military Deployment & Reentry Guide](#) on the People Site. Even if you aren't still serving, the [People Site](#) is where you'll find information on all of the services and benefits J.B. Hunt has to offer.

We also have a Military Ambassador group that helps new hires who are veterans with the transition to J.B. Hunt. If you're within a year of transitioning out of the military, I highly recommend that you take advantage of this. Contact me and I'll assign a sponsor to you who'll help you navigate the move into the civilian workforce.

We are continually developing our military and veteran programs. If you have feedback on how we can improve, I'd love to hear your thoughts. Please email me back or give me a call at 479-419-2560.

Again, thank you for your service and welcome to J.B Hunt. We're glad that you're with us!  
Eric



# Veteran Onboarding

**From:** Joe Bennotts <[@gmail.com](#)>

**Date:** August 17, 2020 at 7:16:39 PM CDT

**To:** Eric Airola <[Eric.Airola@jbhunt.com](#)>

**Subject:** Re: Military veteran welcome to J.B. Hunt - Joe Bennotts

This right here is one of the top reasons why I chose JB Hunt for my career. I feel appreciated and proud to part of the company. If you ever need volunteers for special PR projects or wreaths across America, or if you need an ambassador let me know.

I definitely have aspirations to contribute, grow, and advance within the company.

# Military Support



## Military Deployment Readiness

### Called to Active Duty Checklist

✓	CHECKLIST
<input type="checkbox"/>	<b>Orders</b> – If possible, obtain a written copy of orders & amendments for Unum. Verbal orders will work but written is best.
<input type="checkbox"/>	<b>Military Leave</b> – Notify your supervisor of your need for leave and contact Unum at (800) 313-7081 to request a leave of absence. See the People Site for information: <a href="https://hrportal.ehr.com/jbhunt/Home/Pay-Time/Time-Off/Leaves-of-Absence#military">https://hrportal.ehr.com/jbhunt/Home/Pay-Time/Time-Off/Leaves-of-Absence#military</a> .
<input type="checkbox"/>	<b>Short Notice?</b> If you are called up on short notice, your spouse can call Unum on your behalf to request leave. They can also access the People Site for information using your login information. Contact the HR Solution Center if they have access issues: 800.777.4968 or <a href="mailto:hr_solution_center@jbhunt.com">hr_solution_center@jbhunt.com</a>
<input type="checkbox"/>	<b>Beneficiaries</b> – Update all beneficiaries in Workday (i.e., Medical, 401(k) etc.) & family contact information. Start with the People Site: <a href="https://hrportal.ehr.com/jbhunt">https://hrportal.ehr.com/jbhunt</a> , select the Benefits tab and “View/Update My Beneficiaries.”
<input type="checkbox"/>	<b>Military Benefits</b> – You must be registered in the Defense Enrollment Eligibility Reporting System (DEERS) to get your TRICARE benefit. Update your information for DEERS and TRICARE: <a href="https://tricare.mil/deers">https://tricare.mil/deers</a>



# Military Support

<input type="checkbox"/>	<b>Military Deployment &amp; Reentry Guide:</b> <a href="https://myjbhunt.ehr.com/US/EN/work-life/Pages/Military-Deployment-and-Reentry.aspx">https://myjbhunt.ehr.com/US/EN/work-life/Pages/Military-Deployment-and-Reentry.aspx</a>
<input type="checkbox"/>	<b>Employer Support of the Guard &amp; Reserve (ESGR):</b> <a href="https://www.esgr.mil/Portals/0/Docs/ESGR%20Demobilization%20Briefing.pdf">https://www.esgr.mil/Portals/0/Docs/ESGR%20Demobilization%20Briefing.pdf</a>
<input type="checkbox"/>	<b>Military Deployment Guide:</b> <a href="https://download.militaryonesource.mil/12038/Project%20Documents/MilitaryHOMEFRONT/Troops%20and%20Families/Deployment%20Connections/Pre-Deployment%20Guide.pdf">https://download.militaryonesource.mil/12038/Project%20Documents/MilitaryHOMEFRONT/Troops%20and%20Families/Deployment%20Connections/Pre-Deployment%20Guide.pdf</a>
<input type="checkbox"/>	<b>Military OneSource:</b> 800.342.9647. The website lists specific dialing information for other countries. <a href="https://www.militaryonesource.mil/">https://www.militaryonesource.mil/</a>

<input type="checkbox"/>	<p><b>Returning to Work</b> – First, contact Unum, our Leaves Administrator at 800.313.7081 when you are nearing the end of your active service. You must contact Unum within the time required, based on the return rules contained in USERRA. If you do not return to active employment following discharge within the return-to-work time, J.B. Hunt is not obligated to return you to employment.</p> <p>Second, you are highly encouraged to contact your manager about your intent to return.</p> <p>In accordance with USERRA, reemployment must occur within two weeks of your request for reemployment. When you return from active duty you will be reinstated to your previous position, or a similar position provided you follow these guidelines:</p> <ul style="list-style-type: none"><li>• <b>If you had fewer than 31 days of military service</b> before starting Military Leave, report for reemployment at the beginning of your first regularly scheduled workday that would occur within 9 hours after you return. All Drivers must check in with their Safety Department as well as their manager.</li><li>• <b>If you had more than 31 days, but less than 180 days of military service</b> you must request reemployment no later than 14 days following completion of service.</li></ul>
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# Training for Managers

## Course 1: Managing Veterans and Transitioning Military Employees

**Results** – Active since Nov 11, 2021

Completed: 1000+ w/ Average Rating 4.62 of 5

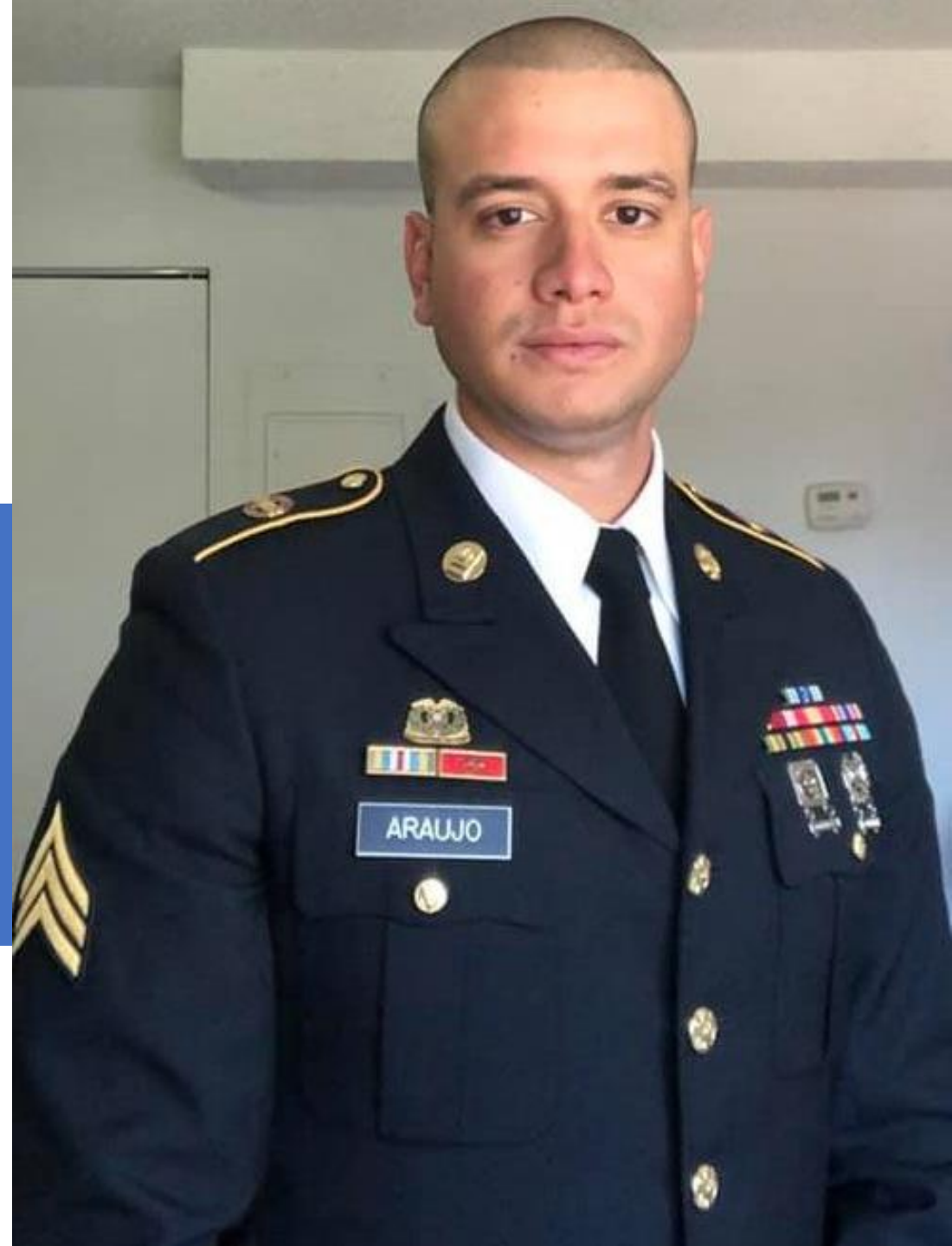
## Course 2: Managing Members of the Guard & Reserve

### Focus Topics:

1. Why we support our military employees
2. USERRA and our obligation to the law
3. Military leave process for deployment and reentry to work
4. Resolving conflict with employees who seem to abuse military leave

# SkillBridge

Game changer!  
Getting started  
HOH Corporate Fellowship





# Talent Acquisition

- **SkillBridge Internship Program**
- Each year approximately **200,000 members** of the Armed Forces separate from active duty
- DoD initiative that allows ACTIVE service members to work in civilian jobs
- Can start up to 180 days before separation
- Interns receive their normal military salary and benefits

Kevin – Started as intern at Pueblo CO in February 2020. Hired as an employee in April. Promoted to Transportation Manager II in July.



# Talent Acquisition

## ● SkillBridge Internship Program Requirements

- The intern and the employer understand that the internship is conducted without entitlement to a paid job at the conclusion of the internship
- The service member will work under the close supervision of the organization's staff for the duration of the program
- The SkillBridge participant will not complete or exclusively support tasks for which the employer is being compensated through DoD awarded funding

You must have a strong training plan to pursue a SkillBridge program authorization!





# J.B. Hunt SkillBridge Internship

## CORE OFFER



TRAINING



JOB  
PLACEMENT



NETWORK INTERNSHIPS



## TYPE

Employer

## FUNDING SOURCES

Fully funded by J.B. Hunt Transport with no cost for participants.

## WEBSITES / SOCIAL MEDIA

<https://www.instagram.com/jbhuncareers/>

<https://www.facebook.com/JBHuntCareers>

## PROGRAM LEAD

Eric Airola

[Eric.airola@jbhunt.com](mailto:Eric.airola@jbhunt.com)

[Phone: \(479\) 419-2560](tel:(479)419-2560)

## POINT OF CONTACT FOR SKILLBRIDGE CANDIDATES

[Eric.airola@jbhunt.com](mailto:Eric.airola@jbhunt.com) / (479) 419-2560

Eric Airola, Sr Manager Military & Veteran Initiatives

## THE ESSENCE

We look for high-energy, forward-thinking individuals who are interested in a career with a leader in the transportation industry.

You will learn to manage small driver count fleets ensuring the safe and timely movement of freight, load assignment and best in class customer service. Learn DOT compliance and company regulations while working with internal and external contacts to ensure the accurate planning, routing, monitoring, and delivery of freight and loads.

The internship will prepare you for promotion to Transportation Manager upon hire and completion of the Manager Training Program.

## KEY PROGRAMS

- Internship – Participants will go through the J.B. Hunt Manager Training Program

## DESIRED ATTRIBUTES

- Preferred qualifications: Bachelor's Degree with 1 year of relevant professional experience or Non-Commissioned Officer with at least 3 years of supervisory experience ( minimum E-4)

## OCCUPATIONAL TITLES

- Manager Trainee

## LENGTH OF PROGRAM

- Approximately 90-140 days

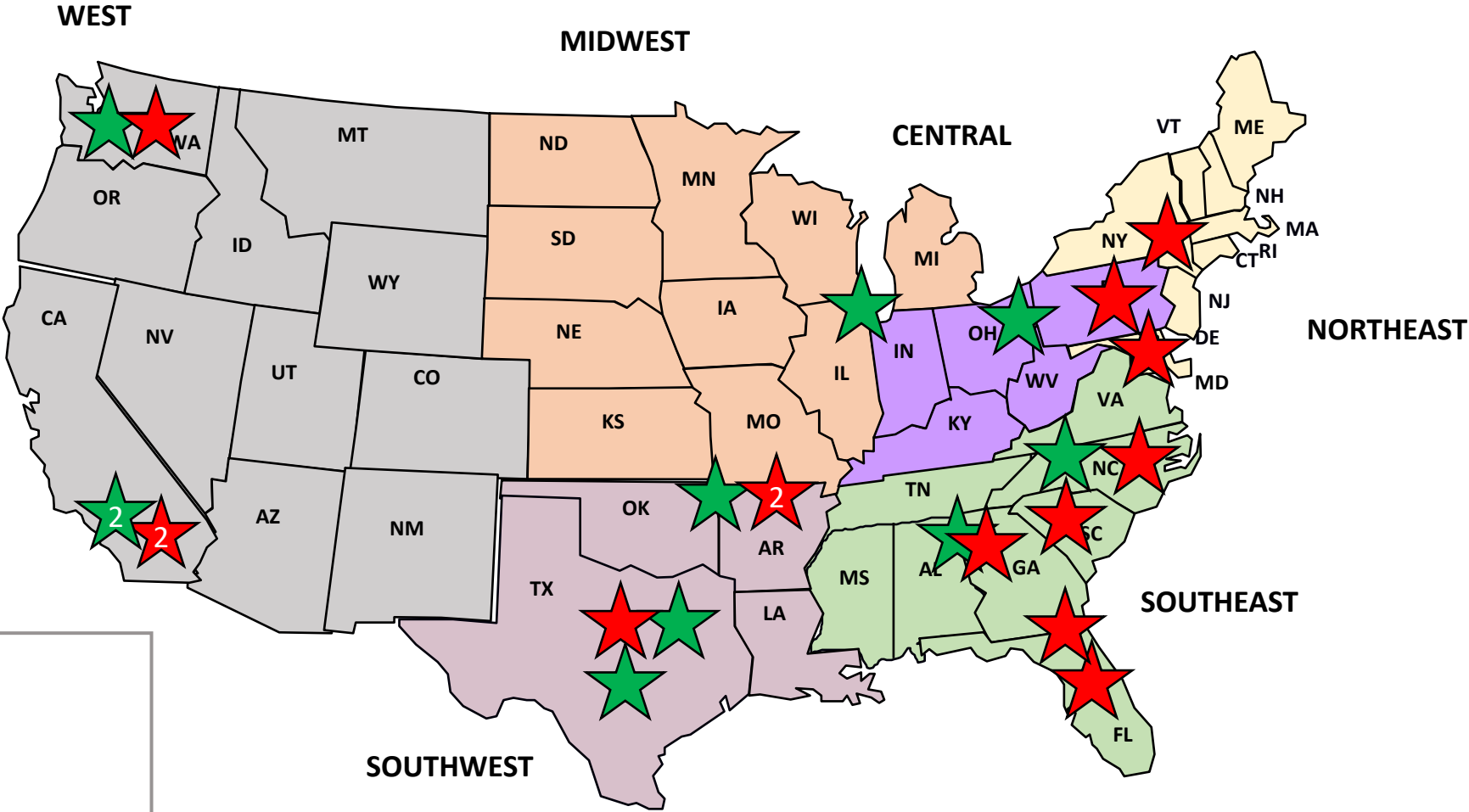
## TRAINING AND JOB PLACEMENT LOCATIONS

- Training & Job Placement Locations: J.B. Hunt operates throughout the continental U.S. We will work with you to find a training program location within commuting distance from your military location if possible. Must be flexible to relocate for permanent hire.



# SkillBridge Map

5.10.2021



**Active Intern – 14**  
**Confirmed to start – 10**  
**Interviewing with BU(s) – 4**  
**Other Active Candidates – 39**  
**Candidates Passed On or Declined – 81**

# Hiring Our Heroes Corporate Fellowship Program



EMPLOYERS —

## START, RUN, AND GROW WITH HOH

Through world-class hiring events, digital programs, and internships, HOH connects businesses with accomplished individuals from the military community who are ready to work.

**THANK YOU**

**Eric Airola**

**[Eric.airola@jbhunt.com](mailto:Eric.airola@jbhunt.com)**

**479.419.2560**

