

# Veterans Recruitment Initiative

NLC Service Line  
Warranty Program

Administered by  
**Utility  
Service**  
Partners, Inc.  
a HomeServe Company

A combination of Baby Boomers reaching retirement age and lack of vocational programs for young adults has caused an unprecedented labor shortage in the skilled trades. HomeServe has launched a new program to recruit military veterans for skilled trade jobs to address both the urgent need for skilled labor and the underemployment of veterans.

## Outreach

Social, email and digital media marketing are focused on finding transitioning service men and women, and veterans, to become part of our contractor network. HomeServe network contracting firms have been overwhelmingly supportive of this initiative and look forward to connecting with candidates.

## Apprenticeship Program

HomeServe Energy Services and HomeServe network contractors are developing a program where transitioning service men and women and veterans can learn, or hone, their trades. These opportunities will be for both full- and part-time apprenticeships in the plumbing, electrical and HVAC trades.

## Partnership with VIQTORY

This partnership is a key component of HomeServe's veterans recruitment initiative. VIQTORY's mission is to create vital, civilian-produced resources for the approximately 250,000 people leaving the military each year. In doing so, they introduce military veterans to previously unknown civilian employment, entrepreneurship and education opportunities.

VIQTORY

## Sponsorship of This Old House

HomeServe is a new sponsor of This Old House on PBS and a partner in their Generation NEXT campaign, a program focused on closing the skills gap by encouraging young people to master the vocational trades that built this country. Together, HomeServe and This Old House will raise awareness about the demand for skilled tradespeople in the U.S. and the rewards of working in the home building and renovating sector.

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## Learn More

For more information contact Bill Eller at 203-840-8226 or [bill.eller@homeserveusa.com](mailto:bill.eller@homeserveusa.com).

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# About HomeServe

HomeServe is a leading provider of best-in-class emergency repair services through over 550 municipal and utility partnerships. Operating since 2003, HomeServe helps over 3.6 million homeowners protect their greatest investment — their homes. We are a Better Business Bureau Accredited Business with an A+ rating, dedicated to delivering exceptional service to our customers. At HomeServe, corporate social responsibility is a core component of our culture upon which we have a rich history of giving back to the communities where we live and work. Supplementing our corporate efforts, we constantly look for ways to support our communities and encourage our employees across North America to contribute in any way they can. For more information visit [HomeServeUSA.com/sc/about-us](https://HomeServeUSA.com/sc/about-us).



## About VIQ TORY

# VIQ TORY

VIQ TORY was founded in 2001 by three Navy veterans with the mission of creating vital, civilian-produced resources for the approximately 250,000 people leaving the military each year, introducing military veterans to previously unknown civilian employment, entrepreneurship and education opportunities. That mission has led to connecting thousands of veterans to opportunity over our history. The name VIQ TORY was chosen for its military focus and the 'V' symbol for "Victory" that was popularized by the Greatest Generation of World War II veterans. The name "Victory" by itself, however, can easily be confused with beer, motorcycles and churches...brands which share the same name. So the root word was modified. The 'IQ' spelling indicates our use of smart data and technology to deliver measurable value to veterans and the civilian organizations providing opportunity to them. Then we added a horizontal line, known as a vinculum, over 'IQ' in the logo to show that the two letters are to be connected and to symbolize VIQ TORY's role as the connective tissue between the military and civilian worlds.

## Learn More

For more information contact Bill Eller at 203-840-8226 or [bill.eller@homeserveusa.com](mailto:bill.eller@homeserveusa.com).