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General Comment

There are already numerous award/recognition programs for companies that are proficient and recognized in hiring veterans, and being 'military friendly.' These are well-publicized to transitioning veterans already and companies are happy to display there award recognition on their employment websites. Some of these recognition designations have been in place for more than 10 years; why does VETS now want to re-invent this wheel? It seems like just another hoop that companies have to go through to gain this designation and have to pay a fee in the process. In addition, it seems like busy-work for VETS. There are many other ways VETS could help smooth the transition process. This effort seems like window dressing on a fund-raising effort and is also very late to the game.