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General Comment

The sentiment behind recognizing companies for being accommodating toward veterans, while benevolent, is redundant with other programs and the ability of self-recognition. This proposal seems like a thinly veiled attempt at fundraising. I suspect that if accepted, this process to gain "formal" recognition is something that large corporations will be able to use as a novelty and will not be very useful for local and smaller businesses. It seems to me that veterans would be better served if this type of recognition was limited to municipalities, as the federal scope is simply too large for this type of recognition. The time required to sort through these applications would be better spent in other ways assisting veterans.