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"Vetjobs.com partners with AIRS"

By Tom Spisak, **dBusiness.com**

MARIETTA, Ga., June 5 (dbusiness.com) -- Veterans job board vetjobs.com will pick up recruiting news feeds and co-brand a news site under a partnership with New Hampshire-based e-recruiting trainer Advanced Internet Recruitment Strategies (AIRS).

Sponsored by the Veterans of Foreign Wars, which retains a 10 percent stake in the privately held company, vetjobs.com matches U.S. military veterans with jobs in client companies. Marketing VP Stephen Tompkins, a former naval aviator, estimated that the company has placed approximately 200 veterans with companies such as Commonwealth Edison, Osram Sylvania and Federal Express.

The biggest selling point has been "the security angle," he added, since each of the candidates has passed repeated background checks during military service. Launched on Veterans' Day in 1999, the company began by soliciting "military-friendly" companies (those which advertise in military publications such as The Army Times and Stars and Stripes) but has been expanding its scope.

Vetjobs.com employs 10 in Marietta, Jacksonville, Fla., and Minneapolis, Minn.

AIRS, based in Hanover, N.H., has helped more than 8,000 corporate clients define their Web strategies to find and hire qualified applicants, according to company documents. The company's seminars and publications teach recruiters to find candidates hidden inside directories, databases, archives and the public Web servers.

Clients have included Intel, Cisco, Dell, Lucent, Sprint, Oracle, PricewaterhouseCoopers, SAP, Motorola, Marriott and Disney.



VetJobs is sponsored by the Veterans of Foreign Wars of the United States.

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