



Create Military Thriving® Cultures and Communities

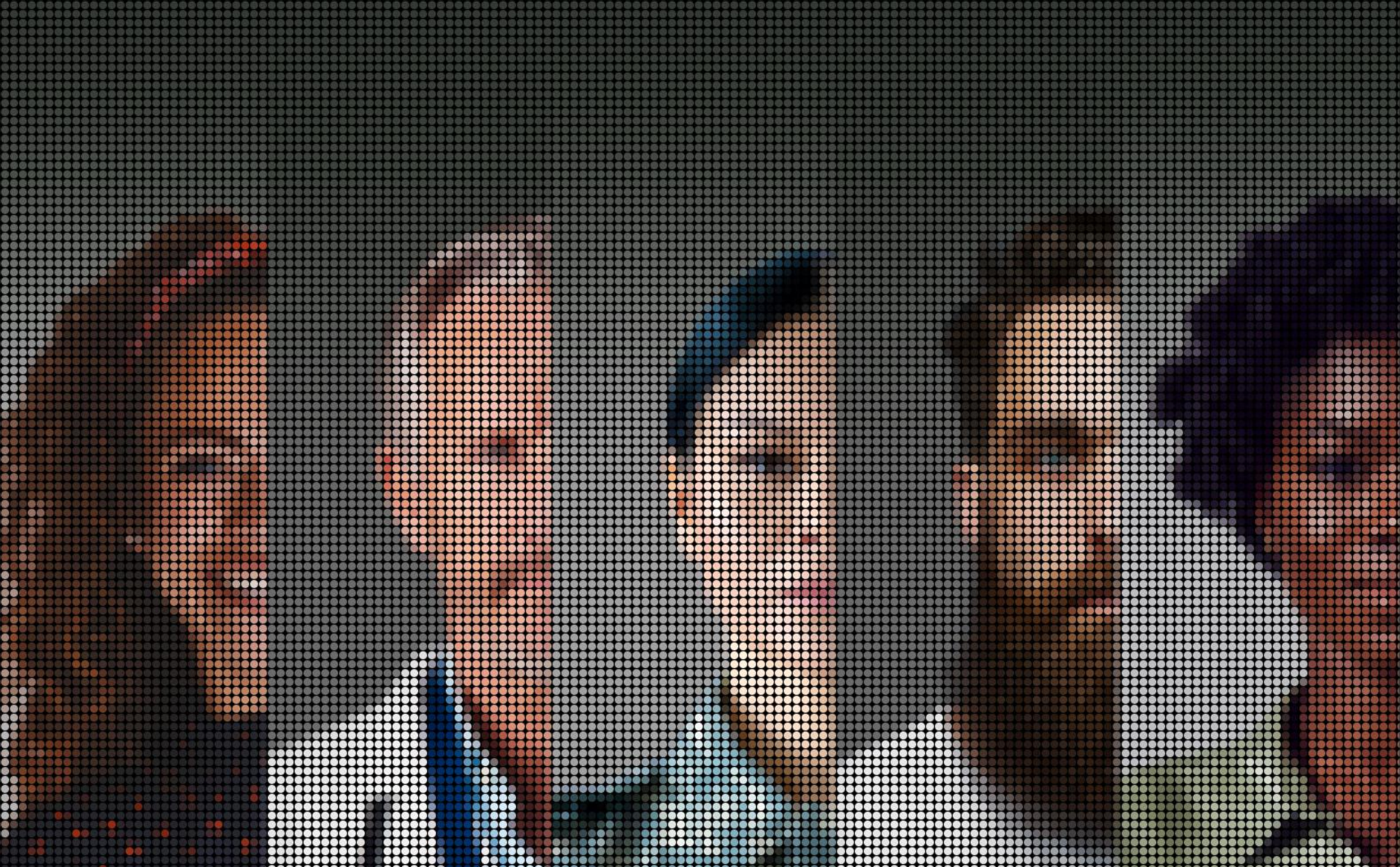
GO BEYOND

“FRIENDLY”

How to align people, impact,
and storytelling in the workplace.

Take your seat at the table.

ZEROMILS



Hire a Veteran or Military Spouse...
and gain a reliable employee.

Retain a Veteran or Military Spouse **for life...**
and transform your community for the better.

ZeroMills is part mission, part mindset, and part movement. We are a trusted partner for public, nonprofit, and private sector leaders who recognize the value of military service. Our approach is tactical and builds on the resources and potential in your community. Military “friendly” is simply not enough for systemic change. We believe that creating and then sustaining a culture of **Military Thriving®** benefits everyone.



Investment in
Military Thriving®
culture is a
revenue generator,
not a cost center.

If you recognize yourself in this mission, keep reading. ●



RETAIN TOP TALENT

Structured Veteran hiring and retention strategies, on average, **reduce turnover by 30%**. That's a win for everyone!

- Avoid the high costs of constant recruitment and training.
- Empower Veterans and their spouses with career pathways to long-term growth.
- Grow your customer base with military-aligned job seekers.



DRIVE SOCIAL IMPACT

We all benefit when Veterans and families succeed.

So, invest in a thriving America alongside a connected military community.

- Partner with best-in-class nonprofits for military-connected solutions.
- Reduce absenteeism and increase productivity with targeted health & wellness programs.
- See discretionary effort rise when company mission aligns with meaningful employment.



COMMUNICATE VALUE

Partnering with ZeroMils means tapping into a demographic that accounts for **\$2.1T in consumer spending**.

- Increase brand reputation by managing public perception of your commitment to Veterans.
- Gain customer loyalty while systematically increasing employee engagement and sales.
- Sustain a robust pipeline, because talent recognizes a company's overall market value.

COMPETITIVE ADVANTAGE

The Difference

Military Thriving® is doing well by doing good. It's about raising up your family, friends, and neighbors while simultaneously elevating your bottom line.

“**Creating a Military Thriving® culture is delivering on promises made when recruiting and hiring veterans and military spouses.”**

Sean Passmore

Head of Military Talent
Strategic Sourcing &
Enterprise Military &
Veteran Initiatives

WELLS FARGO



Strategic Hires

Start with the right mindset.

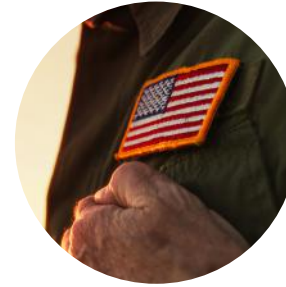
Military experience is often misunderstood or undervalued. In contrast, companies have high employee retention, satisfaction, and engagement when they promote awareness, provide targeted support, and foster community.

Tap into a workforce that's highly educated, mission-driven, and experienced with complex problem-solving. Move beyond "military friendly" and commit to Military Thriving® to unlock long-term value with measurable ROI.

Military-connected talent brings diverse thinking, experience, and opportunity to your company.



**MILITARY
SPOUSES**



VETERANS



**MILITARY
CHILDREN**



RESERVISTS



GUARDSMEN

Carefully Considered Partnerships

Military Thriving® is about seeing the big picture amongst a mass of disparate, siloed resources available to the military and Veteran community. ZeroMils' role is to connect the dots, leading pre-vetted, high-impact nonprofits to the right organization, at the right time. We also provide the framework for collaborative campaigns, volunteer initiatives, and sponsorship opportunities.

ZeroMils facilitates partnerships with a select group of best-in-class nonprofits. Together, we achieve results for your business.

“ZeroMils fundamentally understands the importance of strategic partnerships across sectors to drive outcomes and impact at the local level.”

Meg O'Grady

Senior Vice President,
Military and Government
Programs

NATIONAL UNIVERSITY



Community Engagement

Service is a common bond and value shared by all Americans. Veterans and their families are positioned to lead the movement to bridge the civilian-service divide in communities across the country. Momentum is possible by bringing together national, state, and local leaders across the public, private, and nonprofit sectors.



When an organization displays this trademark, it is held to the highest standard of creating and sustaining real pathways for Veterans and military spouses to thrive in their workplaces and communities.

PARTNERS IN PURPOSE

A community is strong when people are united behind a shared objective.

It's also flexible and adaptable to change when individuals have resources and feel empowered to act independently.

Leadership for talent management, corporate social responsibility, and marketing must all be at the table together, working with members of the Veteran Employee Resource Group (ERG) and ZeroMils. We need these key stakeholders' full buy-in to deliver the full potential of a Military Thriving® community.

ALIGNMENT

Together, we build robust talent pipelines and even stronger community ties.

Together, we tell the stories of Military Thriving®.

PEOPLE •

Confront a skills gap head-on by embracing the value of Military Veteran talent.

IMPACT •

Change how people think about the military connected community for a thriving America.

COMMUNICATION

Lead a movement grounded in a more balanced, accurate, and unified public dialogue.

What does it look like when Veterans and military spouses thrive?

Veteran ERGs play the critical role of defining the unique requirements for thriving both within and outside their company.

ZeroMils has found several “thriving components” to be consistent requirements across Veteran and military communities, regardless of interests, background, and region. Top of the list, we want our time at work to be meaningful and to contribute toward a sense of purpose.

Similar to our time in service, we need to feel connected to something bigger than ourselves. When we find our tribe, we know that our family’s and our own health and wellness will be addressed. We will have what we need to thrive.





Common Purpose, Uncommon Outcomes

Military Thriving® is expressed in different ways by our partners. Going from ordinary to extraordinary can be about mission, mindset, and movement.

Company Mission

You've reevaluated hiring and promotional practices and now evaluate talent and upward mobility based on skills-based assessments. Because you attract, retain, and empower military employees, your workforce is infinitely stronger and more resilient.

Community Mindset

You've positioned your company as a leader through military-focused sponsorships, events, and campaigns that align with company goals. Strategic marketing and communication highlight these positive impacts.

You've demonstrated a genuine commitment to supporting the military community and, as a result, strengthened consumer trust and brand loyalty.

National Movement

You've enhanced corporate social impact through strategic partnerships within the military community. This work has, in turn, helped drive revenue growth within the military consumer market. However, the gamechanger—the lasting legacy—is how you've fostered a culture where everyone thrives. Military and civilian employees feel valued, respected, and connected.

“Adopting a Military Thriving® strategy across Neighborly's growing portfolio of brands has given our company a competitive advantage.”

Brad Stevenson

Chief Development Officer

NEIGHBORLY



MEASURABLE RESULTS

Please hold us accountable.
We'll be doing the same for you.

Talent Acquisition and Retention

- Targeted military hiring and retention strategies align with business objectives.
- Relationships with Veteran service organizations and nonprofits have increased/improved.
- Internal Veteran ERG development fosters a strong, resilient inclusive military culture.
- Talent pipelines deliver a ready pool of qualified individuals when opportunities arise.

Veteran-owned Enterprise Support

- Supplier diversity initiatives include Veteran and Military Spouse-owned businesses.
- Mentorship and development programs serve aspiring military-connected entrepreneurs.
- Veterans and Military Spouses have clear pathways to business ownership.

Nonprofit and Community Partnerships

- High-impact military nonprofits enhance employee engagement opportunities.
- Corporate and military nonprofit entities establish mutually beneficial partnerships.
- Campaigns, volunteer initiatives, and sponsorships demonstrate continued progress.

CSR and Community Engagement

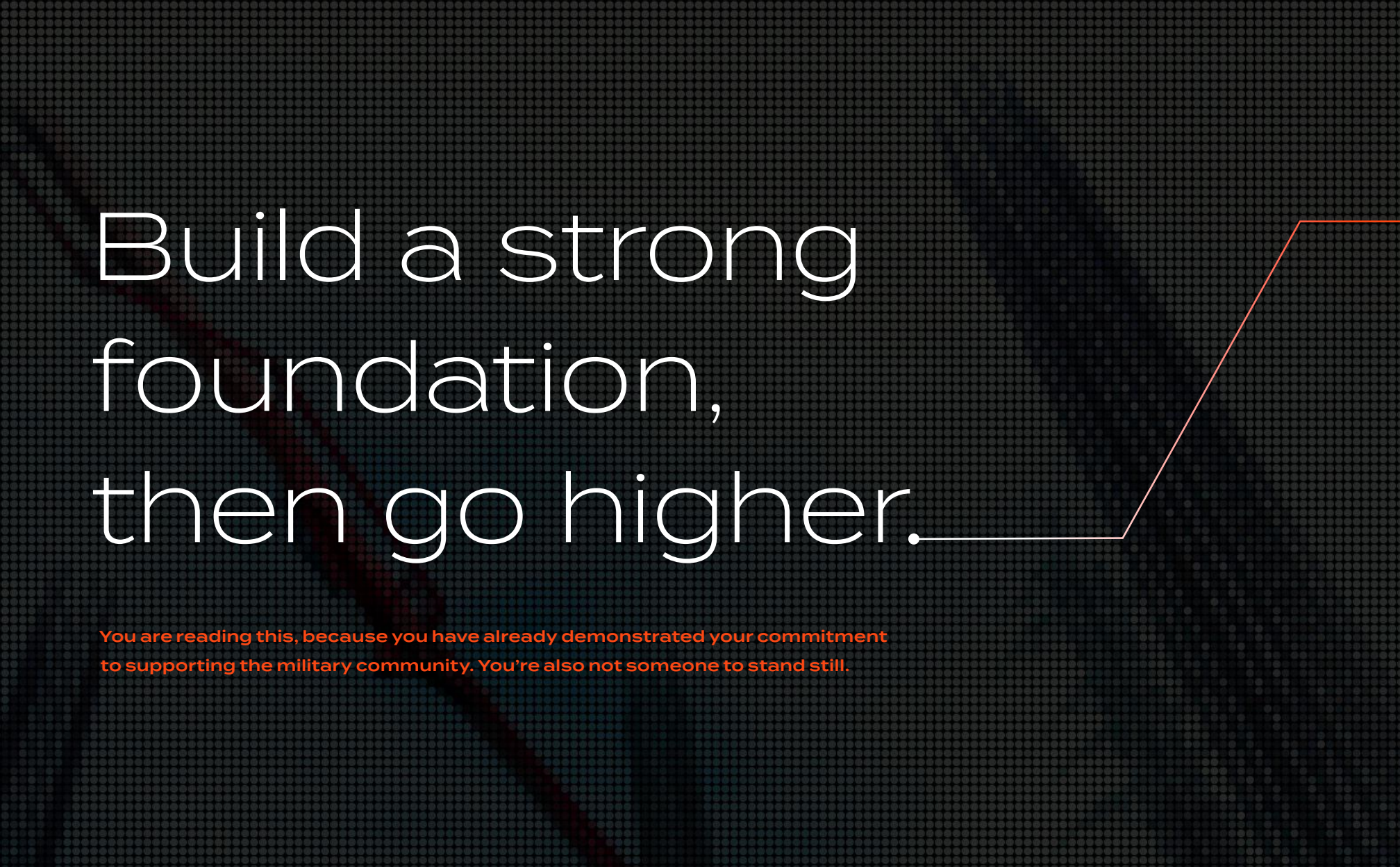
- Service-driven initiatives combine corporate teaming activities with military support efforts.
- Executive leadership is meaningfully engaged with internal and external military advocacy.
- Annual engagement calendar promotes, sustains, and raises profile of ongoing work.

Brand Awareness and Market Influence

- Increases in brand loyalty stem from a genuine commitment to Veteran wellbeing.
- Consumers engage specifically because of the company prioritizing military services.
- Customer acquisition strategies include marketing directly to the military connected community.

The background of the slide features a dark, textured pattern of small dots. Overlaid on this is a large, faint silhouette of two people sitting and facing each other, suggesting a conversation or community interaction.

IS YOUR COMMUNITY READY TO BE
/// MILITARY THRIVING® ?



Build a strong foundation, then go higher.

You are reading this, because you have already demonstrated your commitment to supporting the military community. You're also not someone to stand still.

- **Military Thriving®** drives exponential growth, positive change, and social impacts—with generational implications. ZeroMils prioritizes regions primed for growth, where we can join forces with community stakeholders and businesses like yours. Skills gap and a lack of small business infrastructure can be overcome by building capacity for attracting and keeping military and Veteran families in your area.

STRONG RELATIONSHIPS

GROWTH POTENTIAL

SKILLS GAP

MILITARY & VETERANS

COMMUNITY EXCELLENCE



VETERANS OWN

2M BUSINESSES

AND EMPLOY

5.5M AMERICANS

Veterans are **45% more likely** to own a small business than civilians and generate **\$1.5 Trillion annually.**

Veterans are civic assets that **give back and volunteer at higher rates** (30% more) than their civilian counterparts.

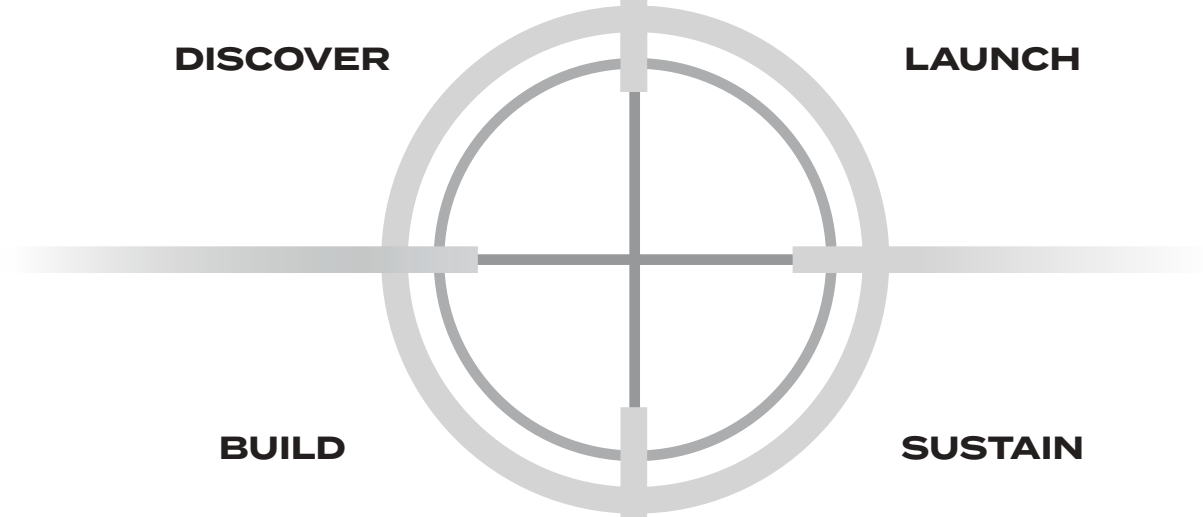
THE PLAYBOOK

We work together.

We create something new.

Our movement is about a process of alignment; many small acts—or adjustments—are required to hit our target.

Thriving, as opposed to “friendly,” necessitates actions over words. We are building a coalition of the committed more than just the willing.



Creating Change in 4 Phases

Discover the Possible

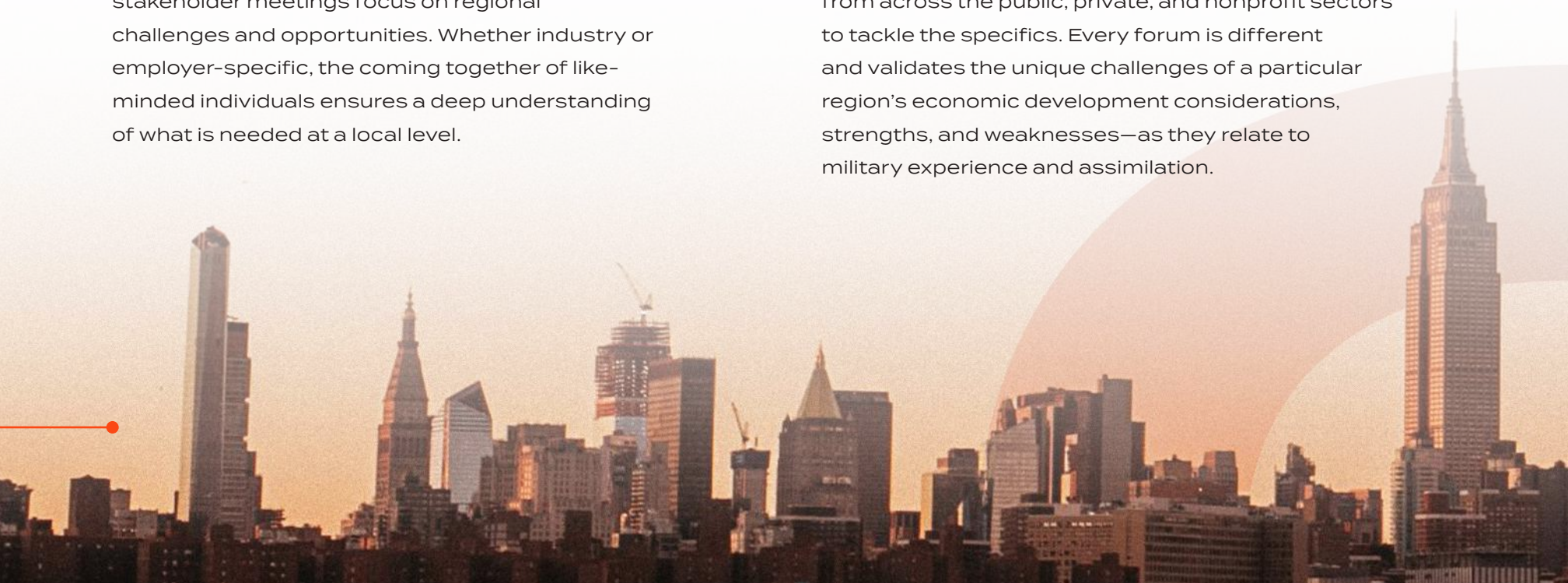
Listen and learn.

Employer roundtable discussions and multi-sector stakeholder meetings focus on regional challenges and opportunities. Whether industry or employer-specific, the coming together of like-minded individuals ensures a deep understanding of what is needed at a local level.

Launch a Movement

Commit to the process.

The Regional Change Forum requires leadership from across the public, private, and nonprofit sectors to tackle the specifics. Every forum is different and validates the unique challenges of a particular region's economic development considerations, strengths, and weaknesses—as they relate to military experience and assimilation.



Build Momentum

Unite in service.

By bringing together all stakeholders at one event, we demonstrate the power of partnership and commitment to a common cause. Community-wide engagement empowers Veterans, recognizing their value as leaders, changemakers, and catalysts for growth. The next generation is inspired to serve, both in and out of uniform.

Sustain Community

Ready for the long haul.

The community moves forward together thanks to informed decisions and ongoing accountability. Strategic, localized planning for the next three to five years includes tactics for resourcing, investment, event management, and targeted metrics to keep everyone on track.



DEFINING ZEROMILS

What's in a name?

Our founders are Marine Veterans who found inspiration in a military term commonly used in the artillery profession. ZeroMils communicates alignment and precision.

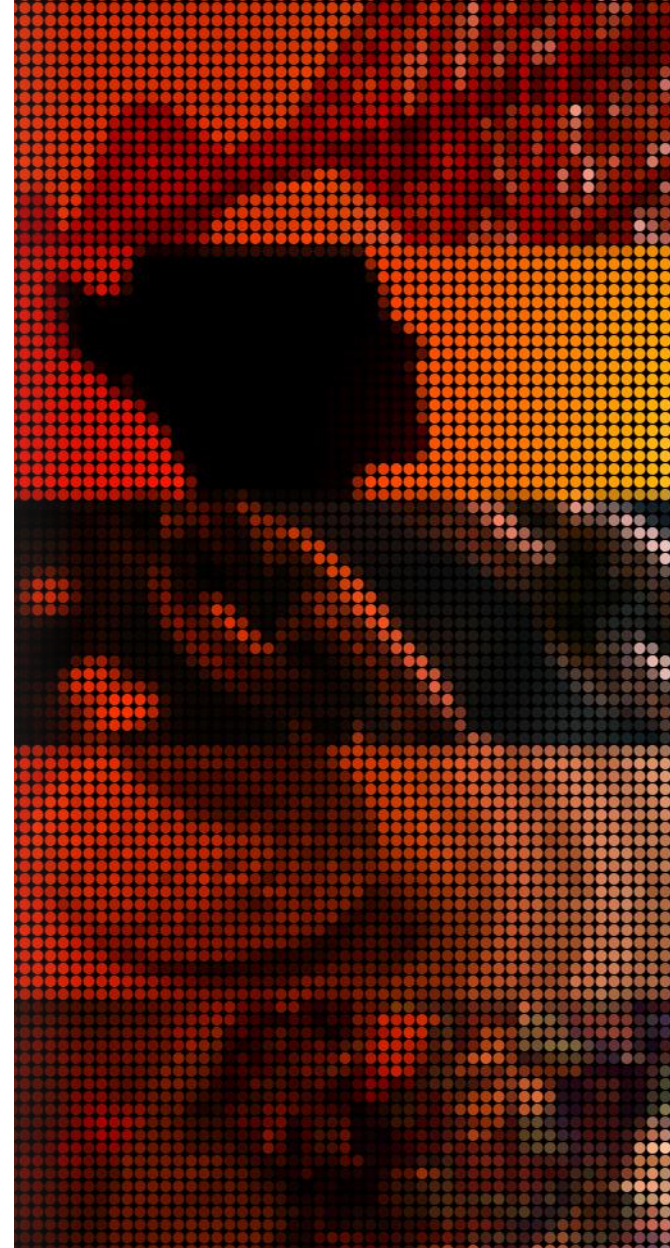
If we adjust our sights and zero in on targeted objectives, Veterans and their families, communities across America, and your company will thrive.

ZeroMils is Military Thriving®

When Marine Veterans, Kevin Schmiegel and Paul Cucinotta, founded ZeroMils in 2022, they were building on the mission, mindset, and movement created through previous post-military work. They were answering a different call to service while meeting the needs of their community at a critical juncture.

The two men brought a significant track record with rapidly scaling nonprofit and private sector enterprises, specifically, for military service members. Kevin is particularly adept at building grassroots campaigns and public-private partnerships to achieve change at the local level.

Although originally a part of the “military friendly” movement, Kevin and Paul now recognize that this designation is insufficient if we are to make meaningful and enduring change. Military Thriving® is about systemwide practices harnessing the collective contributions of a community while introducing ongoing accountability to its stakeholders.



“We are what we say
every Military Thriving®
company’s employees
should be: happy
and fulfilled in our
civilian lives,”

ZEROMILS CO-FOUNDER

Kevin Schmiegel

Retired Marine Lieutenant Colonel

REACH OUT TO LEARN MORE

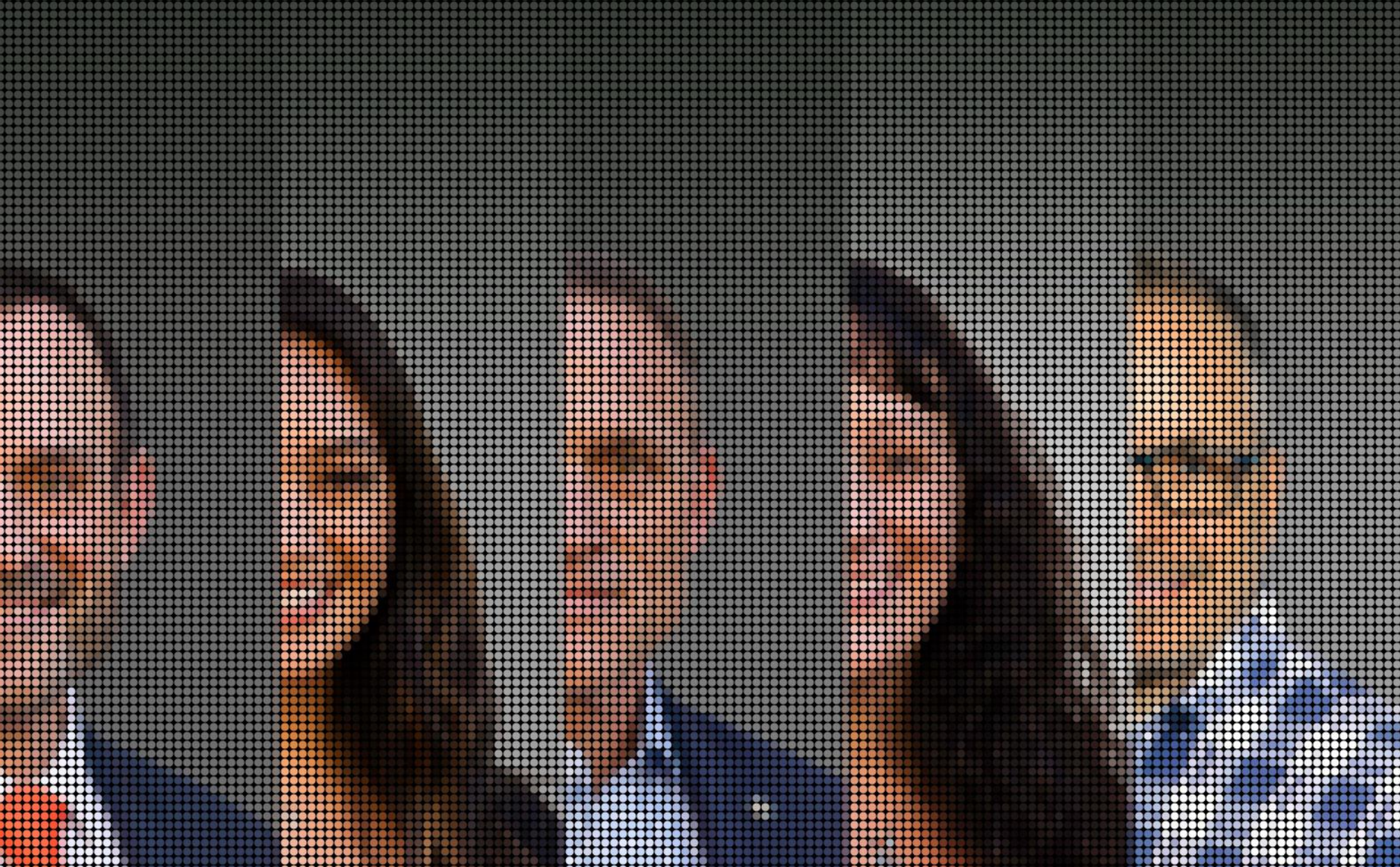
We also appreciate the opportunity
to learn from you.



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