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## Walker launches campaign to attract veterans to Wisconsin

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MADISON, Wis. (AP) — Gov. Scott Walker is launching a national campaign to attract military veterans and their families to Wisconsin.

The \$1.9 million effort is part of a \$6.8 million marketing drive aimed at attracting talent to Wisconsin. The push comes as Foxconn Technology Group is building a flat-screen manufacturing facility in Mount Pleasant that could create as many as 13,000 jobs.

The veterans campaign calls for state officials and business representatives to visit summits for veterans transitioning to civilian life at more than a dozen military installations; social media posts; ads on websites and in publications targeting veterans; a new blog targeting veterans; and a new military occupation code search tool on the state Department of Workforce Development's jobs website for veterans to help veterans match their skills to job openings.