Written by Jane Alexander, Editor-In-Chief
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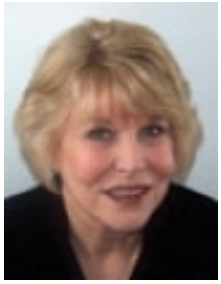

See the picture below? It's an example of a PSA (public service announcement) ad you may have noticed in the pages of *Maintenance Technology* from time to time. We carry it on behalf of the Iraq and Afghanistan Veterans of America (www.IAVA.org), the nation's first and largest nonprofit, nonpartisan organization representing veterans of the wars in Iraq and Afghanistan. This ad and others are part of an ongoing "You Are Not Alone" campaign by the Ad Council that has run since November 2008.

I draw your attention to this ad in July—*a month known for the proud waving of American flags*—because too many of our returning military veterans may be feeling as if they've been thrown into yet another hell-hole on earth: what appears to be, for many, a brutal, almost unimaginable battle for gainful employment and the dignity that goes with it. They deserve better.

Too bad our politicians can't be bothered to deal substantively with the jobs crisis for the next few months. They're so busy—*the silly season of campaigning mostly about much of nothing is upon us*. And, according to "word on the street," we also need to be patient with companies that won't hire ANYBODY (veterans included) until the Supreme Court's ruling on Obamacare and the Presidential election provide them with some "certainty." *(Oh, please! Let's grow some courage out there!)*

Thankfully, many groups and businesses are still brave enough to jump into the fray—*IAVA being one.*
A January 2012 survey of the organization's 200,000+ members uncovered an unemployment rate of 17%. (Note: Per May's government jobs report, the overall unemployment rate for veterans is 12.7%.) We agree with IAVA: This level of joblessness among our vets is unacceptable. They deserve better.

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