

On [Monday, October 17, 2016 11:07 AM](#), VFW Communications <Communications@vfw.org> wrote:

VFW and Lida360 Announce Personal Branding Webinar

Join us on [October 20](#) to discuss the value of personal branding

KANSAS CITY, Mo. (October 17, 2016) – The VFW has teamed up with [Lida360](#), an international brand strategy firm, to provide service members and veterans transitioning to the civilian workforce with an opportunity to learn about personal branding and strategies for navigating the job search process. Join us on [Thursday, October 20, 2016](#), at 2 p.m. CDT for the free webinar, during which you can learn about personal branding and the important role it plays in interviewing for civilian jobs. The webinar is open to all service members and veterans and can be accessed by visiting

<https://vfw.adobeconnect.com/whatispersonalbranding/>.

The webinar is part of the VFW's continuing commitment to help service members succeed in their transition into the civilian workforce. It adds to the VFW's [repertoire of programs](#) that includes virtual career fairs and the Benefits Delivery at Discharge program, which helps transitioning military to complete and file their disability claims with the Department of Veterans Affairs prior to their separation or retirement.

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ABOUT THE VFW: The Veterans of Foreign Wars of the U.S. is the nation's largest and oldest major war veterans organization. Founded in 1899 and chartered by Congress in 1936, the VFW is comprised entirely of eligible veterans and military service members from the active, Guard and

Reserve forces. With nearly 1.7 million VFW and Auxiliary members located in more than 6,600 Posts worldwide, the nonprofit veterans service organization is proud to proclaim “*NO ONE DOES MORE FOR VETERANS*” than the VFW, which is dedicated to veterans’ service, legislative advocacy, and military and community service programs. For more information or to join, visit our website at www.vfw.org.

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