

Meijer Recognized as Veteran-Friendly Employer

The State of Michigan recently named Meijer a bronze-level, veteran-friendly organization. The recognition designates employers that have taken actions to support and promote the [hiring](#) and retention of veterans. While this acknowledgement comes from a single state, our veteran-friendly policies apply to all the communities we serve.

On July 4, 2020, we launched mVets, a team member resource group for veterans. The group's mission is to help Meijer attract, develop and retain armed service members and their families as team members and customers.

Longtime Meijer team member Jim Keuvelaar is one of the group's founders and credits his daughter for encouraging him to learn about his vet benefits, which he hadn't thought of since he was discharged at age 22.

A conversation with his fellow team member, Chris Carriere, prompted the two to start the group and pursue this Veteran-Friendly certification.

"I'm very grateful and blessed to work for a company like Meijer that values veterans and truly treats everyone with dignity and respect," Jim said. "Becoming bronze-certified is just another step in a long history of showing that value."

Col. Thomas McMahan, a member of mVets and Director of Food Safety and Quality Compliance at Meijer also serves as a colonel in the Army Reserves.

"I'm passionate about being part of an organization like this because I believe it's important that employers like Meijer support military veterans," Thomas said. "[Members of the Army Reserve] are volunteers and there is always the chance that we could be called, so the peace of mind in knowing that I have the support of my employer is huge. I wouldn't still be in the military if I didn't have a supportive employer."

For mVets Co-Lead Chris, this certification is important because it will help make his fellow veterans aware of the resources available to them.

Alex Reinhart, a Talent Acquisition Specialist in our Human Resources Department, says it was an honor to help Meijer achieve this certification and serve her fellow veterans who have already given so much.

"As a woman Navy veteran, I am very proud to be employed by Meijer," said Alex, an 11-year team member. "Since learning of my veteran status, and being a woman veteran at that, I have always been respected and thanked for my military service by my peers as well as Meijer leadership."

Additional assets available online: [Photos](#)⁽¹⁾

<https://meijercommunity.com/Meijer-Recognized-as-Veteran-Friendly-Employer>