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Annette Kuyper – Veteran Workplace Strategy Advisor
Annette Kuyper is the founder and architect of the nationally recognized Beyond the Yellow Ribbon (BTYR) program, widely regarded as the gold standard for building Veteran Ready Employers. With decades of experience advising employers, government leaders, and community partners, she brings unmatched expertise in creating practical, compliant veteran initiatives that strengthen recruitment, retention, engagement, and workplace culture.



3- Phase Employer Veteran ERG Consulting Program



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