



**SALUTING AMERICA'S
VETERANS ENTERPRISE**

BUSINESS CONSULTANT *Veteran ERG Service*

*Strategic guidance to design
and sustain purposeful,
scalable Veteran ERGs
aligned with business goals
and veteran needs.*



SAVE 4- Phase Veteran ERG Consulting Program

- ✓ Foundation & Readiness
- ✓ Structure & Governance
- ✓ Launch & Programming
- ✓ HR Alignment & Sustainability

Founder of BTYR. Architect of Veteran Ready Employers.

Annette Kuyper is the founder and architect of the Beyond the Yellow Ribbon (BTYR) program, the nationally recognized model for building Veteran Ready Employers. Her work established the gold standard for how organizations meaningfully support veterans—moving beyond symbolic commitments to measurable, sustainable action.

With decades of experience advising employers, government leaders, and community partners, Annette brings unmatched insight into what truly works when creating veteran-ready workplaces. Her approach is practical, compliant, and employer-focused—ensuring veteran initiatives strengthen recruitment, retention, engagement, and organizational culture.

Contact Us

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