

LOCKLEED NEWS



IWCO Partnership with LockLeed

IWCO, based in Chanhassen, MN is a 55-year-old company that provides end-to-end direct marketing services to a broad range of customers. Recently, we spoke with Missy Smutny, Chief HR Officer and Army veteran, and Alison Walters, Human Resources Manager.

When Missy met the LockLeed team, there was an immediate professional and personal connection. They have collaborated in supporting nonprofits as well as outreach to veterans and their family members who are searching for jobs. Missy emphasized the typical characteristics of the veterans she knows – loyal, trustworthy, dedicated, resourceful, innovative – and that aligns with IWCO company values. She recognized the positive experience they’ve had with the veterans who work there (some who are still serving) and their family members who contribute so much to the company’s success.

This led to a discussion about diversity and the broad range of skills and talents that people gain in the military. Alison enjoys helping veterans “translate” their experience from military terms into civilian/corporate language to make it easier for companies to understand their “incredible skill sets.” Telling their story is important

and often the résumé is the first contact a recruiter has with an applicant, so it’s critical to describe the veteran’s qualifications effectively. This helps employers see how a veteran’s experience applies to the roles they need to fill, creating a mutually beneficial outcome. IWCO is committed to finding the best candidates and ensuring veterans have opportunities to grow and thrive in their careers.



Alison highlighted the unique partnership with LockLeed, explaining how their proactive approach makes a significant difference in the hiring process. “The LockLeed team screens candidates up front and is always willing to walk us through someone’s résumé, pointing out how their skill sets apply to our job opening. We are tapping into a qualified market of candidates and then our recruiters can advocate for veterans to fill open positions. This streamlines the process and helps us get to an offer more quickly, avoiding a lengthy (and frustrating) period of uncertainty for the candidate. We have a close relationship that we don’t get with



an on-line job posting site and LockLeed's team has authentic, personal connections to the service industry, with a large talent pool. LockLeed's business model ensures that we all win, and a mutually beneficial relationship is important to us."

Goal: Hire More Veterans

IWCO employs 1,100 people across its Minnesota and Pennsylvania locations, with roles ranging from engineers and equipment technicians to finance managers, HR professionals, client services, data analysts to executive leaders, strategists and interns. Currently, only about 4% of the workforce are veterans and the company aims to increase that numbers!



What makes IWCO an attractive workplace?

Value proposition: Making Better Happen®.

State of the art equipment, processes and systems.

Robust employee retention strategy.

Missy shared, "Recently, an employee retired after 50 years with the company, nearly our entire history! Another individual joined with no experience and retired after 34 years having advanced through various roles. That kind of longevity is rare nowadays, but we are committed to continuing this legacy by providing growth opportunities and keeping 100% of our production in the United States."

A Growth Strategy

As an industry leader, IWCO has a strong strategic growth plan. Veterans bring leadership and critical thinking skills, embracing challenges – exactly the qualities IWCO values. "It's the spirit of our company," Missy said, adding, "We blend art and science and recently invested in digital technology to differentiate our company. This investment has created more jobs and expanded the skill sets needed to drive growth opportunities across the industries we serve."

Learn more about IWCO at: <https://www.iwco.com/>

