



# 2025 VetsEXCEL

## An SFIA Career Transition Program

### Eligibility, Application Process and Forms

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#### VETSEXCEL COMMITTEE GOVERNANCE

VetsEXCEL is an SFIA Career Transition Program administered by SFIA and a hand-selected leadership committee providing strategic oversight and operational guidance:

**Leadership Committee Composition:** • **SFIA Representatives (2):** Program facilitator and SFIA COO • **SFIA Member Veterans (2):** Recommended through People & Culture Committee • **VetsEXCEL Partners (2):** Including U.S. Vets Magazine and Military Connected representatives • **At-Large Members (1):** Additional industry and veteran community representatives • **Co-Chairs:** Selected from committee membership to provide leadership

**Leadership Committee Responsibilities:** • Program oversight and strategic direction  
• Application process and form development • Nominating organization review and approval  
• Programming initiatives and curriculum guidance • Fellow selection  
• Partnership development and stakeholder engagement

#### PROGRAM OVERVIEW

SFIA offers an incredible opportunity for military veterans to transition their leadership skills, discipline, and teamwork experience into rewarding civilian careers in the sports and fitness industry. VetsEXCEL represents our commitment to supporting America's military heroes as they navigate this important career change.

This four-month + cohort experience runs from the fall through the winter months. It features a targeted curriculum designed by industry leaders who understand both military experience and the needs of the sports industry. Selected applicants will become **Fellows** in the program, building their network, exploring career paths, and gaining the insights needed to launch successful civilian careers in sports and fitness.

The 2025 cohort will include up to 10 carefully selected Fellows. The VetsEXCEL Committee will oversee the selection and delivery of programs, ensuring maximum impact for each participant.

**Program Partners & Supporters:** • SFIA Member Organizations • Military Transition Organizations  
• Industry Mentors and Executives • Veteran-Owned Sports Businesses



## APPLICATION PATHWAY

**Important Note:** Nominating organizations must be reviewed and approved by the VetsEXCEL Leadership Committee to ensure alignment with program goals and support for veterans. To begin this process, please contact [vetsexcel@sfia.org](mailto:vetsexcel@sfia.org)

### Nominating Organizations

Military nonprofit partners may nominate **one (1) qualified candidate only** • A senior leader will lead the internal nomination process • Submit completed nomination and application forms to: [vetsexcel@sfia.org](mailto:vetsexcel@sfia.org) by September 19, 2025 • Nominating organization must be pre-approved by the VetsEXCEL Leadership Committee

**Application Period: August 11 – September 19, 2025**

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## FELLOW ELIGIBILITY

Candidates must meet these criteria:

- **Military Service:** Honorably discharged from any branch of the U.S. Armed Forces and all components
- **Recent Transition:** Must have transitioned from the military within the last five years
- **Industry Interest:** Demonstrated passion for building a career in sports and fitness
- **Education:** Hold an associate degree or be working toward the completion of a bachelor's or master's degree within the next two years
- **Leadership Potential:** Evidence of leadership capabilities and professional growth mindset
- **Commitment:** Available to participate fully in program activities

**Please note:** This is a supplemental, part-time endeavor. This is not a full-time commitment. Instead, it is intended to complement any ongoing professional development.

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## SELECTION PROCESS

### Timeline:

1. **Application (Fellow candidates and Mentors) Window Opens:** Week of August 11, 2025
2. **Application Deadline:** September 19, 2025 (6-week application window)
3. **Application Review Period:** Week of September 22, 2025
4. **Fellow & Mentor Pairing Announcement:** Week of September 29, 2025
5. **Selection Notification:** Week of October 6, 2025
6. **Initial Group Call:** Week of October 13, 2025
7. **Kickoff:** Veterans Day Week (November 10-14, 2025)



**Selection Criteria:** • Military service record and leadership experience • Demonstrated interest in sports and fitness industry • Potential for career growth and industry contribution • Commitment to program participation • Contribution to cohort diversity • Alignment with fellow-led programming model

## **PROGRAM BENEFITS**

**For VetsEXCEL Fellows:** • Access to exclusive industry events and networking opportunities • One-on-one mentorship with sports industry executives with military experience • Professional development workshops tailored for career transition • Career coaching and resume development support • Network with SFIA Member Veterans-focused Employee Resource Groups (ERGs) • Recognition as an emerging industry leader • Fellow-led programming that builds leadership and facilitation skills • Industry site visits and behind-the-scenes experiences (pending)

**Financial Support:** • All program costs covered by SFIA • Travel reimbursement for required events • Professional development materials provided • Networking event hospitality included (pending)



## 2025 VetsEXCEL NOMINATION FORM

Organizations must be pre-approved to nominate a Fellow.

To pre-approve your organization, please email Glenn Horine (ghorine@sfia.org)

### NOMINATING ORGANIZATION INFORMATION

Organization Name: \_\_\_\_\_

Nominator Name: \_\_\_\_\_

Title: \_\_\_\_\_

Contact Information:

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

### NOMINEE INFORMATION

Nominee Name: \_\_\_\_\_

Current Position/Status: \_\_\_\_\_

Nominee Relationship to Organization: \_\_\_\_\_

How long have you known the nominee? \_\_\_\_\_

In what capacity have you worked with or observed the nominee?

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## RECOMMENDATION RATING

**Please rate your recommendation of this candidate for the VetsEXCEL program:**

**Overall Rating** (*5 = Strongest Recommendation, 1 = Mild Recommendation*): \_\_\_\_

**Specific Strengths** (*Check all that apply*): ☐ Leadership Potential ☐ Industry Passion ☐ Professional Growth Mindset ☐ Team Collaboration ☐ Communication Skills ☐ Adaptability ☐ Work Ethic ☐ Strategic Thinking ☐ Mentorship Readiness

## ORGANIZATIONAL SUPPORT

**Has your organization been pre-approved by the VetsEXCEL Committee as a nominating organization?** ☐ Yes ☐ No ☐ Pending Review

**Will your organization continue to provide support to this nominee regardless of the nomination outcome?**

☐ Yes ☐ No ☐ To Be Determined    If so, please indicate support types (*Check all that apply*):  
☐ Mentorship opportunities ☐ Informational interviews ☐ Job shadowing ☐ Internship consideration ☐ Full-time employment consideration ☐ Project collaboration

## AUTHORIZATION

I confirm that I have the authorization of my organization to nominate and recommend an individual for VetsEXCEL - An SFIA Career Transition Program. I understand we may nominate only one (1) candidate for the 2025 cohort.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Title Confirmation:** \_\_\_\_\_

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## 2025 VetsEXCEL FELLOW APPLICATION

### PERSONAL INFORMATION

Full Name: \_\_\_\_\_ Date: \_\_\_\_\_

Current Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

LinkedIn Profile and URL: \_\_\_\_\_

*(Required - must be current and complete)*

### MILITARY SERVICE INFORMATION

Branch of Service: \_\_\_\_\_

Rank at Separation: \_\_\_\_\_

Years of Service: \_\_\_\_\_ Separation Date: \_\_\_\_\_

Military Occupation: \_\_\_\_\_

Deployment History: \_\_\_\_\_

Type of Discharge: ☐ Honorable (Required - must attach DD-214)

### DEMOGRAPHIC INFORMATION (Optional)

Ethnicity (Check one): ☐ African American/Black ☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Latino/Hispanic ☐ White ☐ Other: \_\_\_\_\_

Gender (Check one): ☐ Male ☐ Female ☐ Other

### ACCESSIBILITY REQUIREMENTS

Do you have accessibility needs we should be aware of? ☐ Yes ☐ No

If yes, please describe: \_\_\_\_\_

*SFIA is committed to ensuring all Fellows can fully participate in program activities.*







3. Tell us about a significant obstacle you've overcome. Focus on your thought process, the resources you used, and what you learned from the experience. This can be from any area of your life.
4. What specific skills or experiences do you want to develop through VetsEXCEL to reach these goals?
5. What unique perspective, skills, or experiences do you bring that would contribute to both the cohort's success and the sports industry's growth?



## **ADDITIONAL REQUIREMENTS**

**Please attach:**

- **Current resume** (2 pages maximum)
- **Up-to-date LinkedIn profile and URL**
- **Copy of DD-214**
- **Two professional references** with complete contact information (name, title, email, and best available phone number)

**Certification:** I certify that all information provided is accurate and complete. I understand that participation in the VetsEXCEL program requires full commitment to program activities and professional conduct. I confirm that I meet all eligibility requirements, including honorable discharge, and recent transition timeline (within three years of separation). I understand that the program includes fellow-led components, and I am prepared to participate in peer leadership opportunities actively.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_