

Move to a Rewarding Career

Former Army recruiter wants to hire you at U-HAUL®.

by Warren Duffie

In the business world, corporations live and die by proven brands — tried-and-true products whose reliability attracts generations of consumers and exceeds their expectations.

This principle applies equally for employees. A company's workers make up its public face, so only the best will do. Just ask Ed Custodio, the U-Haul corporate military recruiter, who believes the most impressive brand of employee is a veteran like you.

"Discipline, loyalty, and adaptability — those tangibles are what we seek in our employees," says Custodio, a former Army first sergeant. "Where better to find those qualities than in military veterans? U-Haul has a profound understanding of this. Our company was founded by a Navy man, and many veterans use our trucks and services when moving to new duty stations."

And where does Custodio, 40, find this recruiting gold mine? Military bases, transition offices, and job fairs, of course.



Ed Custodio
Corporate Military Recruiter
U-Haul

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The Custodio File

Highest Rank Held:
First Sergeant (E-8)

Experience:
Spent 22 years in the Army on active duty as an infantryman/sniper and recruiter.

Chronological Résumé

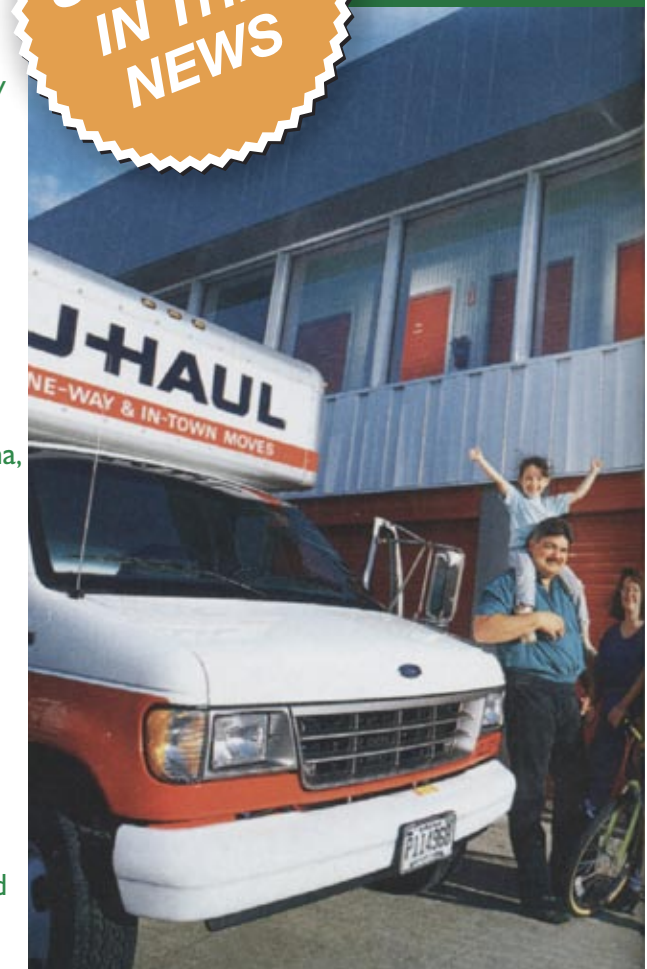
2006 to Present
Corporate Military Recruiter, U-Haul, Phoenix, Ariz.

1984-2006
U.S. Army
Served in Colorado, New Mexico, Arizona, Korea, Germany, and Panama.

The Daily Grind

(varies by shift)

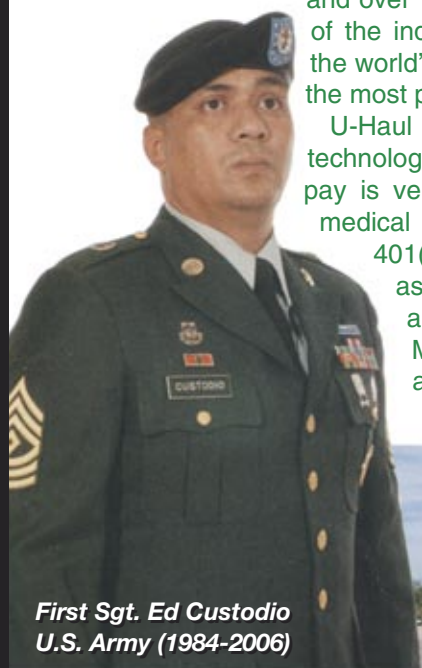
- Review recruiting plans.
- Go over company job listings and openings.
- Look at résumés from partner agencies working with military veterans.
- Conduct telephone interviews.
- Visit military bases and visit job fairs and transition classes.



Launched by a Veteran

Founded in 1945 by Navy veteran Sam Shoen, U-Haul boasts the world's largest rental fleet, encompassing more than 13,700 independent dealers and over 1,300 company-owned centers. U-Haul is also one of the industry's largest operators of self-storage facilities, the world's biggest installer of permanent trailer hitches, and the most prominent single-brand Yellow Pages advertiser.

U-Haul is currently seeking veterans to fill information technology, general manager, and mechanic positions. The pay is very competitive and you'll enjoy benefits such as medical and dental coverage, life and travel insurance, 401(k) and stock ownership plans, and educational assistance. In tribute to its military roots, U-Haul has also partnered with organizations such as the USO, Marine Corps Marathon, Wounded Warrior Project, and Soldier Ride, to name a few.



First Sgt. Ed Custodio
U.S. Army (1984-2006)



On the Job

Custodio, a 22-year Army veteran, usually arrives at 8 a.m. to his office at the U-Haul Phoenix, Ariz., headquarters. After checking his e-mails and voicemails he reviews his monthly recruiting plan to see if the numbers are being met. Custodio then looks over the U-Haul internal job openings, as well as resumes supplied by partner agencies working with military veterans. His other duties include attending job fairs, speaking at transition classes, and conducting telephone interviews with potential employees.

It might be hard to envision how a former sniper can be so adept at presenting such a polished "corporate" face. After all, infantrymen tend to be tough, hardy, and blunt individuals. However, Custodio also spent 10 years as an Army recruiter, perhaps the world's premier training ground on salesmanship and interpersonal skills.

"That's what taught me how to go prospecting, pre-screen applicants and process large amounts of data," he says. "These are skills crucial to my daily regimen."

Quick Stats

- Company: U-Haul
- Headquarters: Phoenix, Arizona
- Founded: 1945
- Web site: www.uhaul.com
- # of employees: 18,000
- 2006 revenues: \$2 billion

Did You Know?

U-Haul is also one of the industry's largest operators of self-storage facilities, the world's biggest installer of permanent trailer hitches, and the most prominent single-brand Yellow Pages advertiser.

What Custodio likes about his job:

- Amazing teamwork and camaraderie.
- The satisfaction of helping veterans.



Dig Deeper at www.gijobs.net/sep

- Archives for past Senior Enlisted Profiles.
- For more on careers at U-Haul go to <http://jobs.uhaul.com>.

The Transition

Two forces drove Custodio to the Army: service and economics. A native of American Samoa, he was heavily influenced by that territory's culture of giving back to one's country and community. However, when Custodio enlisted in 1984, the local economy was hurting, and the military seemed like an excellent way to earn college money.

After completing basic training and sniper school at Fort Benning, Ga., Custodio's assignments took him to bases located across the globe including Colorado, Korea, Germany, and Panama.

In 1995 he was given recruiter's duty: "I was not too thrilled about leaving the front for the civilian sector," he jokes. "I wasn't ready to take off my camouflage and get pretty in my dress uniform. However, recruiting turned out to be very enjoyable

as I was able to see young people transform into soldiers and develop the pride and discipline that come with it."

Although Custodio loved the Army, by July 2006 he decided to leave to spend more time with his family. He attended ACAP classes, networked with retired colleagues and posted his resume on several Web sites and with his local ACAP office. Two months before his terminal leave ended, Custodio was contacted by U-Haul for the military recruiting job, attended several interviews, and was soon hired.

"The wonderful thing about U-Haul aside from the great pay and benefits is that you can choose from a variety of career paths," Custodio says. "No matter your interests or training, we have something for you."

Custodio's Advice

Keep your military attitude. "You're a trained leader. Corporations are looking for people who can see the big picture and carry out a mission."

Have confidence. Employers can sense this. During interviews, talk about your accomplishments and how these will help the company address its issues. Also discuss your responsibilities and the instances when you had to display leadership."