

# Bright Futures Virtual Career Fair Showcases Rural, Agri-Business Job Opportunities

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Grow a rewarding and challenging career right here at home. That was the overarching theme of the Bright Futures virtual career fair that was hosted on Feb. 24 by the region's Touchstone Energy Cooperatives. South Dakota and western Minnesota high school and post-secondary students, educational advisers, teachers, and parents from across the region attended the free virtual career event that highlighted rural-based careers and explored industries like finance, precision ag and agricultural trades.

"Our cooperative family is committed to enhancing the communities we serve," said Jennifer Gross, education and outreach coordinator at East River Electric Power Cooperative, one of the Touchstone Energy Cooperatives that hosted the event.

**Attendees were able to connect with each other, respond to survey questions, post their own comments and photos, and participate in real-time Q&A sessions with presenters.**

"We hosted this unique event to inspire our youth with local stories emphasizing job opportunities, career development, personal fulfillment and financial advancement. There are hidden career gems throughout South Dakota and Minnesota. This event shined a light on all the ways our rural areas offer a bright future!"

The five-hour virtual event featured a blend of keynote speakers and breakout



sessions. Attendees were able to connect with each other, respond to survey questions, post their own comments and photos, and participate in real-time Q&A sessions with presenters.

South Dakota Representative Dusty Johnson opened the event with a timely discussion about politics, agriculture and our region's future. Johnson also discussed how decisions made in Washington, D.C., have a big impact on what happens in our region and why it's important for citizens to remain engaged. A few of the many companies featured during the career fair included Farm Credit Services of America, C&B Operations, Raven Industries, Midwest Vet Services, Salem Vet Clinic and Pipestone System. A panel discussion led by East River Electric Business Development Director Mike Jaspers explored opportunities that are on the horizon for the next generation of farmers, ranchers and rural social media influencers. South Dakota Ag and Rural Leadership Foundation CEO Don Norton provided the event's closing remarks.

"The nature of work in rural America is changing. Growing industries such as precision agriculture, livestock development, food processing, manufacturing, energy, communications and more require different skills, as well as an entrepre-



East River Education and Outreach Coordinator Jennifer Gross interviewed Matt Leighton from Titan Machinery.

neurial spirit," said Gross. "This is truly a great time to be starting your career in our region and our goal was to highlight those awesome opportunities for our next generation of leaders."

Recorded videos from the event will be available free for viewing at [yourcoop-power.com/futures](http://yourcoop-power.com/futures). Additionally, the webpage will include information on internships and job opportunities at many of the employers that were featured in the event.