# Yankton Thrive

## Elevate Your Brand

Fresh

Produce

WEDNESDAY, JUNE 22, 9-11:30 A.M. \$15 FOR THRIVE MEMBERS, \$30 NON-THRIVE MEMBERS **RIVER ROCK EVENT CENTER, 2901 BROADWAY AVENUE** 



Yankton

Thrive

Fresh Produce, a branding and marketing agency, and Cannonball Digital, a digital marketing agency, are coming together to share a fresh approach to branding and strategy to elevate your brand through digital marketing. In this workshop, you'll explore ways to Discover, Articulate, Live and Share your brand values with Ted Heeren and Heidi Marsh of Fresh Produce. Justin Point of Cannonball Digital will discuss ideas to elevate your brand by identifying, understanding, and retaining your customers. He'll share actionable items for gaining more online reviews and responding to them affectively, as well as some other digital marketing tips along the way. marketing tips along the way.

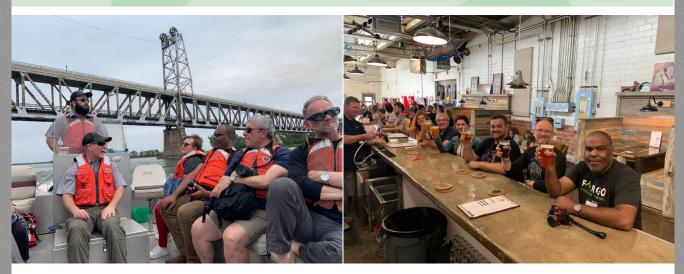
ABOUT FRESH PRODUCE Since 2004, Fresh Produce has helped individuals and organizations Solve problems through a disciplined creative process and an eye for authenticity. While our projects vary greatly from branding and sales to recruitment and workplace safety campaigns, our process always works best with honest people who aren't afraid to come on in and make themselves uncomfortable. Learn more at www.pickfresh.com

ABOUT CANNONBALL DIGITAL Cannonball Digital is a digital marketing agency created to challenge the way things have always been done. We're a group of scrappy and nimble marketers looking to better serve clients with top-shelf service and modern-day tactics. Our goal at Cannonball is to be your partner. We will always communicate candidly. We will always listen and learn. We will always bring new ideas to the table that will grow your business. We do what we say we're gonna do, every time, all the time. And the best part is, we'll have a lot of fun along the way. Learn more at www.cannonball.digital

#### Click This Graphic to Register!

**Tourism Updates** 

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Tourism season is upon us. Now that the weather is starting to cooperate, things are really starting to heat up. Here are a few of the highlights and big events coming up:

- Lewis and Clark Resort had an expansion ribbon cutting to celebrate their two new cottages and six full-hookup RV pads. The new facilities are already booking up fast, so make sure to reach out to
- the resort for reservations. On May 19<sup>th</sup>, the SD Department of Tourism traveled through Yankton on a Dakotas FAM (Familiarization) Tour with international tour operators and travel agents. We had folks from Germany, Italy, France, Australia, the UK, the Netherlands and New York. Thank you to all who
- helped make these tours possible National Easton Yankton Archery Complex, Lewis and Clark Resort, The Boathouse, Ben's Brewing Company, Backspace Brewing Company, the Mead Cultural Education Center, River's Edge, the National Park Service, JoDean's, the City of Yankton and many others.
- On June 1-2, the Department of Tourism was back down in Yankton for a two-day photoshoot. They took many great photos and videos and we will be able to use them at Yankton Thrive as well as refreshing our co-op advertising inventory photos for our regional advertising with the state.
- Big upcoming events:
  - June 17-19 NFAA Midwest Sectional Archery Tournament National Easton Yankton Archery Center
  - June 17-19 - Czech Days in Tabor
  - June 24-26 Daryl Benard Classic Baseball Tournament Riverside Park
  - June 24-26 Yankton Baseball Association Youth Tournament Sertoma Park and various ٠ other locations throughout Yankton
  - Of course there's always **Market at the Meridian** on Saturday mornings from 9-noon on the NE side of the City Parking Lot at 2<sup>nd</sup> St. and Douglas Ave.; **Summer Concert Series** at Riverside Park on Tuesday nights at 8 p.m.; Bragging Rights on Thursday Nights at Missouri River and Associates parking lot on the last Thursday of each month through September; Kids in the Park on Saturday mornings at Memorial Park.

Keep up on what coming up by subscribing to our weekly calendar of events at yanktonthrive.com!





Stop by any of the participating businesses during this hiring event from 3-5 p.m. CDT on Tuesday, June 21 to:

- Learn about their company & positions available
- Apply for a position
- Receive a confidential interview

There also may be some opportunities to tour the businesses.





SPORT to reers ummer Passport Series

person Club for all events.

Tour / Job Shadow - Vishay Dale Electronics

Tour/Job Shadow - L & M Radiator Inc.

Tuesday, June 14, 12:30-1:30 p.m.

Meet at Boys & Girls Club, 2008 Mulberry St.

**Move with Machines** 

Meet at Boys & Girls Club

Info/contact

Tuesday, Aug. 2, 12-1:30 p.m.

Tuesday, June 21, 10-11 a.m. Become a Phone Pro

Tuesday, June 28, 12-1:30 p.m.

Tuesday, July 12, 12-1:30 p.m.

Must wear closed toe shoes & long pants.

Must wear closed toe shoes & long pants.

Tuesday, July 19, 11:30 a.m.-1:30 p.m.

Tour/Job Shadow - Manitou Group

Sign up in advance

Yankton Job Service

3113 Spruce St., Suite 124

605.668.2900 sdjobs.org

**Tour Mount Marty University** 

Maximum attendance: 20 students.

Must wear closed toe shoes & long pants.

Meet at the Boys & Girls

May earn \$ for attending

in-person events/sessions.



Virtual & In-person Career Workshops for Ages 14-24



All virtual sessions Watch from home or at the Boys & Girls Club, unless

#### **Tuesday**, June 14

**Creating and Maintaining a Professional** Online Identity. Social Media Tips for the **Upcoming Professional** 

**Tuesday**, June 21 Send Your Interview Into Outer Space

**Tuesday, June 28** Learning to Advocate for Yourself and Person-**Centered Thinking** 

Tuesday, July 12 Professional Communication in the Workplace

Tuesday, July 19 **Preparing for Post-Secondary Education** (\*watch from home or after tour at <u>Mount Marty</u> University)

Tuesday, Aug. 2 Making the Most of Your Job Search

#### Virtual session links:

dlr.sd.gov/summer-passport

Just walk in/join day of event



 $\mathbf{OR}$ 



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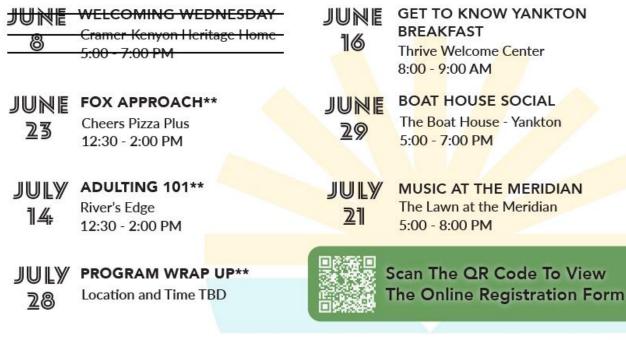
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# GREAT EXPEDITION PROGRAM SUMMER 2022

Yankton Thrive has organized Yankton's Great Expedition 2022: An educational and networking program designed for summer interns and new hires who are recent college graduates.

## Schedule of Events (\*\* denotes required attendance)



Call 605-665-3636 or e-mail Rita@yanktonsd.com for additional program details.

View Full Yankton Thrive Calendar of Events





Yankton Thrive and partners supported two youth career camps which wrapped up with a special recognition ceremony on Friday.

South Dakota's Secretary of Education, Tiffany Sanderson, was the keynote speaker at this event attended by parents, industry partners and community leaders. Secretary Sanderson shared the importance of investing in yourself by incorporating discipline and consistency, doing the hard work, and taking time for rest and renewal.







Chart Your Career CNA Training Camp was facilitated by Avera Education & Staffing Solutions and sponsored by Yankton Thrive, Avera Education & Staffing, Avera Majestic Bluffs and Yankton Medical Clinic. Six students learned about health care careers, patient care skills and tested their new knowledge on the challenging two-part nursing assistant certification exam. Students attended from Yankton, Mitchell, Crofton, and Wynot High Schools. Many of the students have plans to begin working with health care employers in Yankton.

https://www.facebook.com/AveraEducationSt affingSolutions

> Click Here to Learn More!





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