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Businesses impressed by *Dakota Roots* services

PIERRE, S.D. – The list of *Dakota Roots* business partners continues to grow. Almost 100 South Dakota employers are taking advantage of the personal services offered through Gov. Mike Rounds' workforce development initiative.

The initiative is a partnership with South Dakota businesses to link South Dakota career opportunities with South Dakotans living elsewhere that are looking to come home. *Dakota Roots* will expand the South Dakota workforce by encouraging those with ties to the state to return to job opportunities currently available.

“Our businesses are getting connected with the candidates they need,” said Gov. Rounds. “Not only are we providing a great service to the employer, but we are helping former South Dakotans move back home. A unique feature is the confidentiality of the process. An individual's name will never be provided to potential employers. Instead, *Dakota Roots* will match participants with career openings available from the state's leading businesses. Participants will be notified when openings are appropriate to their skills. This process will help fill the workforce gap projected in the future.”

“It has not been difficult to obtain business partners,” said Pam Roberts, Labor Secretary. “Every business we have approached has been thrilled at the concept and the increased exposure to their job openings. The caliber of partners is evident in viewing the *Dakota Roots* Web site.”

Daktronics, one of the world's leaders in electronic signage, has been utilizing the *Dakota Roots* program since the October 2006 launch. “*Dakota Roots* has facilitated the hiring process for Daktronics by referring professionals who have the skills we're seeking,” said Lori Niklason, Daktronics recruiter. “*Dakota Roots* has been a great help with Daktronics' exciting growth!”

Dakota Roots is a joint partnership between the Department of Labor, the Department of Tourism and State Development, and the Governor's Office. For more information, visit www.DakotaRoots.com or call 1-800-592-1882.