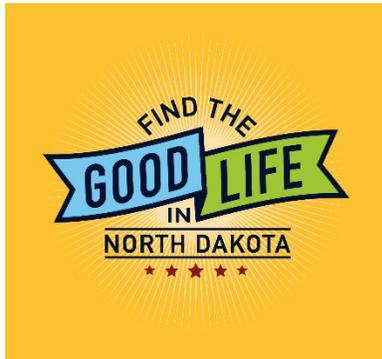


Find the Good Life in North Dakota

The North Dakota Economic Development Foundation and North Dakota Department of Commerce launched the Find the Good Life in North Dakota initiative in 2014. The initiative works to recruit and retain a trained workforce for the more the thousands of open jobs across the state, while also enhancing North Dakota's image. Find the Good Life promotes North Dakota's exciting career opportunities and excellent quality of life to people most likely to consider moving to North Dakota. That includes recent college graduates, military personnel, those with friends and family in the state, former residents, and active and passive job seekers having skillsets that match the available jobs across the state.



The initiative uses a strategic mix of tools to promote North Dakota to the target audiences. Its website (www.FindTheGoodLifeInNorthDakota.com) provides jobseekers with information about jobs, housing and other useful information that helps them relocate to North Dakota. Digital marketing campaigns increase awareness of the program and direct people to the website for more information. The July issue of *Delta Sky Magazine* will also include a 25-page feature highlighting the opportunities available in North Dakota. Find the Good Life is active on Facebook (Experience North Dakota) and Twitter (@ExperienceND), and regularly communicates with this influential group.

Find the Good Life is a public-private partnership that relies on a combination of state dollars and private-sector investments to promote North Dakota as a great place to live, work and raise a family. Businesses also have the option to join a statewide recruiter network that allows members to share resumes with each other to help fill their company's workforce needs. Currently, 32 businesses across the state have invested in the program either as a partner or as a member of the recruiter network, and the program continues to grow. Become a Find the Good Life partner by contacting Wayde Sick at 701-328-5345 or wsick@nd.gov.