



## Sara Frith

**College/Major or Program:** Vice President of People and Culture,  
General Equipment & Supplies, Inc

**What is the ND Career Builders Program?** The ND Career Builders Scholarship & Loan Repayment program is a tool for businesses to recruit and retain talent in high-need occupations in ND. This unique partnership provides \$1 of state funds for each \$1 of matching funds, up to a total of \$17,000 per recipient! Individuals can receive a scholarship on the front end, loan repayment on the back-end, or both, for their commitment to the state to fill one of the high demand occupations.

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Let's chat with Sara about her experience with the program!

**Q. Please tell us your title and role at your organization.**

**A.** I'm the Vice President of People & Culture with General Equipment & Supplies, Inc. (GES). We are a heavy construction equipment dealership with locations throughout North Dakota, Minnesota, South Dakota, and Iowa. I work closely with our HR, Workforce Development, Training, and Recruiting Teams. We work hard to ensure that we have the very best culture in the industry and hire the right people who fit our core values of Do the Right Thing, Be Curious, Have Passion and Be Innovative.

**Q. Tell us about your organization's involvement with the ND Career Builders Scholarship & Loan Repayment program.**

**A.** Like many North Dakota companies, workforce is a need for GES, especially in the area of diesel technicians. The Career Builders program offers us financial assistance in securing our future workforce. We have used the Career Builders Loan Repayment program with students since the program's inception in 2019.

**Q. What is the greatest benefit to your organization from being involved in the ND Career Builders Scholarship & Loan Repayment program?**

**A.** Our students who qualify for this program can get educational assistance for their loans!

**Q. How has the program helped your organization's workforce recruitment and retention efforts?**

**A.** It is another tool we can put in our toolbox for recruiting. We explain the Career Builders program to the student, and they are excited to hear about the financial reimbursement opportunities that are available to them.

**Q. What would you tell other organizations who are considering investing in the program?**

**A.** Workforce in our state is a major issue, and this program is a great opportunity to help a company offset the investment in great employees.

**Q. What would you tell students who are considering a high-demand career and committing to this program?**

**A.** Do career exploration such as tours or job shadows. There are so many great opportunities throughout North Dakota right now. Utilize programs like Career Builders to get an education with little to no college loans. Buying a new vehicle or buying a new home will be much easier to achieve without having the worries of student loans.

**Q. In your opinion, why should organizations and/or businesses invest in North Dakota's workforce to keep young adults in the state with programs like this?**

**A.** North Dakota people are known to have a great work ethic. We are hardworking and humble. Invest in our own state, keep good people living and working in our own state, and North Dakota will continue to be the great state it is.