



NEBRASKA AG EXPO
DECEMBER 7-9, 2021
LANCASTER EVENT CENTER | LINCOLN, NE

PRESS RELEASE:

[FOR RELEASE: December 1, 2021]

SUBJECT: Nebraska Ag Expo to Hold Largest Ag Career Exploration Event

Lincoln, NE – The Iowa-Nebraska Equipment Dealers Association (INEDA), in conjunction with the Nebraska Ag Expo, is hosting a Career Exploration Event aimed at creating awareness of the employment opportunities in the equipment industry.

“Today’s agricultural equipment industry embodies the highest level of cutting-edge technology in the world,” said Mark Hennessey, President and CEO of INEDA. “And the spectrum of technological career opportunities in the ag industry ranges from engineering, design, manufacturing, and repairing of precision and automated equipment that is helping to feed the world. The lack of available workers is having a profound impact on the equipment industry with an estimated 350-400 job openings at Nebraska’s equipment dealerships alone.”

Hennessey also commented, “These jobs offer lucrative pay, provide competitive benefits, and give workers the opportunity to help others with their equipment. And many of these jobs only require a two-year degree or less. That is why the INEDA is working to promote awareness of these technology and innovation jobs in our industry by hosting a Career Exploration Event.”

As part of the Career Exploration Event, middle and high school students have the opportunity to learn about careers in the equipment industry, meet with leaders in ag technology and manufacturing, take part in a presentation on the career pathways in the equipment industry, learn about education and training, hear about INEDA’s scholarship program, and will hear from equipment dealers about how to get started on a successful career path in our industry.

“The message to students, parents, and teachers is simple: come to our show or visit your local equipment dealer to learn more about the great career opportunities in our industry,” Hennessey said.

Members of the media are invited to attend the press conference on Tuesday, December 7 at 1:30 p.m. located in Pavilion 4 of the Lancaster Event Center.

Started over 125 years ago, INEDA is a trade association dedicated to promoting the general well-being of agriculture, construction, and outdoor power equipment dealers in Iowa and Nebraska. INEDA owns and manages the Nebraska and Iowa Ag Expos—the 2nd and 3rd largest indoor ag shows in the United States. ###

FOR MORE INFORMATION:

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