

Kolberg-Pioneer Hosts Career Day

Want to learn about the many careers offered at Kolberg-Pioneer, Inc.? Attend the company's career day to see what your future holds. Sessions will be held Thursday, Sept. 20, at the Kolberg-Pioneer factory, located at 700 W. 21st St. in Yankton. All ages welcome. For more information, contact Kate Shoemaker at 605-665-9311 ext. 2212.

- 8:00 a.m. — Accounting
- 8:15 a.m. — Human Resources
- 8:30 a.m. — Manufacturing Jobs
- 9:00 a.m. — Purchasing
- 9:15 a.m. — Engineering
- 10:00 a.m. — Parts/Service
- 10:30 a.m. — Sales
- 10:45 a.m. — Marketing
- 11:00 a.m. — Production

BY THE NUMBERS

The Road Connection traveled more than **35,000** miles and hit **39** states since January.

More than **3,000** letters have been sent to Congress from The Road Connection website (TheRoadConnection.org).

3,900 fans follow The Road Connection on Facebook (Facebook.com/TheRoadConnection).

The truck has received **9** oil changes.

WANT TO CONNECT?

Social Media Campaign Provides Opportunities to Follow Along

Miss The Road Connection campaign this year? Don't worry- it's easy to catch up and see where Andrew Gillman and Curt Peterka, the drivers of The Road Connection truck, have been this year.

The Road Connection ran an intense social media campaign throughout the year, according to Gillman, who served as mobile journalist and co-pilot of The Road Connection truck.

"We posted videos on YouTube, photos on Flickr, and had a lot of conversation on our Twitter and Facebook pages," he said. "We really wanted our followers at home to see the deteriorating roads that we encountered, as well as the parts of the country that had clearly invested in infrastructure. We also wanted to document how people felt about their roads and bridges, and how they thought Congress should spend taxpayer dollars."

The Road Connection also hosted a number of social media contests throughout the year, including a "Worst Roads" competition and "Nominate Your Favorite Road Hero" contest.

"Engagement with people from around the country was a huge priority for us," Gillman said. "We

knew that with a grassroots campaign like The Road Connection, the easiest way to connect with people from all over the country would be through social media channels. And it worked — more than 3,000 letters to Congress were sent to Congress from The Road Connection website, demanding better funding for roads and bridges."

While the main priority for Gillman and Peterka was raising awareness about the federal highway bill, the wheelmen admitted they had a bit of fun on the road as well — which served as conversation points for their followers at home.

"Andrew convinced me — well, dared me, really — to get my left ear pierced on our way to Hannibal, Missouri," Peterka said. "But it wasn't all fun and games; we also had some bumps in the road. During the course of our 35,000-mile journey, we hit a deer, got three speeding tickets and six toll-booth violations."

While The Road Connection truck will not be hitting the road in 2013 since a two-year federal highway bill was passed, the strangers-turned-co-pilots agree that after 35,000 miles in the truck together, their bond is for a lifetime.

"Andrew and I didn't know each other before he came on as The Road Connection's mobile journal-

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http://www.twitter.com/Road_Connection
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<http://www.facebook.com/theroadconnection>
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<http://www.youtube.com/RoadConnectionVideos>
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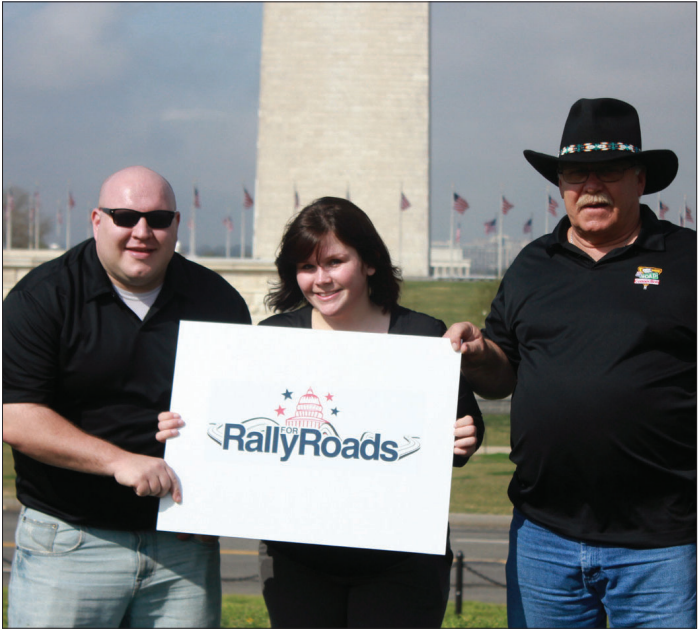
<http://www.flickr.com/theroadconnection/>
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<http://blog.theroadconnection.org/>

ist, but touring the country with someone either brings you close or makes you glad to get out of the truck," Peterka said. "We've ate a lot of beef jerkey and chugged a lot of energy drinks, thanks to 5-Hour Energy, who sent us several cases. Andrew's been a fun guy to have in the truck — except he can't sing or whistle worth a darn — and we're very proud of the hours we've put in to get a federal highway bill passed. For more information about The Road Connection, visit www.TheRoadConnection.org.



The Road Connection truck visits a United Concrete job site near Buffalo, N.Y. The Road Connection visited many KPI-JCI & Astec Mobile Screens equipment sites and spoke to crews about infrastructure.



The Road Connection crew attended NSSGA's Rally for Roads, held at the National Mall in Washington, D.C.

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TOP 5

What you didn't know about Curt Peterka Driver of The Road Connection Truck

- 1.) Curt collects antique oil lamps.
- 2.) Curt's bucket list includes going on a cattle drive.
- 3.) Curt made a vow in 1967 to himself to never again drink iced tea again because he loathed the taste. He tried it again 45 years later in 2012- he still hates it.
- 4.) He sketched the original Kolberg Rocky mascot and has a tattoo of the mascot on his left arm.
- 5.) Curt pierced his left ear on a dare during a Road Connection trip to Hannibal, Mo.

