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| EntrepreneurYou have created a new business. You have created a portable carrying case to protect medicines and syringes while rangers are working with animals. The case clips easily to a belt and protects the farmer from the syringes and medicine vials in case they get bumped by an animal or fall down. The case, called “SyriSafe,” will need to be manufactured, packaged, and marketed. You are doing it all yourself right now but will soon need to expand your team. | RancherYou are a cattle rancher. You regularly monitor your cattle and work with a veterinarian to determine when or if they may need medications. Some medicines they need to prevent common diseases. Some medicines are only used if needed. Many of these medicines are given with shots. You have to be very careful with the medicine vials and syringes to make sure things do not get broken or that other humans or animals do not get pricked by the needle. Safety is a top priority. |
| EngineerYou are an engineer. You like working with your hands and solving problems. You are always interested in working on a team to help with new projects that make people safer and happier. You think a career in manufacturing could be a good fit for you and your family. | City MayorYou are a city mayor. You love your town and you spend lots of time thinking about how to make it better. Your town is relatively small and you’d like to grow the business sector. If more people live and shop in your town, more tax funds will be available to fund things like fixing roads, schools, and more. |
| MarketerYou work in marketing. You like that your job allows you to use communication skills, design, and more to get specific products to their target demographic. You’re interested in a new marketing job that might align more with health and safety products.  | Graphic DesignerYou are a graphic designer, or artist. You like using design in a practical way to help people meet specific needs. You have designed logos, business cards, product packaging, billboards, advertisements, and more. You are always open to working with new clients on new projects. |
| Café OwnerYou own a small café in your town. The town is relatively small and running a restaurant can be expensive. You’re always thinking of new ways to bring customers into your café. You like the mayor’s idea to bring in more businesses, because the extra people could help your business out, too. | ContractorYou are a contractor. You help build houses, businesses, and warehouses. You also help remodel existing buildings. Some of your best areas to work in are smaller towns with a resurging business sector. More businesses means that more people move there. More people means more houses or remodeling older houses. More people mean more support businesses are opened, like cafes, banks, hair salons, and more. You like helping people make their dream spaces materialize. |
| TeacherYou are a teacher. You like working with students and helping them learn about the world around them. Your school is funded by local taxes, meaning when the government collects fewer taxes, your school gets less funding. You are very resourceful, but you know that you could get newer and better materials for your students if your school was able to get more funding. | Hair StylistYou are a hair stylist. You currently live in a relatively small town that you really like, but you work in a neighboring town with a larger population. You hope to someday be able to open a hair salon closer to home.  |
| DoctorYou are a doctor. You work at a hospital in a mid-size town near several smaller towns with agricultural populations. You know that farming and ranching can be dangerous. One concern you have is of accidental contact with syringes when vaccinating cattle. You would like to see more ways for ranchers to protect themselves from accidental syringe pokes or broken medicine vials. This would help keep your community safer. | StudentYou are a student. Your parents work on a cattle ranch and at a small local business. You go to school in a relatively small town. You know farm safety products would keep your parent safe and expanding local business opportunities would help your parent prosper. New businesses and homes in your community would also increase tax revenue that would benefit your school. |
| Hotel OwnerYou own a small, independent hotel in a relatively small town. Most of your business comes from people visiting family in town, or large occasions like festivals, fairs, or weddings. If more people moved to the town, more people would visit them, meaning more traffic at your hotel.  | VeterinarianYou are a veterinarian that works mostly with larger livestock species, like cattle, horses, and pigs. You like working with animals to make sure they are healthy. You regularly work with farmers to get medicine to animals that need it. This is often done using shots. The needles you use can be large and the medicines aren’t always good for people. Handling those items carefully is very important for you and for the farmers you work with. |
| Beef ConsumerYou are a beef consumer. You enjoy eating steaks and hamburger. Safety is important to you; both the safety of the meat you eat and the safety of the people who helped get it to you. You’d like to see more information on how ranchers keep themselves and their animals safe. | CowYou are a cow. Sometimes you need medicine, but shots can make you nervous. It seems to help you when your rancher is able to work quickly, efficiently, and safely. If you can get your medicine quickly and safely and get back to your friends, you stay happier and calmer. |
| TruckerYou are a trucker. You help transport goods across the country. Your trucking company is always open to taking on new customers. Shipping is in high demand, and you’d be more than willing to expand your trucking team if more businesses wanted to work with you. | Logistics ManagerYou are a logistics manager. You help coordinate shipping and deliveries. It can be a big job, but it’s very important to keeping markets moving correctly. You like working with producers (like businesses), trucking teams, and consumers to get everyone’s items from place to place. If more companies need your services, you may be able to hire another manager to expand your team. |
| GovernorYou are the state’s governor. It’s important to you that people in your state are thriving. One way you see to strengthen the state is by growing smaller towns and smaller businesses. You know that strong communities include small businesses, strong schools, adequate infrastructure, and financially stable families.  | Civil EngineerYou are a civil engineer. You help design things like roads and bridges. You oftentimes get work in towns that are expanding or restructuring. If a new housing development needs built, you may be contacted to help build the infrastructure there. If new businesses are built, you may be contacted to help expand the existing roads there. |
| JournalistYou are a journalist in a relatively small town. Right now you run the local newspaper on your own. You are the only journalist, photographer, and editor, and you work with syndicated press to get national and international stories for your paper. You like relaying local news to the community, but it is a lot of work. If your community expanded and your market increased, you may be able to expand your team. | EMTYou are an Emergency Medical Technician. You help people who need emergency medical care. You work in a rural community where you sometimes see patients who were injured in farm related accidents. You are a big promoter of farm safety because, even though you like your job, you would like it better if people didn’t need to see you. |
| College StudentYou are a college student. You are starting to think about where you’d like to move to after college. You like the idea of working for a smaller company or a startup where you could help further a vision and be a part of many aspects of the business. You also think a smaller town may be more reasonable for you as housing costs are significantly less. Where could you do both? | HomeownerYou are a homeowner. Your town is relatively small, which means housing prices are less than they are in bigger towns and cities. If more people move to your town, they may fix up neighboring houses, increasing the value of your home. More people in your town would also mean that more tax revenue could be spent to fix your street, including that pesky pothole in front of your house. |
| Postal WorkerYou are a postal worker for the United States Postal Service. The USPS is a very important service in rural locations like yours because there is a post office in every town and postal workers visit every home every day. The USPS makes money from selling postage, so by selling more postage to ship goods, people and businesses help protect an important communication service. |   |
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