

# Occupations of Opportunity

## DIVERSIFIED HEALTH CARE

### KEY OCCUPATIONS IN DIVERSIFIED HEALTH CARE

Diversified Health Care includes a wide range of health care options and support sectors. While traditional hospital-centered and physician office-based health care sectors have grown, there is also an expanding diversity of alternative healthcare businesses, outpatient care centers and home and residential healthcare services.

**Strong Career Potential** *Figures calculated between 1990 - 2004; firms through 2003.*

- **JOB GROWTH:** 45% (from 7119 to 10286 jobs)
- **FIRM GROWTH:** 34% (from 909 to 1383 firms)
- **WAGE GROWTH:** 26% (from \$26,874 to \$33,863)

### Employment Opportunities by Wage Level

Diversified Health Care offers ample employment opportunities at the lower, mid, and higher wage levels. With large and growing occupations in all of the wage levels, many jobs in Diversified Health Care allow for strong career potential.

**28% of Jobs are in the Low Wage Level**, including receptionists & information clerks, home health aides

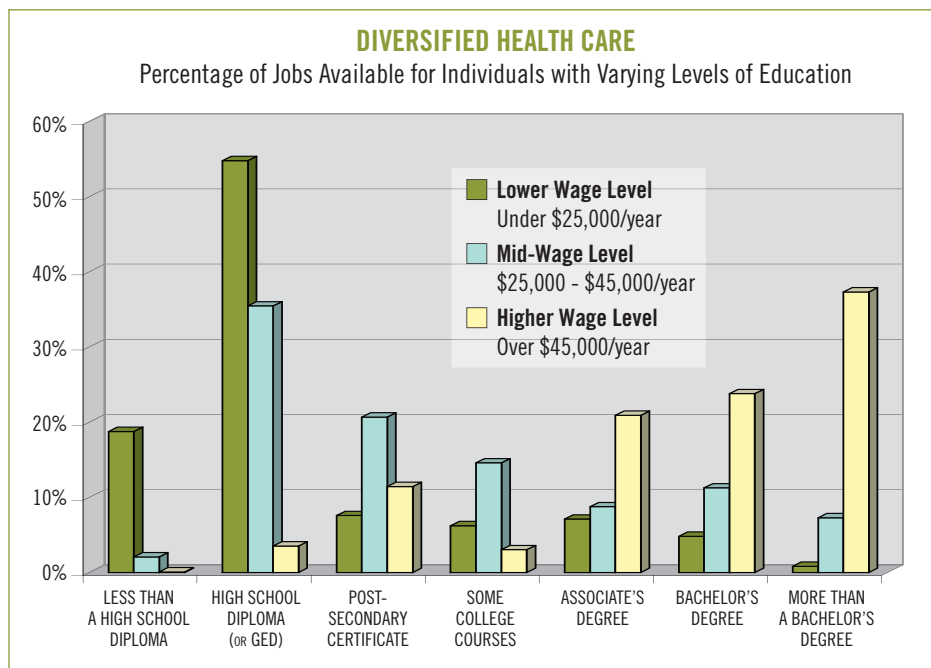
**39% of Jobs are in the Mid Wage Level**, including pharmacy technicians, dental assistants, first-line supervisors, emergency medical techs & paramedics

**33% of Jobs are in the Higher Wage Level**, including physicians assistants, physical therapists, radiology technologists, business operations specialists, registered nurses, first-line supervisors



### Past & Future Drivers of Growth

- Growing, aging population
- Limited migration for outside health care
- Long-term restructuring to health care alternatives
- Administrative complexity
- Integrated system
- Outward-focused telemedicine
- Niche centers of specialization/excellence
- Mix of accessible, high-quality, affordable care
- Baby boomer retirees with new health "lifestyle" demands



# Occupations of Opportunity

## BUILDING / SYSTEMS CONSTRUCTION AND MAINTENANCE



### KEY OCCUPATIONS IN BUILDING / SYSTEMS CONSTRUCTION AND MAINTENANCE

Building / Systems Construction and Maintenance includes a number of sectors that focus on the physical infrastructure of communities. As the North Coast region has grown, so have the needs for housing, commercial structures and community systems, such as roadways and utilities. Need has also grown for a variety of services including janitorial, landscaping, and other maintenance services.

#### Strong Career Potential *Figures calculated between 1990 - 2004; firms through 2003.*

- **JOB GROWTH:** 22% (from 6122 to 7495 jobs)
- **FIRM GROWTH:** -4% (from 1883 to 1807 firms)
- **WAGE GROWTH:** 14% (from \$27,199 to \$31,061)

#### Employment Opportunities by Wage Level

Building / Systems Construction and Maintenance is most heavily comprised of mid-wage level occupations (49%).

**20% of Jobs are in the Low Wage Level**, including cashiers, retail salespersons, office clerks, order fillers

**49% of Jobs are in the Mid Wage Level**, including sales representatives, electricians, landscaping & groundskeeping workers, laborers and freight movers

**31% of Jobs are in the Higher Wage Level**, including general operations managers, operating engineers, construction equipment operators

### Past & Future Drivers of Growth

Need to replace, repair, and upgrade aging infrastructure and housing stock

Growing public investment in infrastructure and changes in government regulations, such as seismic upgrades

Population growth from natural increases, influx of retirees, and affluent residents from other regions attracted to quality of life and able to build or upgrade homes

Private investment to meet new demand for office and retail space, casinos

Increases in property values and low interest rates increase ability to upgrade; increased interest in design spurs home remodels

Continued increases in population, especially in-migration

Continued need for new and improved infrastructure

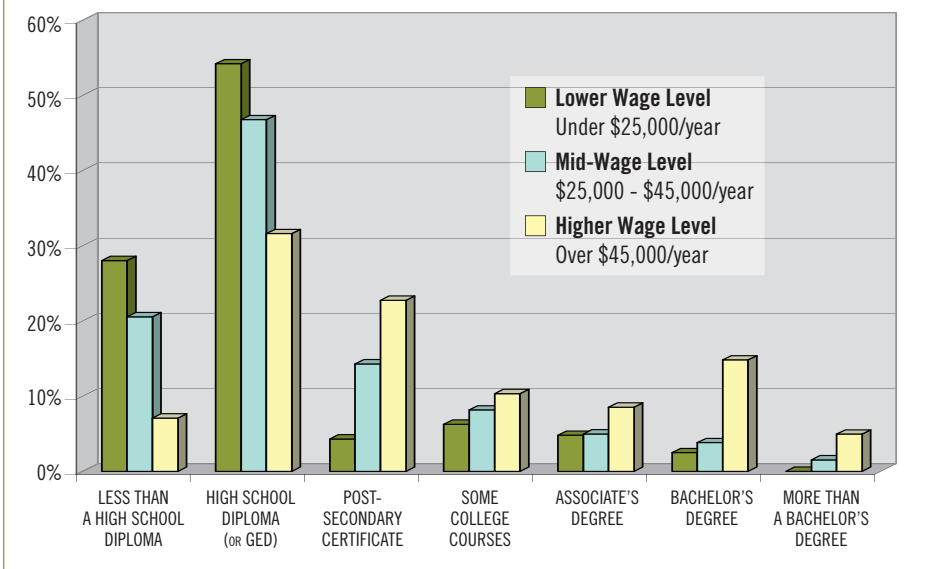
New kinds of housing needs (e.g., elder housing options)

Growth in green construction practices and materials

Growth in demand for energy efficient buildings, alternative energy systems

#### BUILDING / SYSTEMS CONSTRUCTION AND MAINTENANCE

Percentage of Jobs Available for Individuals with Varying Levels of Education



# Occupations of Opportunity

## SPECIALTY AGRICULTURE, FOOD AND BEVERAGE



### KEY OCCUPATIONS IN SPECIALTY AGRICULTURE, FOOD & BEVERAGE

Specialty Agriculture, Food, and Beverage is driven by sectors focusing on distinctive North Coast products, rather than bulk commodities that could be grown or produced in many other regions. These products include specialty cheeses (dairy manufacturing), wine and beer (beverage manufacturing), and flowers (greenhouse, nursery, and floriculture production). There are also important front-end suppliers for these products included in this industry (e.g., fruit and nut farming, support activities for crop production), and distribution channels (e.g., warehousing and storage; beer, wine, and distilled alcoholic beverage merchant wholesalers).

### Strong Career Potential *Figures calculated between 1990 - 2004; firms through 2003.*

- **JOB GROWTH:** 33% (from 4185 to 5547 jobs)
- **FIRM GROWTH:** 11% (from 505 to 564 firms)
- **WAGE GROWTH:** 25% (from \$19,846 to \$24,804)

### Employment Opportunities by Wage Level

The occupational pattern in Specialty Agriculture, Food, and Beverage is weighted towards the lower wage level, which represents about two-thirds of the jobs.

**64% of Jobs are in the Low Wage Level**, including food batch makers, farm workers, food preparation and servers

**30% of Jobs are in the Mid Wage Level**, including retail salespersons, maintenance & repair workers, truck drivers, office clerks

**6% of Jobs are in the Higher Wage Level**, including general operations managers, wholesale and manufacturing workers, sales reps

### Past & Future Drivers of Growth

Demand for specialties will continue to grow

Future innovations in products, preservation, packaging, flavor, nutritional enhancement, etc.

Growing Redwood Coast "brand" will act as catalyst across the board

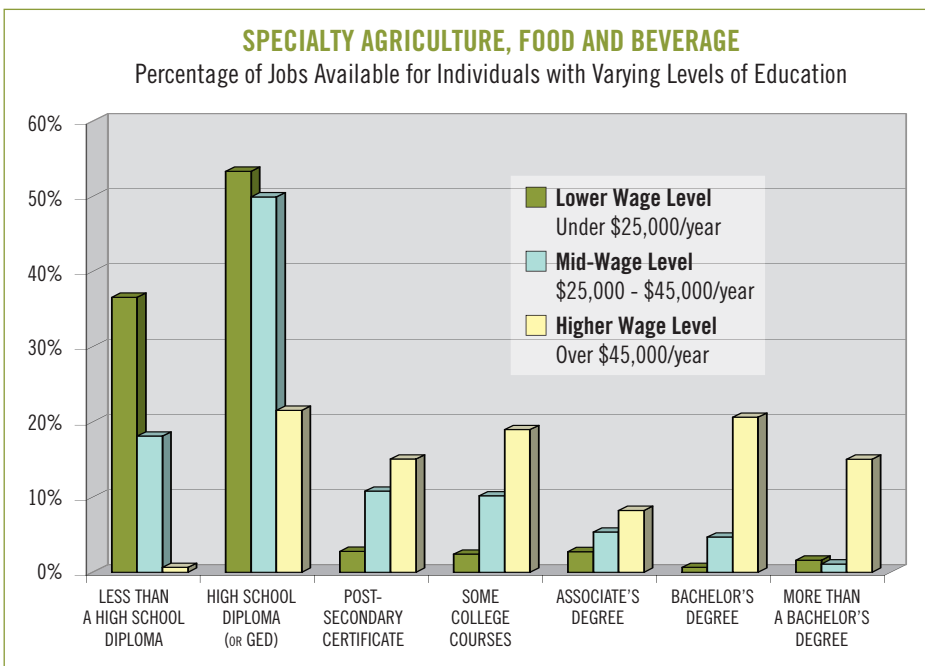
Improved transportation will enable more and faster shipment of products

Growing consumer demand for specialty products, especially those with a "local connection"

Growth in organic industry

Product innovation among regional producers

Internet helps regional producers reach customers outside region



# Occupations of Opportunity

## INVESTMENT SUPPORT SERVICES

### KEY OCCUPATIONS IN INVESTMENT SUPPORT SERVICES

Investment Support Services is a growing range of professional advisory services that help people and businesses evaluate and execute investment decisions. These services include packaging of credit for businesses or personal purchases such as a home. Specifically, this target of opportunity includes services such as making mortgage and real estate loans, and investing in high-grade securities; engaging in sales financing or sales financing in combination with leasing; extending credit through credit instruments (except credit cards and sales finance agreements); acting as agents (i.e., brokers) between buyers and sellers in buying or selling securities, real estate, or insurance products on a commission or transaction fee basis; estimating the fair market value of real estate.

### Strong Career Potential *Figures calculated between 1990 - 2004; firms through 2003.*

- **JOB GROWTH:** 14% (from 2524 to 2880 jobs)
- **FIRM GROWTH:** 22% (from 768 to 980 firms)
- **WAGE GROWTH:** 23% (from \$26,701 to \$32,820)

### Employment Opportunities by Wage Level

Investment Support Services has a large distribution of jobs across all wage levels.

**22% of Jobs are in the Low Wage Level**, including maids & housekeeping cleaners, bank tellers, janitors & cleaners

**40% of Jobs are in the Mid Wage Level**, including first-line supervisors, computer support specialists, bookkeeping, accounting

**38% of Jobs are in the Higher Wage Level**, including loan officers, insurance sales agents, executive secretaries, accountants & auditors



### Past & Future Drivers of Growth

People with capital moving to region

Baby boomers coming into inheritances

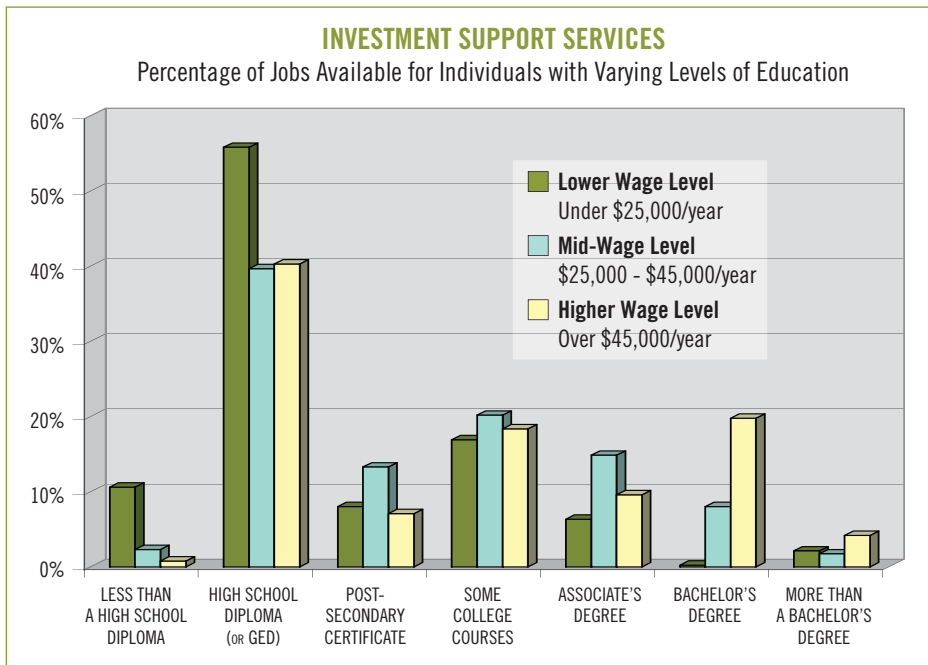
Real estate appreciation creates capital for other investments

CEOs of local firms enjoy quality of life and choose to locate and remain in the region

Continuing change in population mix to more retirees with investment capital

Investment advisors working on their own will need staff support for expanded business

Growth of new businesses creates demand for more commercial investment support services



# Occupations of Opportunity

## MANAGEMENT AND INNOVATION SERVICES

### KEY OCCUPATIONS IN

#### MANAGEMENT & INNOVATION SERVICES

Management and Innovation Services is a growing area of professional assistance focused on helping other businesses develop and implement product and process innovations. The major sectors include the following: scientific/technical consulting services, management consulting services, engineer and design services, research and development in the physical, engineering, and life sciences, and computer systems design and related services.

#### Strong Career Potential *Figures calculated between 1990 - 2004; firms through 2003.*

- **JOB GROWTH:** 125% (from 1095 to 2466 jobs)
- **FIRM GROWTH:** 80% (from 562 to 1011 firms)
- **WAGE GROWTH:** 10% (from \$30,347 to \$33,304)

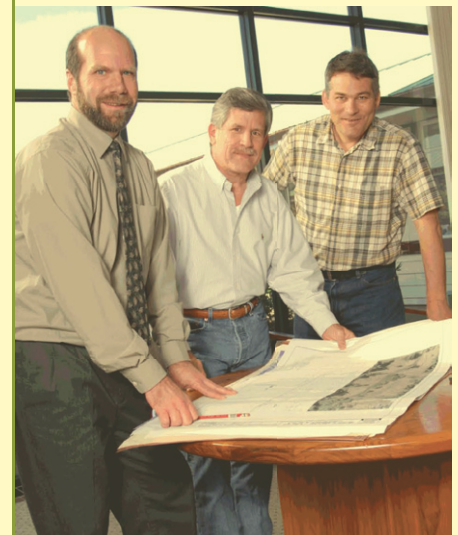
#### Employment Opportunities by Wage Level

The occupational pattern in Management & Innovation Services is heavily concentrated in higher-wage jobs.

**<1% of Jobs are in the Low Wage Level**, including office clerks, receptionists, legal secretaries

**17% of Jobs are in the Mid Wage Level**, including payroll clerks, computer support specialists, executive secretaries, accountant & auditors

**83% of Jobs are in the Higher Wage Level**, including surveyors, civil engineers, operations managers, business support specialists, accountant & auditors



#### Past & Future Drivers of Growth

Expand to serve more businesses within the region

Reach out to fast-growing global markets

As more talent migrates to region, more of these firms will start up and expand

New areas of innovation – alternative energy, natural resource economics – can open up new frontiers for exportable expertise

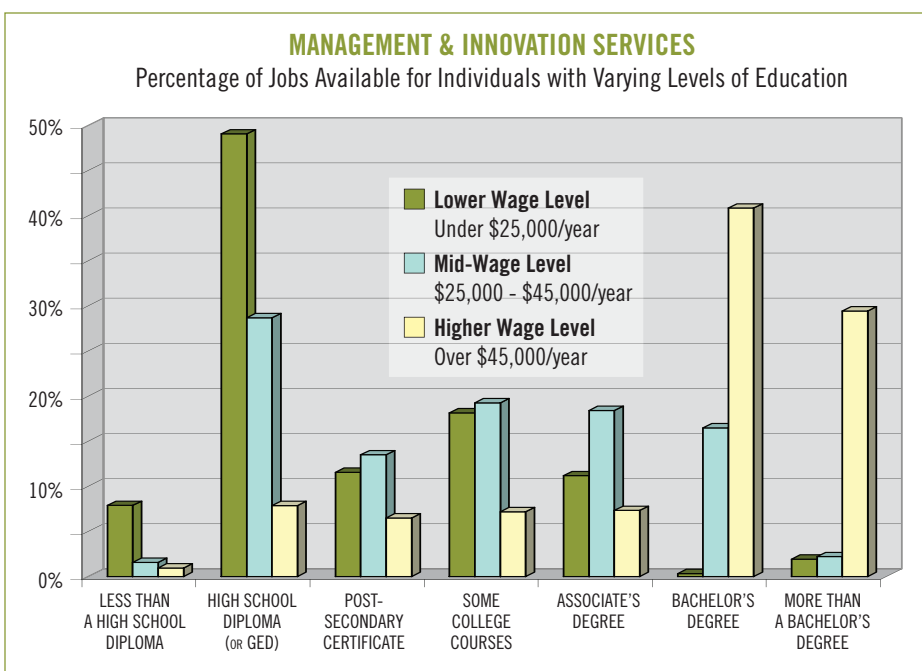
Talented professionals moved to region for quality of life reasons

Humboldt State graduates chose to remain and create or work in these kind of firms

Internet has enabled firms to remain here and interact globally

Growth in information technology use across all industries has fueled demand for technical consulting

Specialties have grown up around region's unique location and assets (e.g., environmental consulting)



# Occupations of Opportunity

## NICHE MANUFACTURING

### KEY OCCUPATIONS IN NICHE MANUFACTURING

Niche Manufacturing includes more than 500 small, specialized producers spread across more than 20 industry classifications. No individual sector employs more than a few hundred people. Firms in this sector are involved in metal components, coatings, glass products, machinery, medical devices, and other products. These firms are growing operations and, according to a focus group of CEOs, already experiencing labor shortages that could affect their ability to continue growing in the region.

### Strong Career Potential *Figures calculated between 1990 - 2004; firms through 2003.*

- **JOB GROWTH:** 33% (from 1517 to 2022 jobs)
- **FIRM GROWTH:** 19% (from 460 to 548 firms)
- **WAGE GROWTH:** 25% (from \$27,023 to \$33,824)

### Employment Opportunities by Wage Level

Half of the Niche Manufacturing jobs are in the mid-wage level, with the remaining occupations distributed in the lower-wage level (30%) and 20% in the higher-wage level.

**30% of Jobs are in the Low Wage Level**, including stock clerks, order fillers, office clerks, laborer, material movers

**50% of Jobs are in the Mid Wage Level**, including computer support specialists, maintenance & repair workers, auditing clerks, light, delivery, and heavy truck drivers

**20% of Jobs are in the Higher Wage Level**, including accountants, auditors, general & operations managers, first line supervisors of sales workers



### Past & Future Drivers of Growth

Entrepreneurs stay for quality of life, and build a niche business

Small firms focus on small, high-value areas, and make a commitment to quality and innovation at reasonable cost

Internet has helped expand market reach

Large institutional markets or government policies have stimulated growth in some cases

Growing demand for customized, specialty products in wide variety of industry and consumer markets

Growing need for agile, specialized machining, engineering, and manufacturing or rapid prototyping

Growing government-driven markets (e.g., pollution control equipment)

Innovative designs (e.g., decorative glass)

