

Workforce

EconomicDevelopmentAsheville.org

The talented, diverse workforce that chooses to live here sets us apart.

What can you expect from Asheville's workforce? With a labor force of more than 207,000 and an array of skills that support the region's diverse business and industry framework, the Asheville metro's workforce offers businesses the talent and technical skills they need to excel in today's economic climate.

One source of talent available in our area is our mountain culture; people who grew up here embrace hard work, fine craftsmanship, and an entrepreneurial spirit. Our workforce also includes people who have moved from other areas, many of whom are skilled workers and professionals that could live anywhere but choose Asheville because they have fallen in love with the region and quality of life.

The beauty of the region draws engaging people who seek balance, inspiration, and connection to the community. Workers who achieve this balance tend to be more productive and creative. They are also adept at finding work that supports their lifestyle—this resourcefulness contributes directly to business success.

Focus Report from the



Asheville-Buncombe County



"In Asheville since 1972 the Hickman family sold the business in 2012 to OMG Roofing Products of Agawam, MA. OMG recognized Asheville provided a dedicated and experienced workforce, and made the commitment to keep Hickman in Asheville and invest in the operation to double in size within five years."

—Bob LeClare, VP of Operations
W.P. Hickman Company



Photo by Alice io Oglesby

“As a technology company, we chose Western North Carolina for our newest datacenter due to key factors such as geographic security, the price of power, the network infrastructure, mild climate, accessibility and most importantly, the local talent pool.”

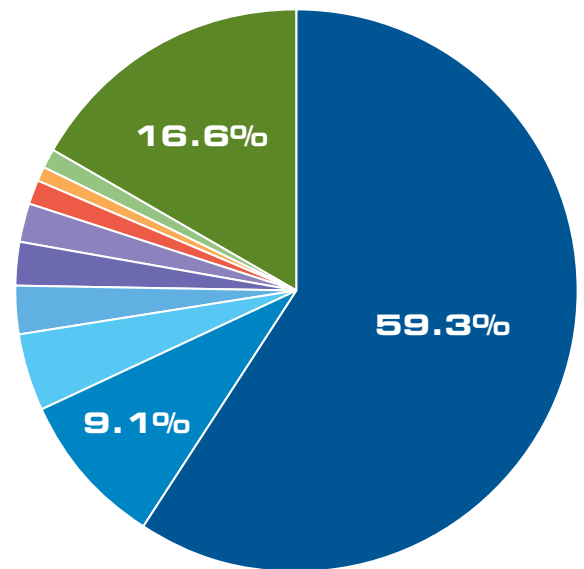
— Jonathan Hoppe, Chief Technology Officer, Netriplex

An important resource for the community is the excellent education system and an indication of the quality of talent in the Asheville area is higher average SAT scores than state or U.S. averages. The percentage of people aged 25 and older with bachelor's degrees or higher is also greater than the state and U.S. percentages, which supports businesses seeking talent in our region.

Workforce and talent development is critical to our community and there is an extraordinary level of cooperation and collaboration among area workforce groups. Programs often include pre-hiring training courses, retraining for job transitions, and customized programs created for employees onsite.











Workforce Labor Draw

Where Workers Live Who are Employed in Buncombe County



2010 Announced Jobs

Company	Jobs
Arvato Digital Services	408
AVL Technologies	75
Curious Sense	8
Ingles Markets	160
MicroTech	50
Mills Manufacturing Corporation	30
Moog Music	15
Nypro Inc	156
Old Wood Company	5
PolyLinks	10
Reich GmbH	56
UNC Pharmacy School	45
Total	1,018

	Buncombe County	59.3%
	Henderson County	9.1%
	Haywood County	4.2%
	Madison County	2.9%
	Mecklenburg County	2.6%
	McDowell County	2.1%
	Guilford County	1.3%
	Forsyth County	1.0%
	Transylvania County	1.0%
	All Other Counties	16.6%



Asheville Metro Occupation Category

2010 Estimated Employment

Office & Administrative Support	26,080
Food Prep and Serving Related	18,540
Sales & Related	18,370
Healthcare Practitioners & Technical	13,430
Production	12,830
Transportation	11,230
Education, Training, & Library	9,980
Healthcare Support	7,640
Construction & Extraction	6,780
Building & Grounds Cleaning & Maintenance	6,430
Installation, Maintenance, & Repair	6,340
Management	5,890
Business & Financial Operations	4,620
Protective Service	3,750
Personal Care & Service	3,720
Community & Social Service	2,810
Architecture & Engineering	2,090
Arts, Design, Entertainment, Sports, & Media	1,790
Computer & Mathematical	1,490
Life, Physical, & Social Science	1,030
Legal	950
Farming, Fishing, Forestry	140

Educational Attainment Total Population Age 25+

Buncombe County

Associates Degree	8.9%
Bachelor's Degree	22.1%
Graduate Degree	10.5%

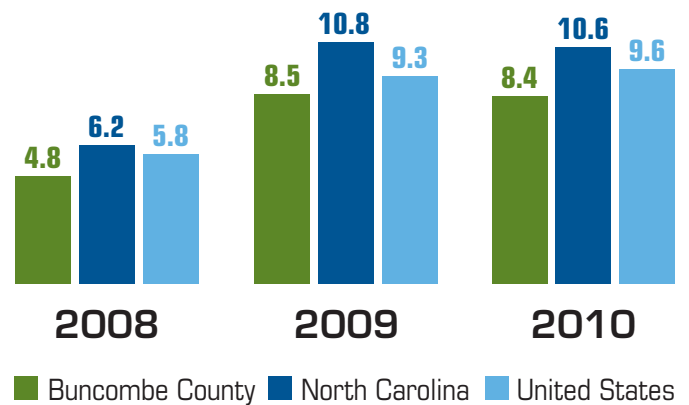
North Carolina

Associates Degree	8.7%
Bachelor's Degree	17.9%
Graduate Degree	8.9%

United States

Associates Degree	7.7%
Bachelor's Degree	17.8%
Graduate Degree	10.5%

Unemployment Rates



**2010 Asheville Metro
Mean Wage for All
Occupations \$36,840**

North Carolina is a right to work state. Approximately 3% of employed are members of a Union.

Creative Solutions to Business Challenges

Workforce partners and educators seek to ensure the region is well-prepared to meet the challenges of a rapidly changing and globally competitive economy.

A few examples highlight the focus on preparing and supporting the region's talent:

- Partners in Education brings secondary and higher education professionals together with business leaders to provide insight and leadership on talent pool needs and issues. This consortium is one of the largest and most established in the state.
- NC State University's Industrial Extension Service works with businesses to teach lean skills and promote ISO certification which has resulted in improved return on investment for many area companies.
- The Economic Development Coalition for Asheville-Buncombe County meets regularly with businesses to better understand and communicate workforce needs. The EDC also hosts a job fair to bring workers and businesses together annually.
- Asheville-Buncombe Technical Community College condensed a Fundamentals for Advanced Manufacturing course from 102 hours to 42 hours serving to help company applicants focus only on the most critical needs. A custom component designed to address a specific industry was also added to the course.
- Workforce organizations such as Asheville's Division of Employment Security office, Mountain Area Workforce Development Board and Mountain Area JobLink connect employers and workers through a variety of services. Resources include career and skills development, as well as preparation and planning tools.

We invite you to find out how your business can benefit from our talented workers. Contact the Economic Development Coalition for Asheville-Buncombe County (EDC).

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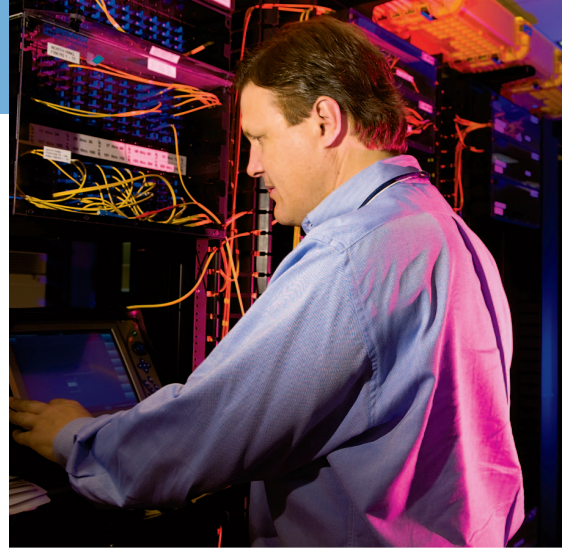


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forests, controlled sources and
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2013 Job Fair

- 82 employers represented
- 21% of employers were hiring to surpass pre-recession employment
- 59% were hiring to meet growing demand
- 21% were sustaining current employment levels