



A PRESENTATION TO



SCRIPTION WORK

IN LINE WITH NATIONAL TRENDS, CENTRAL FLORIDA'S TECHNOLOGY, HEALTHCARE AND SERVICE INDUSTRIES ARE EXPLODING.

By Tracey C. Velt (reprinted with permission from January 2005 *FirstMonday*)



It's no secret that the baby boomers — those born between 1946 and 1964 — drive many areas of the region's economy. And, now that they're getting older, the healthcare industry is sprinting to keep pace.

"Our downtown Florida Hospital campus is adding 300 new beds by the end of 2008," says Rich Morrison, regional vice president of government relations and regulatory affairs for the Florida Hospital system. "That translates to about 2,000 new jobs, jobs that require advanced educations to operate equipment."

Florida Hospital is also adding beds in Osceola County and will continue to expand as needed. For the Central Florida region, that means more sophisticated, higher-paying jobs.



"You're going to see economic spin-off because we [the healthcare industry] create high-paying jobs," continues Morrison. "There's a significant relationship between our salary structure and what happens in the market. When

we add 2,000 jobs, it will have a sustained impact on the local economy."

Not to mention the \$250 million spent on the expansion, he adds. "That alone puts a lot of money into the economy."

Orlando Regional Healthcare is also adding jobs and expanding.

"This demand is driven by the continuing population increase in Central Florida and the increasing need for healthcare services," says Willanne Colwell, director of Education/Workforce Planning for Orlando Regional Healthcare (ORH). "As ORH expands services at each of our facilities, we are opening new positions in the areas of

Nursing, Imaging, PT/OT and Respiratory Care. We have begun hiring team members for positions at the new Winnie Palmer Hospital for Women & Babies, scheduled to open in the spring of 2006."

According to data from the Florida Agency for Workforce Innovation, some 14 of the top 50 fastest-growing jobs are in the healthcare industry.

However, just as many, if not more, jobs are being added in the travel, hospitality and retail sectors and the high tech fields. And, that's great news for the region.

DIVERSIFY AND CONQUER

"Our economy is starting to diversify," says Ray Gilley, president and CEO of the Metro Orlando Economic Development Commission (EDC).

While it's no surprise the largest number of jobs being added to the traditionally service-heavy region are in the travel and retail sectors (retail sales and supervision, food preparation, housekeeping and amusement/recreation attending), the fastest-growing occupations are mostly in the high tech and medical sectors.

"high tech and medical-related fields are good fits for our region, thanks to assets we already have in place — such as UCF [the University of Central Florida], top healthcare facilities, established technology clusters, a diverse population, the presence of the military's simulation commands and more," says Gilley.

In terms of percentage growth, computer software engineers and network/computer systems administrators are the two top growth occupations — both are anticipated to grow more than 6 percent between 2003 and 2011. Other occupations in the top 10 include healthcare fields — medical record technicians, medical assistants, pharmacy technicians, home health aides and pharmacists.

"I looked at the fastest-growing occupations at the national level and at the state level to see how they jive, and in effect, the categories that are gaining the most on all three levels (tech, healthcare and service) are virtually identical," says Owen Beitsch, a market analyst and executive vice president of Real Estate Research Consultants in Orlando.

"Some notable exceptions speak to the nature of the employment here. Travel-oriented industries — not just the hotel and motel industries — will see a growth in flight attendants and support service at airlines. Locally, we'll have substantial growth in home healthcare."

In fact, says Beitsch, "We'll see stronger growth here than elsewhere, and counter to national trends, [positions for] social and human services workers are growing more here than nationally."

Central Florida is positioning itself as a knowledge-based economy, with highly segmented industries and well-trained specialists. It's important to

note that the top 10 or 12 fast-growing occupations all require substantial education, tech training or some type of college degree.”

In addition to that, the Central Florida region has a distinct advantage over many parts of the nation in terms of job formation.

“Even if we didn’t see a large population growth, we’d still see many new jobs because of our global tourist industry,” says Stan Geberer, an associate with Orlando-based economist firm Fishkind and Associates. “I think what’s interesting is that, except for exclusively defense-related jobs, the jobs we’re talking about aren’t highly cyclical or seasonal, particularly in healthcare, because of the expanding retiree base in our areas. Even in the tourist industry, the jobs are fairly stable because we don’t have much of an off-season,” says Geberer.

Gilley agrees: “No industry alone can fully support a growing region’s economy. If you have industry diversification, it will increase the region’s prosperity and economic resiliency.”

In fact, he says, “The travel industry has been and will continue to be a critical element [of] our community’s economic success. Areas all over the world are trying to build what we already have, but we can’t stop there.

“We have to work to build other industries, such as technology and manufacturing. The goal would be to have several industries that are as big and vibrant as our tourism sector. That way, we can withstand economic shifts.”

HIGH TECH

Metro Orlando’s high tech industry is in itself very diversified.

“We have simulation contractors, photonics research and development, financial software companies, video game creators and an emerging cluster of agro-technology companies,” says Gilley. “Most of these companies use computer software engineers in one capacity or another. I think this speaks to the fact that our high tech sector is continuing to mature and grow.”

From computer software engineers and network and computer systems

Top 10 Fastest-Growing Occupations

JOB TITLE	ANNUAL EMPLOYMENT		
	2003	2011	% CHANGE
Computer Software Engineers, Applications	2,779	4,133	6.09
Network and Computer Systems Administrators	1,535	2,278	6.05
Hotel, Motel, and Resort Desk Clerks	1,885	2,787	5.98
Network Systems and Data Communications Analysts	1,148	1,695	5.96
Medical Records and Health Information Technicians	1,081	1,579	5.76
Social and Human Service Assistants	1,195	1,741	5.71
Medical Assistants	3,361	4,857	5.56
Pharmacy Technicians	1,343	1,902	5.20
Home Health Aides	2,853	4,021	5.12
Pharmacists	1,680	2,362	5.07

Source: Florida Agency for Workforce Innovation, Labor Market Statistics

Occupations Gaining the Most Jobs

JOB TITLE	ANNUAL EMPLOYMENT		
	2003	2011	% CHANGE
Retail Salespersons	41,869	51,746	2.95
Food Preparation & Serving Workers (Including Fast Food)	26,881	33,222	2.95
Cashiers	26,460	32,550	2.88
Maids and Housekeepers	14,391	19,513	4.45
Laborers and Freight, Stock, and Material Movers (Hand)	21,198	26,302	3.01
Customer Service Representatives	17,087	21,824	3.47
Office Clerks, General	19,299	23,108	2.47
Registered Nurses	12,041	15,798	3.90
Amusement and Recreation Attendants	12,964	15,999	2.93
First-Line Supervisors of Retail Sales Workers	15,778	18,704	2.32

Source: Florida Agency for Workforce Innovation, Labor Market Statistics

administrators to network systems and data communications analysts and information systems managers, the number of occupations in Central

Florida’s high tech industry is booming.

No one knows this better than Celebration-based Channel Intelligence (CI), a company that develops multi-

channel commerce services that improve the online sales process between manufacturers, retailers and consumers.

"We have more than sixty employee/owners (all employees receive stock options) working throughout the country, with roughly fifty working at our corporate headquarters in Central Florida," says Jim Brescia, vice president of human resources at CI. "We anticipate continued growth in the coming months, particularly in the areas that support our innovations and client relations regarding the development and implementation of our e-commerce services for the retail industry. Most of our job growth will involve software developers, operations staff (data and client services), business development evangelists and salespeople."

CI is not only looking to almost double its size in the next few years, but it

created by these tech companies exceeded \$62,000 annually. This all goes back to the idea of diversification. High tech jobs aren't for everyone, but you need to have a variety of high-wage career options. These jobs are a great piece of this puzzle."

SERVICE INDUSTRY

A giant chunk of the puzzle is composed of jobs in the service industry. But, make no mistake—these jobs aren't all minimum wage. According to Bill Peeper, president of the Orlando/Orange County Convention & Visitors Bureau, "Alan C. Villaverde, vice president/general manager at the Peabody Orlando, told me that just about every doorman and bellman at the Peabody owns his or her home. Some 25 percent of people who work in this region are involved in the tourism

handle the new people.

"Growth in the healthcare industry is apparent because of the continued growth in the population," says Geberer. "The expansion of the population throughout the Orlando region calls for extensive new service and medical jobs in those areas."


Occupations such as nursing, radiology technician, stenographer and others "operate sophisticated equipment," says Florida Hospital's Morrison. "We have an increase in demand for broad categories of medical technology in very well paying areas. What's driving that is aging of our baby boomer population. A lot of folks are approaching their 50s and 60s, and at that point people start to need healthcare."

He says that the type of people to fill those jobs need to be computer savvy; the information systems needed must marry clinical expertise with technology, and that will require some changes in education.

OTHER INDUSTRIES

While jobs in the tech, service and healthcare industries take up most of the spaces on the top-25 list, there is a smattering of other industries worth noting. Education is high on the list, with special education teacher in the preschool and elementary schools topping the charts at No. 18. Secondary school teacher and speech and language pathologist round out the list at Nos. 20 and 22, respectively. Of course, the need for additional teachers goes hand in hand with the population growth the Central Florida region is experiencing.

As for the future, "It appears where Central Florida wants to be is not all that different from where the nation is going," says Beitsch. "And, it's easier as a nation to all go in the same direction. Where we choose to specialize speaks to the skill sets we're best able to cultivate. The rank ordering does make a difference. If you want your economy to be dominated by knowledge, those jobs have to be at the top of the list."

In the Central Florida region, that's exactly what the data show. 

"Central Florida is positioning itself as a knowledge-based economy, with highly segmented industries and well-trained specialists."

— Owen Beitsch, executive vice president
Real Estate Research Consultants

pays its employees an average annual salary of \$70,000, according to Brescia.

"There are a number of core technology areas (laser optics, simulation and modeling, gaming, etc.) in the Central Florida market that continue to grow and have benefited in recent years from increased defense spending," says Geberer. "Other high tech areas, such as the emerging software technology center in Lake Mary, are the drivers for some of those high tech jobs. They may be a small percentage of the entire economy, but they are key jobs that are supporting continued expansion of the metro area to the far east of Orlando and to the northwest."

"These jobs pay really well," says Gilley. "In fact, last year the EDC worked with sixteen technology companies that expanded in or relocated to the area. The average salary for jobs

industry in one way or another."

"The market has continued to add 5,000 to 8,000 hotel rooms a year. We're seeing tremendous expansion in the visitor market, and that's the primary generator for the service industry jobs," adds Geberer. "In addition, the economy benefits in that visitors to the Orlando area also spend outside of the theme parks or hotels on a lot of other things to support the economy."

According to the Florida Agency for Workforce Innovation, some of the fastest-growing occupations in the service industry include hotel, motel and resort desk clerk, and meeting and convention planner.

HEALTHCARE

Let's face it; the Central Florida region's population is growing rapidly. That means more healthcare workers to