

CAROCP MARKET WATCH

(A Monthly Trends & Forecasting Report)
September 30, 2003

BEING AN EFFECTIVE FOLLOWER

Did you hear about the penguins at the San Francisco Zoo? The zoo had 46 penguins that led a sedentary life of mostly grooming themselves and staying in their burrows. Six new penguins arrived and immediately dove into the pool and started swimming. Quickly the others joined into what one zookeeper called an “errant tuxedoed rinse cycle.” Just as those new penguins shook up the status quo, effective followers don’t always wait for specific directions; they dive in and start swimming.

Interested in more? Check out “Courageous Followers” by Ira Chaleff (Berrett-Koeler, 2003). [LA Times](#), August 31, 2003

WHERE THE JOBS ARE GOING

Americans will find the hottest job growth this decade in Southern and Western metro areas fed by expanding service industries and by a resurgence in the tech and defense sectors.

<u>Metro Area</u>	<u>Job Growth 2003-2013</u>	<u>Metro Area</u>	<u>Job Growth 2003-2013</u>
Las Vegas, NV	47.7%	Austin, TX	22.9%
Orlando, FL	31.9%	Charlotte, NC	20.4%
West Palm Beach, FL	28.7%	Atlanta, GA	19.8%
Ft. Lauderdale, FL	25.7%	San Diego, CA	19.2%
Riverside, CA	25.6%	Washington D.C.	18.5%
Phoenix, AZ	25.3%	Dallas, TX	17.4%
Jacksonville, FL	24.8%	Oakland, CA	17.3%
Tampa, FL	24.4%	Miami, FL	16.5%
Raleigh-Durham, NC	24.0%	Denver, CO	16.5%
Sacramento, CA	23.7%	Orange County, CA	16.4%

[Business 2.0](#), September 2003

STATE JOB GROWTH STILL FOUND LACKING

California’s economy is improving gradually, but the state won’t see significant job creation until 2005 according to the quarterly UCLA Anderson Forecast. A senior economist projects a 1 percent gain in job growth in 2004 followed by a 2.2 percent jump in 2005. Venture capital investment in California and the nation is on the upswing and consumer confidence appears to be improving. The technology sector is benefiting from a resurgence in spending by businesses, but will not see a significant recovery before 2005. Personal income is projected to increase 3.2 percent this year, 3.9 percent in 2004 and 5.1 percent in 2005. The real estate market is not likely to slow down just yet despite rising interest rates. [Orange County Register](#), September 24, 2003

THE BEST WAY TO FIND A JOB ON THE INTERNET

Finding the right Internet site is important. Niche job sites can help you bypass some of the heavy traffic of online job seekers and connect more directly with the companies you want to work for.

Career Path

Teaching
Engineering
Doctors, Nurses
Pharmaceuticals
Human Resources
Information Technology
Legal
Agriculture

Niche Site

HigherEdJobs.com
EngineerJobs.com
Medzilla.com
RXCareerCenter.com
HR.com
E-ITWizards.com
LegalStaff.com
AgCareers.com

The Wall Street Journal, September 15, 2003

PUTTING TODDLERS IN A NURSING HOME

“Intergenerational” is the new buzzword in the business of caring for both the very young and the very old, as programs around the country join small children with elderly people who might otherwise be cooped up in retirement homes or living alone. The number of facilities with joint care programs has grown by one-third, to close to 1,000 in the past five years. Check out www.gu.org for more information. The Wall Street Journal, September 23, 2003

TOP 10 BUSINESS SCHOOLS

1. University of Pennsylvania (Wharton School)
2. Dartmouth College (Tuck School of Business)
3. University of Michigan
4. Northwestern University
5. University of Chicago
6. Carnegie Mellon University
7. Columbia University
8. Harvard University
9. Yale University
10. University of North Carolina at Chapel Hill

The Wall Street Journal, September 17, 2003

HIGH DEMAND FOR SKILLED AUTO MECHANICS

Skilled auto mechanics are in short supply. Some industry estimates put the shortage as high as 60,000 nationwide. The US Bureau of Labor Statistics says the auto-repair workforce needs to grow by 35,000 a year for the next decade to meet the sharply increasing demand. The shortage is greatest for high-end diagnostic experts whose salaries can exceed \$85,000/year. The shortage is a big reason why auto repairs are so expensive. The Orange County Register, August, 2003

COMPETING FOR TALENT

Half of the country's federal workers can retire in two years. That will put Uncle Sam in the labor market competing for talent. Businesses may find themselves bidding against the feds for the services of computer technicians, health care workers and others in high demand. Several government agencies are planning aggressive recruitment drives, offering bonuses, better pay and top-notch health and pension benefits. [The Kiplinger Letter](#), August 15, 2003

LOOKING YOUR BEST ON THE PHONE

The telephone interview is probably the most tricky and difficult interview to do because you're eliminating one of the key parts of the interview, which is body language. Things to do: Be prepared; Know the latest on the company; Dress professionally (you'll feel more confident if you're not in socks and a T-shirt); Have your "interview voice" ready as soon as you pick up the phone; Smile while talking and stand up (you'll speak more concisely); Have your resume on hand; and Have a list of questions ready. [The Wall Street Journal](#), September 23, 2003

LESSONS FROM THE MOVIE, "SEABISCUIT"

Loyalty with a capital "L" is the distinguishing quality of winners. Loyalty works top-down, bottom-up and side-to-side. It works all around and at all times. It is what makes for great people, winning teams and top-notch organizations. The principles that apply to business in the movie "Seabiscuit" leap off the screen:

1. Perseverance
2. Belief in yourself
3. Resilience
4. Invulnerability to negative evaluations by others
5. Willingness to outwork your opponents
6. Courage to meet challenges
7. Acceptance of risk
8. Pride in your work
9. Impregnable determination

[Orange County Register](#), Business Monday, September 22, 2003

[Trends & Economic Forecasting Committee – September 29, 2003](#)

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CAROCP is Mission Driven – Market Smart!