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CONDITION OF EMPLOYMENT

Labor
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Iowa
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Development



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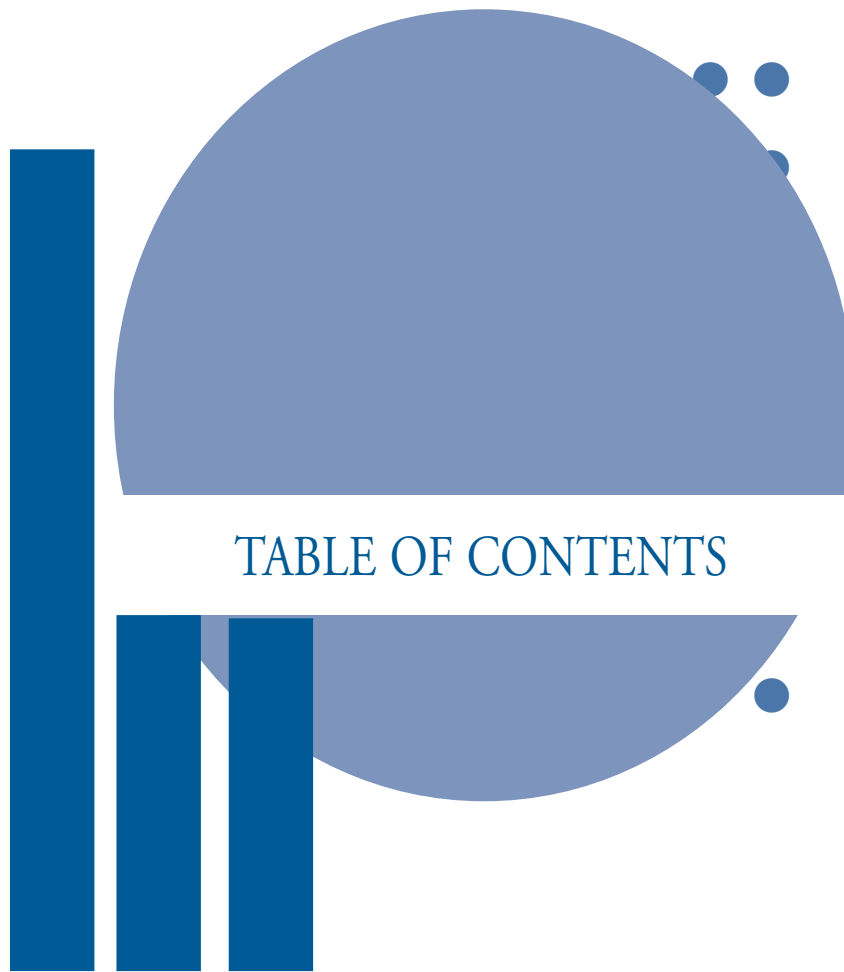
CONDITION OF EMPLOYMENT

Policy and Information Division
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Acknowledgements

Condition of Employment 2003
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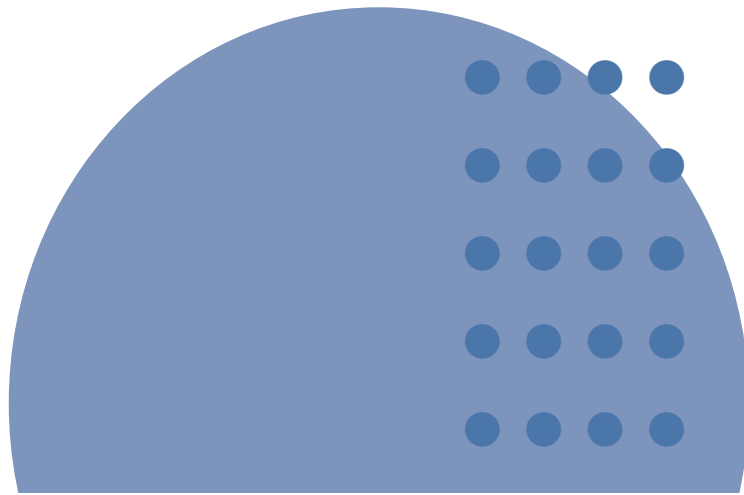
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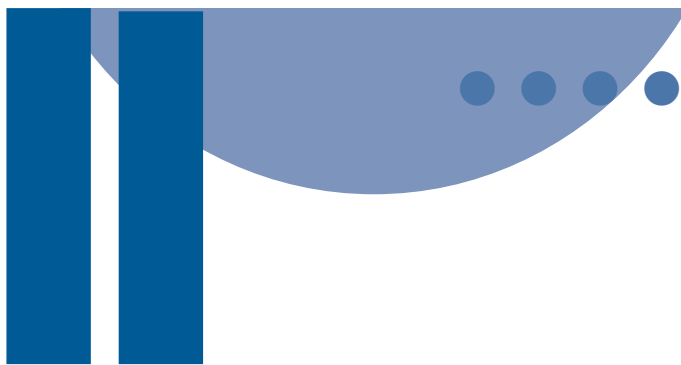
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INTRODUCTION



For much of American economic history, strength and manual dexterity could assure both a job and a reasonably comfortable standard of living. This is no longer the case as the industrial structure of American society has moved from agricultural to manufacturing to a service-producing economy. Today, we are changing the way we look at industries, jobs and, by extension, our economy. One of the responsibilities of Iowa Workforce Development is to study and report on those aspects of the economy that affect the working lives of Iowans – jobs, industrial employment, wages, and occupations. Condition of Employment 2003 is one of the vehicles we use to describe trends in the Iowa economy and the Iowa workplace.

This is the first report in which our discussion of jobs and industries is entirely based on the North American Industry Classification System (NAICS). The NAICS system replaces the Standard Industrial Classification system that was developed during the Great Depression and was designed to meet the needs of an economy where most Americans worked in manufacturing, farming, logging, and other production industries.

In 1982, more than one Iowa job in five was in manufacturing. By 2002, this had dropped to less than one in six. In the same 20-year period, Iowa gained more than 400,000 nonfarm jobs. We are losing manufacturing jobs that require low-wage, low-skilled workers. These must be replaced with higher-wage, higher-technology jobs if we are to continue to prosper.

Technology continues to reshape the workplace and we must strive to train workers capable of meeting these challenges. Today, the most desirable jobs are more likely to require verbal, mathematical, and technological skills than physical strength. An educated and trained workforce is a central requirement for Iowa to compete in a global economy. Advanced technology, globalization of work and the shift to a knowledge-based economy are fundamentally altering the way jobs and organizations are structured. Competition has caused domestic manufacturers to adapt new technologies and recruit workers who can learn and apply the new skills. Technology has infiltrated every corner of our working lives. Devices that did not exist when most Iowans were in grade school have touched even non-technical occupations. A cashier scans our groceries while an automobile mechanic uses a computer to diagnose engine malfunctions.



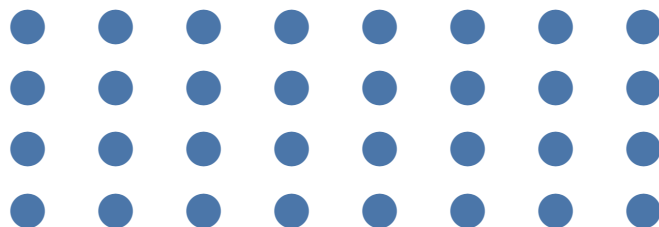
Richard V. Running

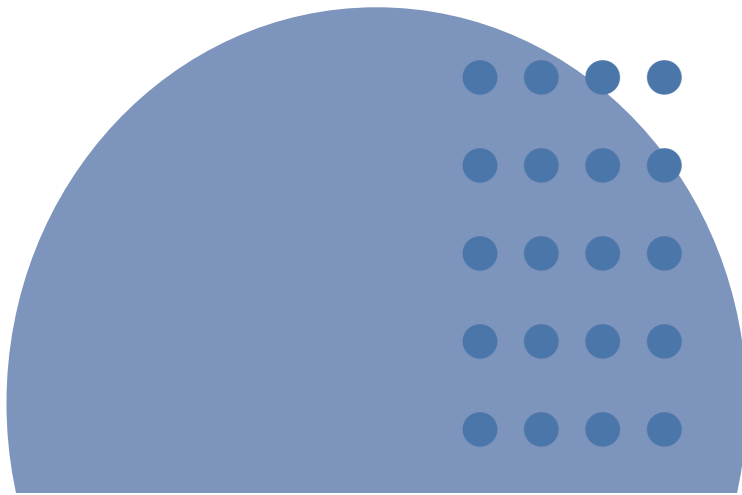
Labor Market Information can help us make informed decisions about our economic lives. For example, we know that wages for college graduates have risen dramatically faster than wages for high school graduates. This information can be used to encourage young Iowans to continue their educations beyond high school. Iowa Workforce Development conducts the Occupational Employment Statistics (OES) Wage Survey. Information gleaned from this continuous survey can be used for career planning or as a guide for employers who wish to pay competitive salaries.

Our goal must be to bring new businesses to Iowa and grow high-wage jobs for Iowa's workforce, in addition to attracting and retaining skilled workers. Our economy must create high-wage jobs for a highly educated workforce. As education is the key to prosperity, we must strive to increase the number of Iowans who have attended post-secondary schools and colleges. We must also work to provide opportunities to educated young Iowans so that they choose to make their lives here at home.

A handwritten signature in cursive script that reads "Richard V. Running".

Richard V. Running
Director





EXECUTIVE SUMMARY



The year 2002 was characterized by a paradox of strong consumer demand, combined with falling stock prices and a decrease in business investment. One of the bright spots in the Iowa economy was exports, which grew by \$100 million over the previous year.

The Iowa unemployment rate reached 4.0 percent in 2002, a number not seen since 1993. A stagnant job market made it difficult for those who became unemployed to find new positions. For workers covered by the Iowa Unemployment Insurance Program, the average duration of unemployment increased from 10.8 weeks in 1999 to 13.4 weeks in 2002.

The mild and late start of winter, combined with historically low interest rates, enabled construction employment to continue late into the year.

The majority of permanent Iowa layoffs during 2002 were in manufacturing, which lost 12,700 workers. Despite hiring by superstores, such as Target and Wal-Mart, Iowa retail employment continued declining from its 2000 peak.

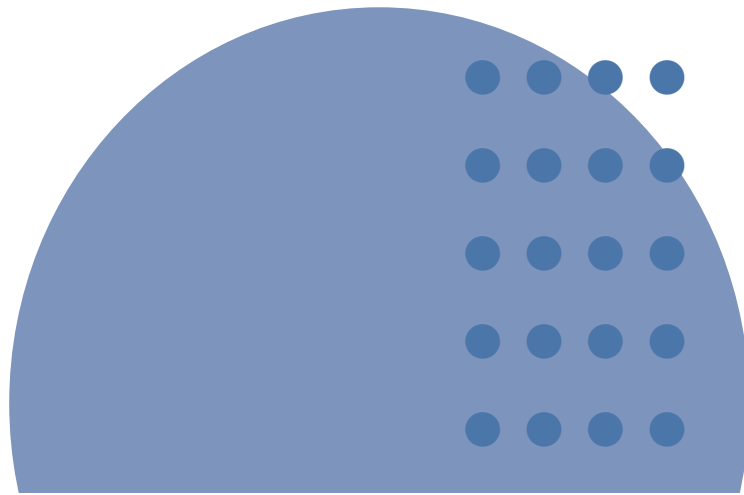
Iowa Workforce Development conducts Laborshed studies for local communities to analyze labor availability. A Laborshed is defined as the area from which a community draws its workers. A total of 40 of these studies have been conducted. Both employed and unemployed workers, in addition to those who are not part of the labor force, respond to these surveys. These responses provide prospective business with valuable information about the potential workforce in a community. For example, a large number of homemakers and retirees expressed a willingness to accept seasonal or temporary jobs. A majority of statewide respondents reported some type of post-high school education.

While the terrorist attack of September 11, 2001 acted as a shock to the Iowa economy, it also led to the creation of several security-related positions, such as passenger and baggage screeners, and air marshals. The Iowa Department of Public Health used grants from the Center for Disease Control and the Health Resources and Service Administration to add jobs in health analysis, disease control, laboratory analysis, stockpiling pharmaceuticals, and health education. In addition the Iowa Homeland Security Initiative was developed to protect the state's people and physical assets.

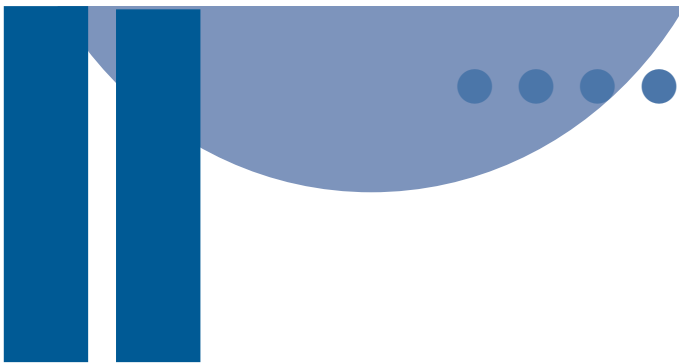
As we look to increase the average wages of Iowans, it becomes increasingly clear that education is a key determinant of wage levels for workers. Some of the higher paying occupations also require the longer periods of study. However, both community college educations and apprenticeships can significantly add to earning potential.

The chapter, Best Ways to Find Jobs, provides useful suggestions for job seekers from finding job leads to preparing for the interview. Researching a company is one of the most important means for convincing an interviewer that an applicant is really interested in a position.





THE YEAR IN REVIEW



As 2002 began, most economists expected the economy to gradually move into a recovery. However, the year that began with so much promise quickly fell flat. Uncertainty about the future impeded any progress toward a well-grounded recovery as the list of things to worry about grew longer. There were constant threats of more terrorist attacks, a turbulent stock market, revelations of corporate malfeasance, strained government budgets, the impending war with Iraq, and, toward the end of the year, sharply rising oil prices. If any progress was made toward a recovery in 2002, it was so subtle that it seemed to parallel the jobless recovery that occurred following the last recession in 1991.

The national recession that started in 2001 was characterized by three key traits: strong consumer spending, substantial declines in business investment, and sharp decreases in manufacturing and in high-tech output. It also marked an end to the longest expansionary period in the history of dating business cycles. A full 120 months had elapsed since the last recession ended in March 1991.

Throughout 2002, roughly two in three manufacturing companies experienced either a decline in sales or flat sales. To remain competitive, many of these companies found ways to expand their businesses through acquisitions, alliances and new product development. They also continued to pursue an aggressive drive to win new customers in the international marketplace. For example, Deere & Company, the state's largest manufacturer, made inroads in developing new markets in such countries as Brazil, China and India. Deere also attempted to increase its share of the farm machinery market in Europe by adding to its product lineup for the region.

Top Ten Manufacturing States December 2002			
State	Manufacturing Employment	Proportion of Nonfarm Employment in Manufacturing	Rank in Nation (By Percent)
U.S.	16,647,000	12.6%	
Indiana	615,600	21.2%	1
Wisconsin	565,600	19.9%	2
Michigan	900,000	19.9%	3
Arkansas	224,900	19.6%	3
Mississippi	206,600	18.3%	5
Ohio	990,300	18.0%	6
North Carolina	693,000	17.9%	7
Alabama	362,700	17.3%	8
Tennessee	456,300	16.9%	9
Iowa	244,700	16.7%	10

Source: Bureau of Labor Statistics, U.S. Department of Labor

Unknown to most Iowans is the importance of manufacturing to the state's overall economic well-being. The fact that the state's nonfarm employment has a high concentration of manufacturing makes the industry an important driver, and one that influences the growth of several other major industries. Based on data for December 2002, manufacturing comprised 16.7 percent of Iowa's nonfarm jobs, which was the tenth-highest proportion in the nation. Nationally, manufacturing accounted for 12.6 percent of nonfarm employment for the same period.

Despite the soft economy, Iowa exports edged up to \$4.8 billion in 2002 compared to \$4.7 billion for the previous year. The state's exports recovered some of the losses that had resulted from the poor Asian economy in 1999 when exports bottomed out at \$4.1 billion. Machinery continued to be the leading export product among Iowa's manufactured goods in 2002, accounting for 21.5 percent of the total. Other primary export products last year included vehicles, meat and electrical equipment.

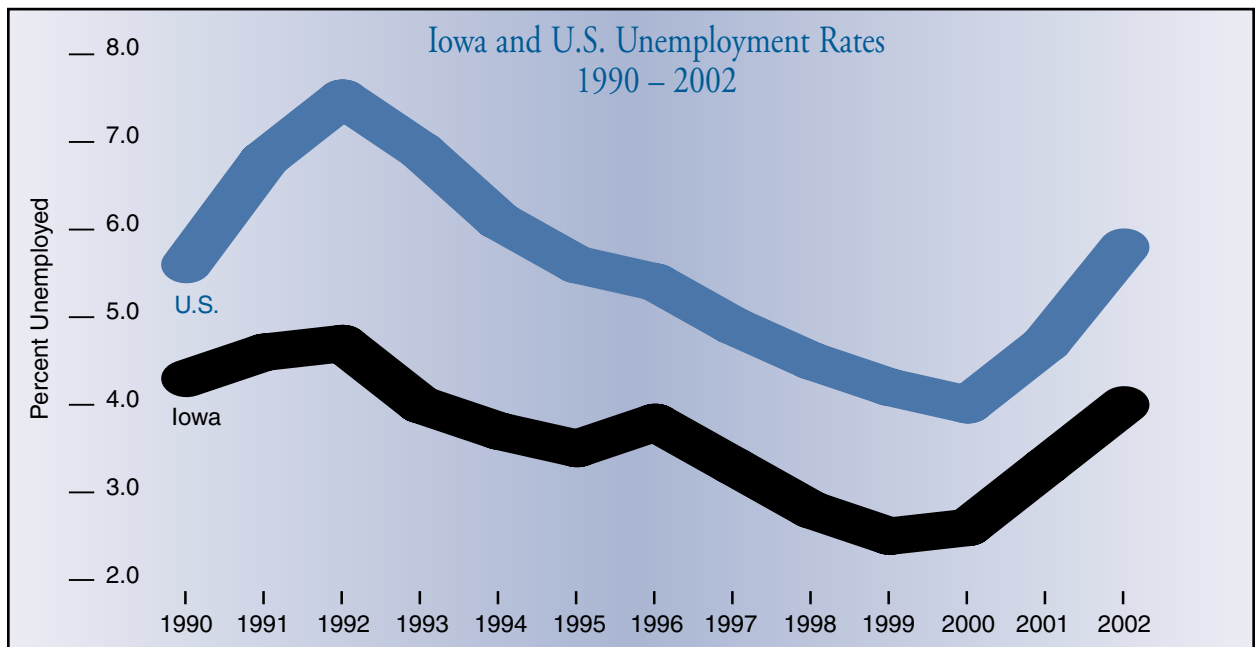
For those individuals who managed to keep their jobs, stagnant inventories created a shoppers paradise. In the housing market, mortgage rates dropped to levels not experienced since the 1960's. Low interest rates triggered a boom in home buying and an even bigger boom in home refinancing, which gave consumers more money to spend. Although the sales of automobiles were down slightly from the previous year, consumers continued to take advantage of zero percent financing. A total of 154,442 vehicles were sold in Iowa last year compared to 165,035 in 2001.



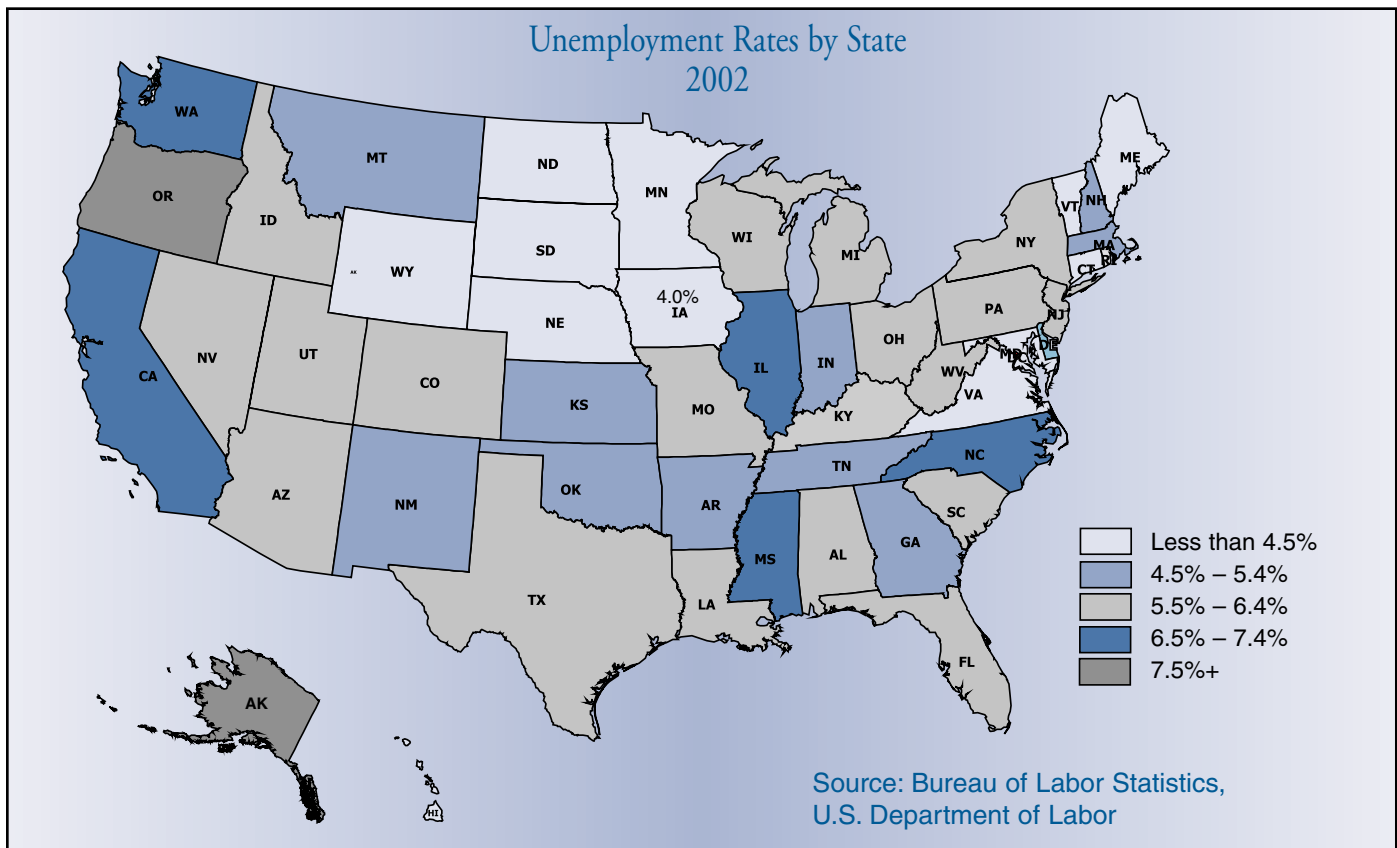
Consumers almost single-handedly kept the economy afloat even though an increasing number of them experienced periods of unemployment last year. Iowa's unemployment rate increased to 4.0 percent in 2002, a substantial increase from the previous year's rate of 3.3 percent. The last time that unemployment averaged 4.0 percent for the year was in 1993. The industries that incurred the heaviest losses were Manufacturing and Trade and Transportation.

Ever since 1987, Iowa's annual average unemployment rate has been substantially below the comparable national figure. Last year followed the same pattern. The U.S. jobless rate for 2002 was 5.8 percent, which was considerably higher than Iowa's annual average rate of 4.0 percent. In addition, jobless rates increased in 47 states compared to the previous year. Two states-Hawaii and South Dakota-had lower jobless rates compared to 2001, and rates for Montana and the District of Columbia remained the same.

Within the state, the counties reporting the higher unemployment rates in 2002 were located near the eastern border. Lee County recorded the highest unemployment rate at 8.0 percent, and continued its long history of falling victim to a steady stream of manufacturing layoffs. Other counties filling out the high five were Clayton County at 6.4 percent, Delaware County at 6.2 percent, Jackson County at 6.1 percent and Des Moines County at 5.9 percent. Relatively low unemployment was experienced in the northwest corner of the state and in the central and west-central counties.



Iowa Data – Labor Market Information Bureau, Iowa Workforce Development
 U.S. Data – Bureau of Labor Statistics, U.S. Department of Labor



The main obstacle facing unemployed workers over the past two years has been the stagnant job market. For this reason, the 2002 statewide unemployment rate of 4.0 percent most likely underestimated the true level of distress in the labor market. As the economy remained flat due to sluggish economic conditions, many people simply dropped out of the labor force because they perceived that there were no job opportunities for them. Discouraged workers are not included in the estimate of unemployed persons because they fail to meet one of the main criteria of being defined as unemployed, namely making an active search for work. Also, more Iowa workers experienced longer durations of unemployment since the onset of the recession. For the group of unemployed people covered under the Iowa Unemployment Insurance Program, the average duration of unemployment increased from 10.8 weeks in 1999 to 13.4 weeks in 2002.

Outlook

An increase in capital spending will be needed to ensure the transition from a recovery to a broad, balanced business expansion. Most economists are reserved in their forecasts for 2003, but expect a strengthening in the job market later in the year. Both the Federal Reserve and the International Monetary Fund share this assessment. As was the case in 2001 and 2002, most of the growth in 2003 will come from consumers and the federal government. The consensus is that widespread robust job gains will not occur until 2004. This would closely mirror the healing period that the economy experienced in the early 1990's. Although the last recession was officially declared over in 1991, strong job growth was not experienced until 1994.

According to a survey of 55 economists published by the Wall Street Journal, companies are expected to start using rising profits to rebuild inventories and make capital improvements in 2003. After two years of cost-cutting, businesses will not be able to indefinitely squeeze additional productivity out of fixed resources. There is already an indication that investment is increasing in equipment and software.

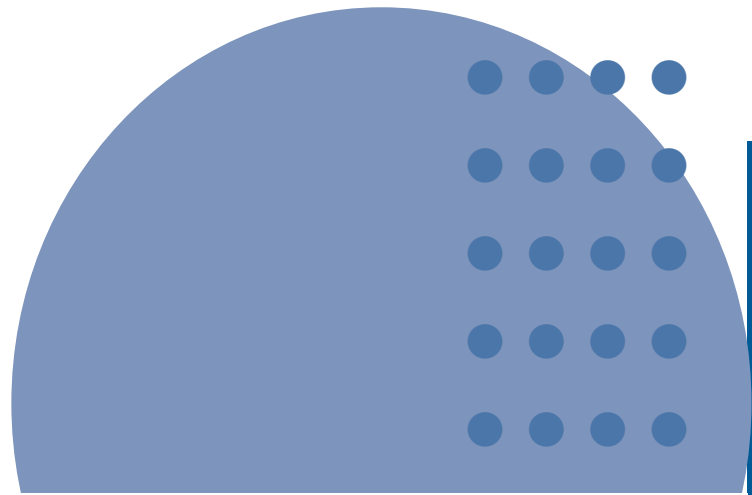
Government spending for defense-related capital goods will also be an important part of the picture in 2003. Although Iowa receives a relatively small piece of the pie, some Iowa companies like the larger, well known Rockwell Collins in Cedar Rapids to the smaller, more obscure ETREMA Products, Inc., in Ames should benefit from these outlays.

What will it take to turn the economy around?

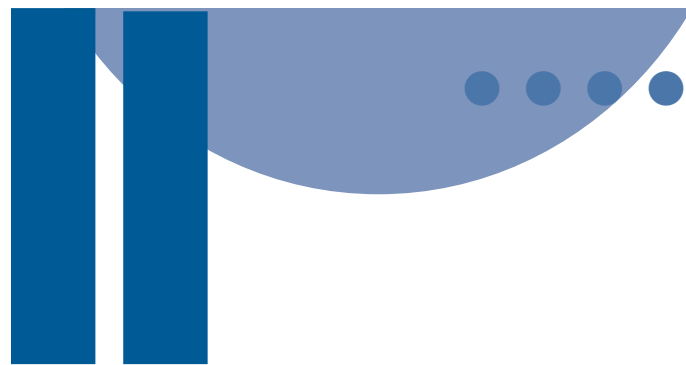
The fact is that a combination of conditions will be needed to build up economic momentum. The most frequently mentioned are: an upward trend in the stock market, a continuation of consumer spending, an improvement in business confidence, a pickup in hiring, an increase in business capital spending, and a reconstruction of Iraq that is achieved with minimal damage to oil production and distribution facilities. It is also important to remember that the pattern of business cycles over time has proven that the economy always bounces back after a downturn. The U.S. economy is truly resilient, and job growth is eventually restored after a recession. This time will be no exception.

– Ann Wagner, Labor Market Information Bureau, (515) 281-8182





NONFARM EMPLOYMENT

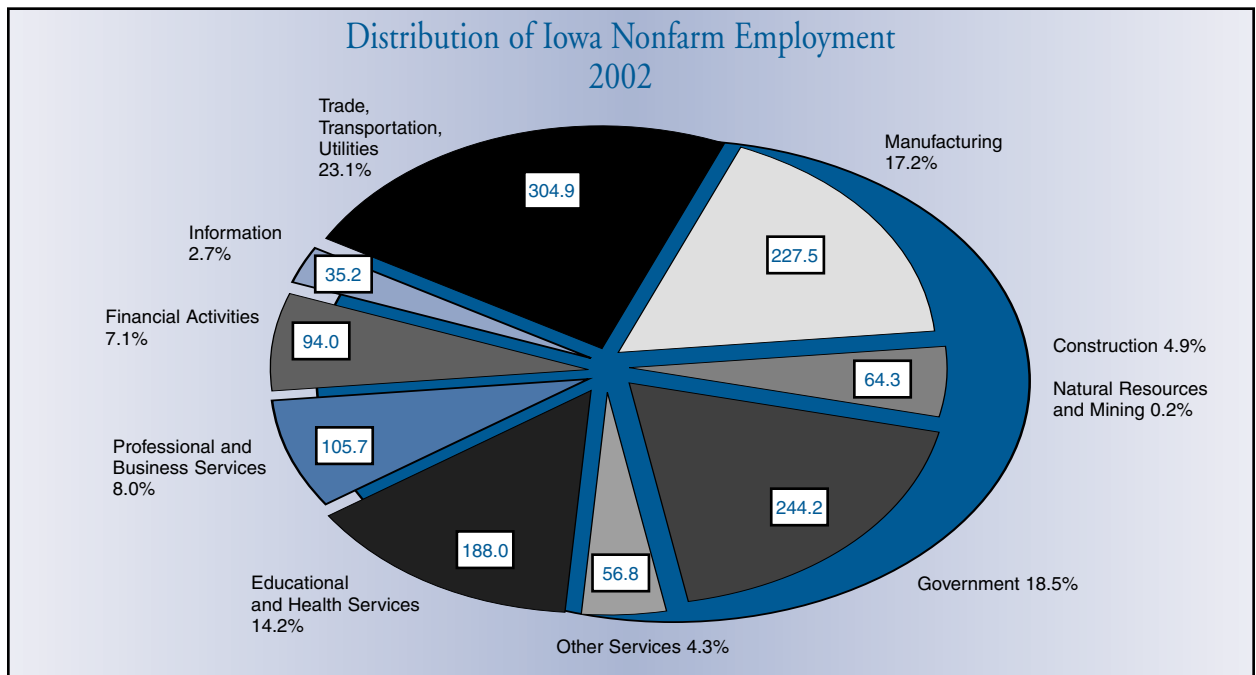


Nonfarm employment in Iowa during the year reflected the economic situation experienced throughout the nation. Buzzwords of 2002 such as recession, recovery, and layoffs filled media reports from Sioux City to Davenport. Employment levels at the end of the year were down slightly, at 1.3 percent from the previous year, while mimicking the month-to-month changes of 2001. However, consumer confidence in 2002 shaken by the events of 9/11, a declining stock market, and the threat of war, kept spending down, affecting both manufacturing and trade.

In 2002, the system of classifying industries in nonfarm employment changed from the Standard Industry Classification (SIC) to the North American Industry Classification System (NAICS – pronounced “nakes”). The NAICS system allows for comparisons among U.S., Canada, and Mexico, and was instituted in conjunction with the North American Free Trade Agreement (NAFTA). Several new industry groups were added, such as Information, Leisure and Hospitality, and Education and Health Services. (Historical data for the past ten years are available for industry comparisons.)

Natural Resources, Construction & Mining

Construction remained firm, actually gaining 100 jobs. The booming housing market combined with low interest rates kept construction and remodeling companies busy throughout the year. In 2002, new single-family housing starts increased by 5.6 percent over the year. The mild start of winter in November and December, in unison with the reconstruction of Interstate 235 (in Central Iowa) and other highway projects, kept road construction moving along right through the end of the year.



Source: Employment Statistics Bureau, Iowa Workforce Development

Manufacturing

Retail Bakers, previously in Retail Trade, have moved to manufacturing under NAICS. Headquarters for manufacturing firms that only provide administrative functions for their companies moved to Professional and Business Services. Printing and publishing moved from Manufacturing to the Information sector.

Of the 104 permanent layoffs or closures that occurred in 2002, sixty-one were in manufacturing. Rockwell Collins, one of Iowa's large manufacturing companies, announced several layoffs affecting more than 800 workers throughout the year. Blue Bird Midwest made headlines when its Mount Pleasant plant closed. More than half the employers announcing layoffs were not expecting to recall workers in the foreseeable future. Other employers indicated that any recall would depend on an economic turn-around.



However, all was not disheartening. By the end of the year, many employers had already begun to recall workers. According to media reports, more than 20 Iowa manufacturers announced new hires or expansions – potentially affecting more than 1,000 workers statewide. Also, hours and earnings for production workers remained strong during 2002. Average weekly hours for the year grew to 41.3 from 40.6 in 2001, while hourly earnings and average weekly earnings were also up 4.4 percent and 5.4 percent respectively.

In October, Engineered Plastics Components in Grinnell announced that, along with the purchase of Pella Plastics, it would be adding 200 workers. A few other employers who announced new hires in 2002 included:

- Winnebago Industries, Forest City
- Roquette America, Keokuk
- Clarke American Checks, Ankeny
- Carbotech, Iowa Falls
- Iowa Quality Beef Supply, Tama

Iowa Nonfarm Employment 1998 – 2002

(In Thousands)

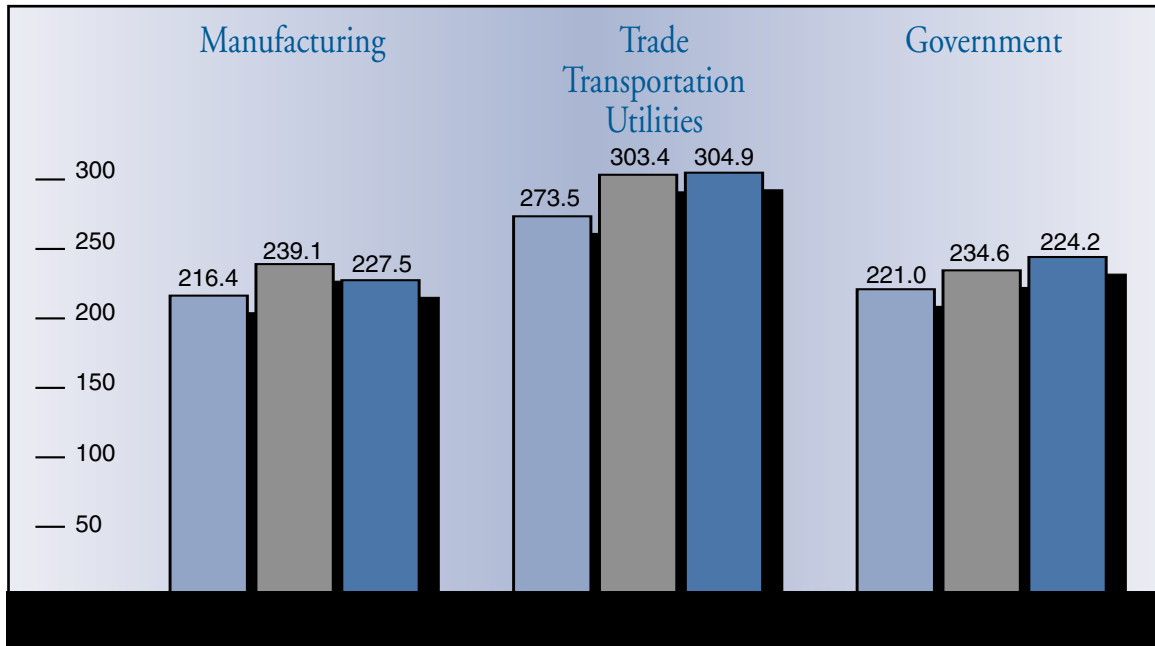
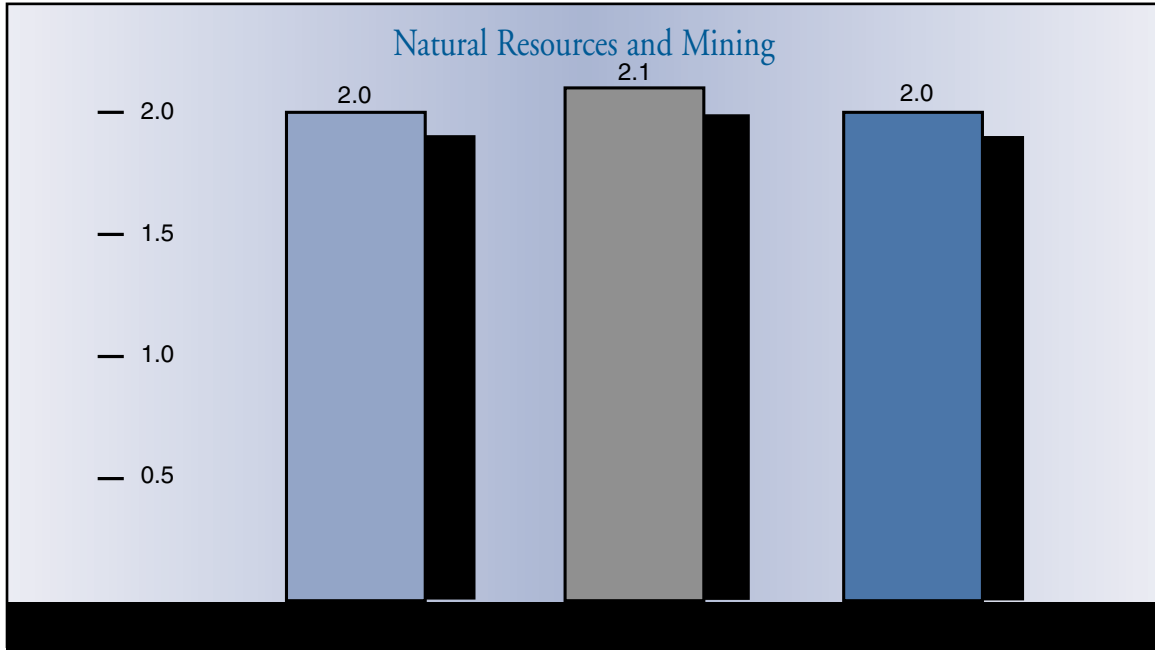
Industry Title	1998	1999	2000	2001	2002
Total Nonfarm	1,442.8	1,468.6	1,478.5	1,465.6	1,447.0
Total Private	1,206.6	1,229.1	1,235.1	1,220.4	1,202.8
Goods-Producing	316.4	320.7	317.5	306.5	293.8
Service-Providing	1,126.4	1,147.9	1,160.9	1,159.1	1,153.2
Natural Resources and Mining	2.2	2.2	2.1	2.0	2.0
Construction	63.3	65.8	63.9	64.2	64.3
Manufacturing	250.9	252.8	251.5	240.2	227.5
Durable Goods	152.6	153.5	154.9	146.3	136.6
Wood Product Manufacturing	10.2	11.2	11.9	11.9	11.8
Primary Metal Manufacturing	8.8	8.3	8.6	8.2	7.5
Fabricated Metal Product Manufacturing	23.1	22.8	23.0	21.9	20.7
Machinery Manufacturing	39.9	38.5	37.6	35.6	32.3
Agriculture, Construction, and Mining Machinery	21.6	20.3	19.4	18.6	16.6
Computer and Electronic Equipment	15.0	14.5	14.1	13.8	12.6
Electrical Equipment	13.5	14.0	14.1	12.7	11.8
Transportation Equipment	20.2	20.8	21.1	19.6	18.7
Furniture and Related Manufacturing	9.4	9.6	10.5	9.4	9.0
Non-Durable Goods	98.3	99.3	96.5	93.9	90.9
Food Manufacturing	49.5	51.0	50.3	50.4	50.2
Grain and Oilseed	6.8	6.8	6.9	6.7	6.6
Animal Slaughtering	26.0	27.1	27.1	28.1	28.6
Paper Manufacturing	6.2	6.1	5.6	5.1	4.6
Plastics and Rubber	16.7	16.5	15.8	14.9	14.4
Trade, Transportation, Utilities	308.6	313.6	315.8	311.3	304.9
Wholesale Trade	69.4	68.8	68.3	68.2	66.0
Merchant Wholesalers, Durable Goods	30.3	30.5	30.6	30.1	29.1
Merchant Wholesalers, Nondurable Goods	34.1	33.9	33.5	33.1	31.3
Retail Trade	184.2	187.2	189.7	186.2	182.5
Motor Vehicle and Parts Dealers	21.3	22.2	22.4	22.3	22.5
Food and Beverage Stores	39.5	39.6	38.7	38.3	37.3
General Merchandise Stores	31.4	31.9	34.6	34.1	33.1
Transportation, Warehouse, Utilities	55.1	57.6	57.8	56.8	56.5
Utilities	8.8	8.7	8.6	8.5	8.7
Transportation and Warehousing	46.3	48.9	49.2	48.4	47.7
Rail Transportation	3.7	3.6	3.5	3.2	3.0
Truck Transportation	24.3	26.1	26.5	26.5	26.6
Information	35.7	38.7	40.4	37.4	35.2
Financial Activities	86.3	89.0	89.7	92.0	94.0
Finance and Insurance	72.8	74.7	74.9	77.4	79.3
Credit Intermediaries	31.2	32.3	32.4	34.1	36.2
Depository Credit Intermediation	21.1	21.3	20.9	21.1	21.8
Insurance Carriers	38.6	39.1	39.1	39.9	39.7
Real Estate and Rental Agents	13.5	14.3	14.8	14.6	14.7
Professional and Business Services	104.3	106.7	107.6	107.3	105.7
Professional, Scientific and Technical Services	37.1	38.5	38.7	38.5	37.4
Management of Companies	7.8	7.7	7.1	7.0	7.3
Administration and Support and Waste Management	59.4	60.5	61.9	61.8	60.9
Educational and Health Services	176.0	178.0	181.9	185.4	188.0
Educational Services	29.1	29.5	30.4	30.9	31.4
Health Care and Social Assistance	146.8	148.5	151.5	154.5	156.5
Leisure and Hospitality	124.1	126.0	125.5	124.1	124.5
Arts, Entertainment and Leisure	19.1	19.4	20.0	20.0	20.4
Accommodation and Food Services	105.1	106.5	105.5	104.1	104.2
Other Services	55.3	56.4	56.8	56.3	56.8
Government	236.2	239.5	243.3	245.2	244.2
Federal Government	20.1	20.4	20.9	19.4	19.6
State Government	61.7	62.9	64.3	64.7	63.0
Local Government	154.4	156.1	158.2	161.1	161.6
Local Government Education	91.4	92.7	93.8	88.7	88.8

Source: Employment Statistics Bureau, Iowa Workforce Development

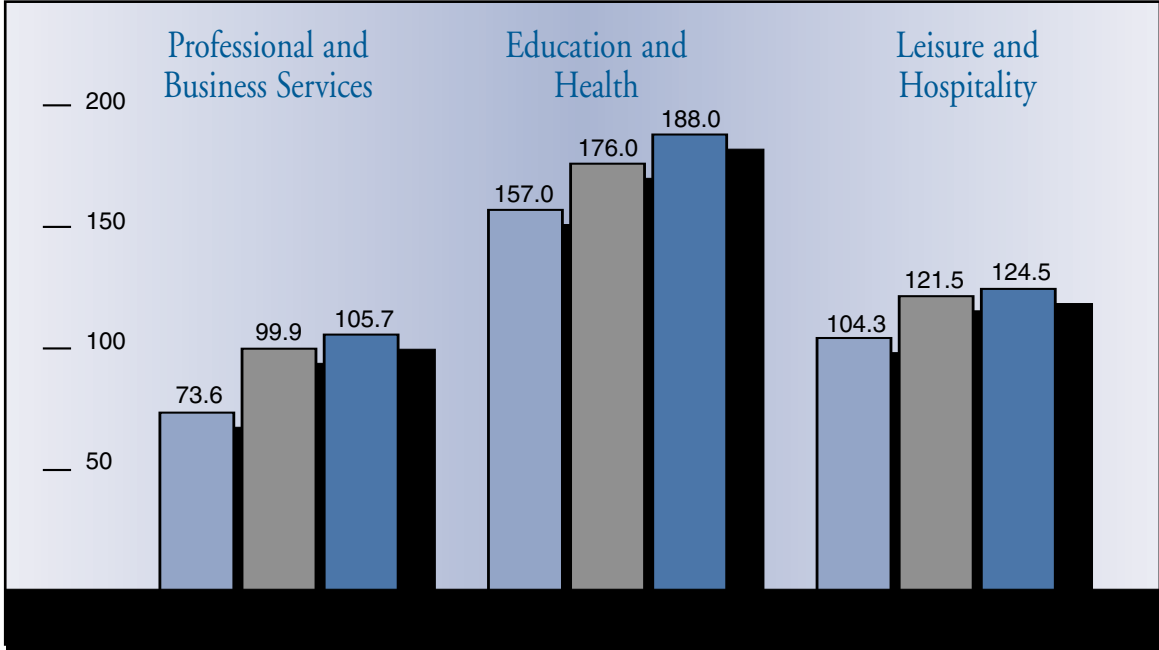
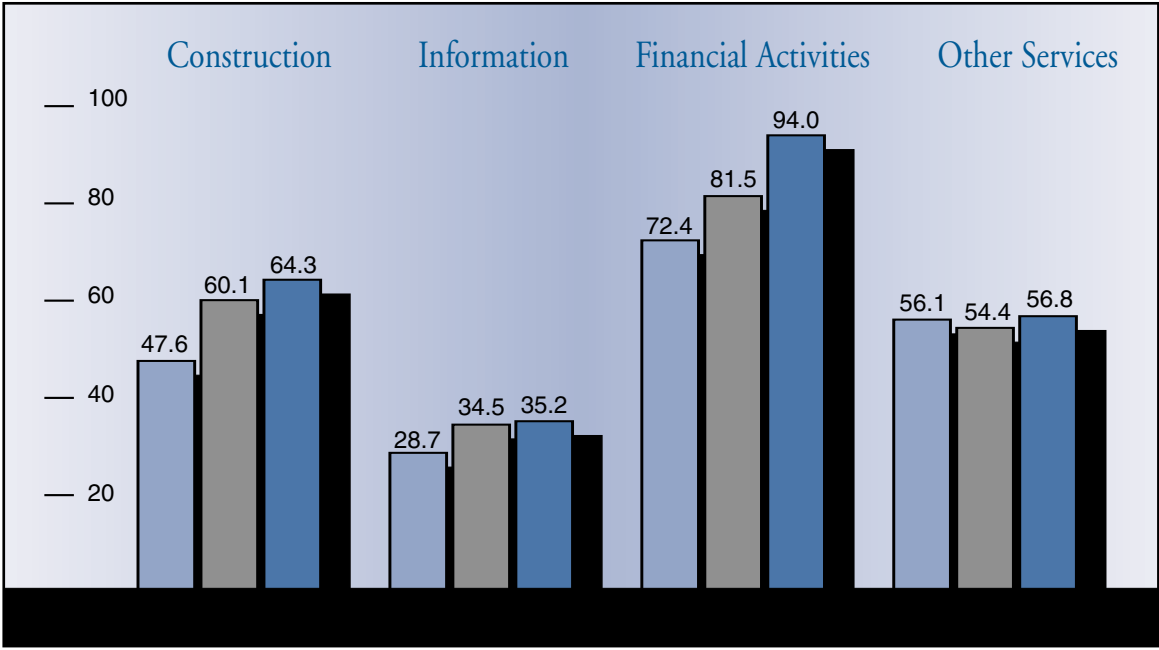
IOWA NONFARM EMPLOYMENT BY MAJOR INDUSTRY GROUP

1992
 1997
 2002

In Thousands



Source: Policy and Information Division, Iowa Workforce Development



Wholesale Trade

Wholesale Trade, which includes business-to-business markets as well as agents under NAICS, lost 2,200 jobs in 2002. This loss was partially due to a ripple effect of declines in both manufacturing and retail trade. The opening of a Family Dollar distribution center in Maquoketa was expected to add 400 jobs to the workforce, partially offsetting decreases in other parts of Iowa.

Retail Trade

Employment in Retail Trade slipped in 2002. While still hiring seasonal workers, retailers were not hiring at the same level they had in the past. At the same time, a few department stores and superstores were able to thrive. Wal-Mart expected to hire as many as 700 workers in new stores in Decorah and Mason City and Super Target announced a new store in Cedar Rapids that is expected to hire 300 new employees. Kohl's Department Store and Marshalls opened new stores, adding more than 200 jobs in Retail Trade. However, other stores were unable to maintain previous employment levels, resulting in a net loss of 1,000 department store workers.



During the flood of 1993, the Hubinger Company tried to maintain production. Early in the flood, when the Keokuk Junction Railway (KJR) could no longer switch the Hubinger plant, cars were temporarily loaded from trucks near the KJR office.

Reprinted by permission of Jeffrey Dobek.

Transportation, Warehousing, and Utilities

The Transportation Sector includes trucking, air transportation and warehousing. Under SIC, this industry included waste collection, which has moved to Administrative & Support and Waste Management and Remediation Services under NAICS.

In August, Consolidated Freightways announced it was closing, affecting 80 workers statewide. Media reports also told of H & W Express closing, affecting 70 workers. Laidlaw Transit, one of Iowa's lead transportation providers, announced a layoff of 90 workers in June. Northwest and American Airlines both announced nationwide layoffs as well.

Information

Information is one of the new industry sectors in NAICS. Information includes cellular and other wireless telecommunications, Internet publishing and broadcasting, Internet service providers, and Web search portals, as well as newspaper, book and directory publishing. Over the two last years, employment in Information has dropped dramatically - from a high of 41,300 in June 2000, to a low of 34,800 in December 2002. Layoffs at WorldCom/MCI contributed significantly to the decrease. Since June 2002, WorldCom has laid off more than 300 employees.

Financial Activities

Financial Activities includes finance companies such as credit card agencies, insurance, real estate, rental and leasing, and banks.

Finance demonstrated significant gains in 2002. Low interest rates stimulated home purchases and refinancing, boosting employment in real estate and mortgage companies. Wells Fargo Home Mortgage in Des Moines announced plans to hire 400 additional workers in October.

A combination of low interest rates, an unstable stock market, concerns about Social Security, and the need for retirement planning helped spur growth in financial planning companies.

Professional, Technical, and Business Services

Professional, Technical, and Business Services lost 1,600 jobs from 2001 to 2002. A large part of this decrease was the result of a dip in Administrative and Support Services as several large advertising companies announced layoffs or closures during the year. JII. Promotions announced they were closing, affecting 78 workers in Red Oak, CMF & Z LLC announced a permanent layoff affected 43 workers, and American Identity laid off 50 workers. APAC (a large telemarketing employer) closed several offices and laid off workers primarily in Eastern Iowa. The closures and layoffs at APAC affected 338 workers.

Education and Health Services

Education and Health Services includes K-12 schools, colleges and universities, vocational schools, education support services, hospitals, medical service providers, nursing homes, and social assistance services. It remained level with 2000 and 2001 employment.

Leisure and Hospitality

Leisure and Hospitality is a new industry under NIACS, and includes restaurants (formerly in Retail Trade) and hotels/motels. Employment in Leisure and Hospitality dipped slightly in 2002, mainly in Accommodation and Food Services (hotels, motels, full-service and fast-food restaurants).

Other Services

This miscellaneous category includes such services as Packaging and Labeling, Convention and Trade Shows, and Other Services (Bartering Services, Auctioneers, Bottle Exchanges, and Inventory Services). In 2002, employment jumped by 500 jobs. This category includes traditionally smaller businesses that tend to have short life cycles. Therefore, employment from month-to-month and year-to-year fluctuates somewhat.

Government

Iowa, like most states, experienced budget shortfalls in 2002. This led to a decline of 100 jobs in State Government. However, most of the job cuts were through early retirement options. Two of the three state universities, the University of Iowa and Iowa State University, announced layoffs affecting more than 100 workers combined. The Iowa Department of Judicial Administration, Department of Human Services, and Department of Transportation also announced layoffs that totaled more than 150 jobs lost.

Conclusion

Although new housing starts have slowed, interest rates remain low, and work continues on road construction throughout Iowa. Consequently, employment in construction should remain solid. Manufacturing orders for January 2003 were at the highest level since May 2001, increasing to \$327.1 billion, shipments increased 3.2 percent, and unfilled orders and inventories were both down. This could be good news for the manufacturing sector, signaling a turn-around in employment.

By the end of 2002, many companies had already begun recalling workers. Retail sales and e-commerce sales increased in fourth quarter 2002, possibly signaling a rally in consumer spending. Superstores and department stores expect to hire more than 500 workers in the coming year.

Transportation traditionally picks up with seasonal increases in the spring and summer, and there is potential for additional increases in employment as wholesale trade expands and manufacturing boosts production. Information, though losing some employment due to the dearth of hard-copy printing, should stabilize through the next year as Internet and other electronic communications reclaim their niche. Finance may suffer losses in the next year, mainly as the stock market struggles to even out and there is a potential for rising interest rates. Professional, Technical, and Business may see little change in 2003. Educational and Health Services should also remain fairly stable throughout the coming year. Leisure and Hospitality may show some gains as people seek to find ways of relieving the tension of wartime news. Other Services will likely remain steady.

Federal Government employment may show some increases relating to security at airports and other strategic sites, although State Government may face possible layoffs.

– Yvonne Younes, Employment
Statistics Bureau,
(515) 281-8515





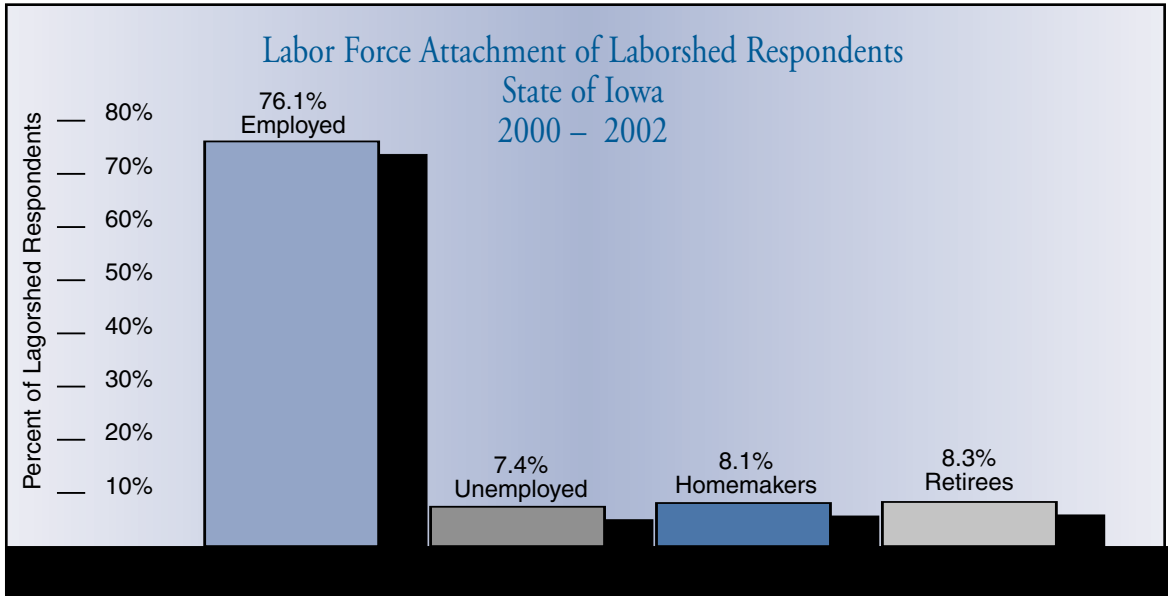
MEASURING LABOR AVAILABILITY

The availability of a well-trained and educated labor force continues to be among the top three important location factors for businesses considering expansion or relocation. Iowa Workforce Development (IWD) is working with economic developers and businesses across the state by conducting Laborshed studies to measure and analyze the availability of labor and the characteristics of those who are entering or re-entering the workforce, remaining with their existing employer or willing to change jobs.

Across Iowa, communities have been faced with historically low rates of unemployment. Even though local unemployment rates have increased slightly, they continue to be below the national average. This has led to the incorrect assumption that economic growth cannot occur.

**“Current, accurate labor availability data
is critical to economic
and community development efforts.”**

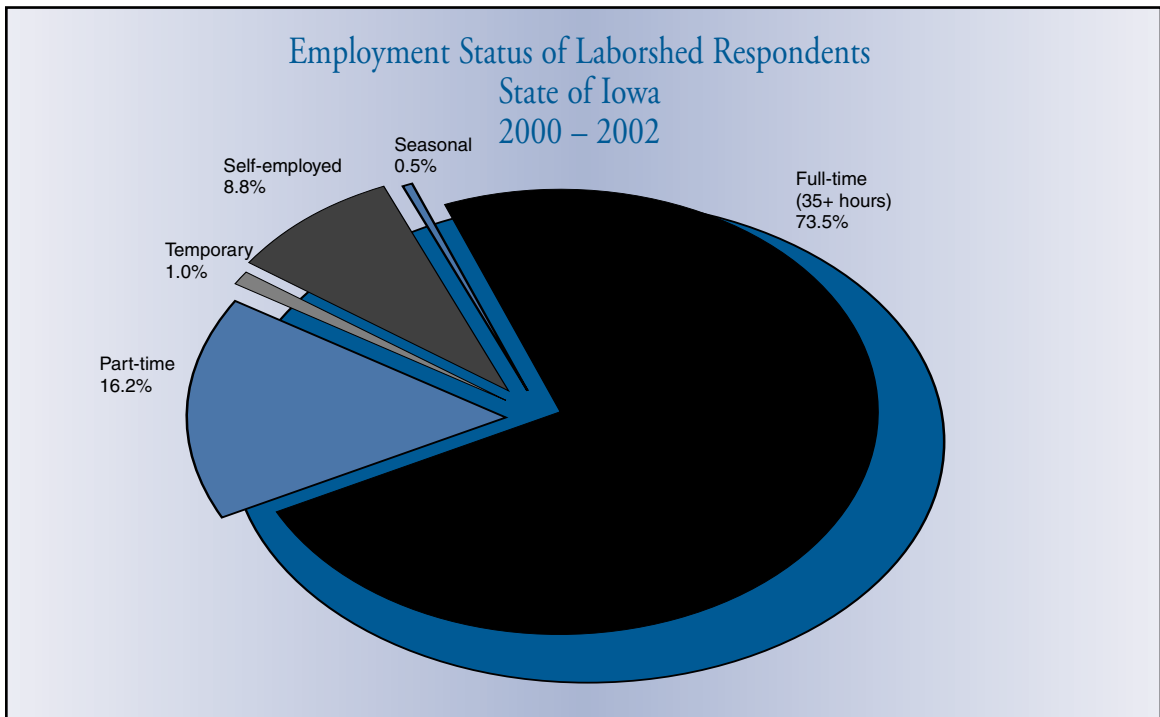
Jim Gosset
Executive Director
Carroll Area Development Corp.



Source: Workforce Research Bureau, Iowa Workforce Development

A Laborshed study is a unique labor market information tool that analyzes the skills, wages and other conditions that might induce workers to change or enter employment. A Laborshed is defined as the actual area or nodal region from which an area draws its commuting workers. These regions typically extend beyond the confines of county and state political boundaries that are historically used to delineate most labor information.

Once the Laborshed area is determined, a random sample of the population is surveyed and characteristics such as skills, education, industry, wages, benefits, distance willing to commute and job search sources can be analyzed to show the community's potential for available labor and how business can best use resources for continued growth.



Source: Workforce Research Bureau, Iowa Workforce Development

“A primary concern of most businesses currently exploring locations for expansion/relocation and/or investment opportunities is the availability of labor, not only the total number of potential workers, but their skill levels and degree of trainability. The Laborshed study completed by Iowa Workforce Development answers all these questions and more!”

Steve Ames
Project Manager
Quad City Development Group

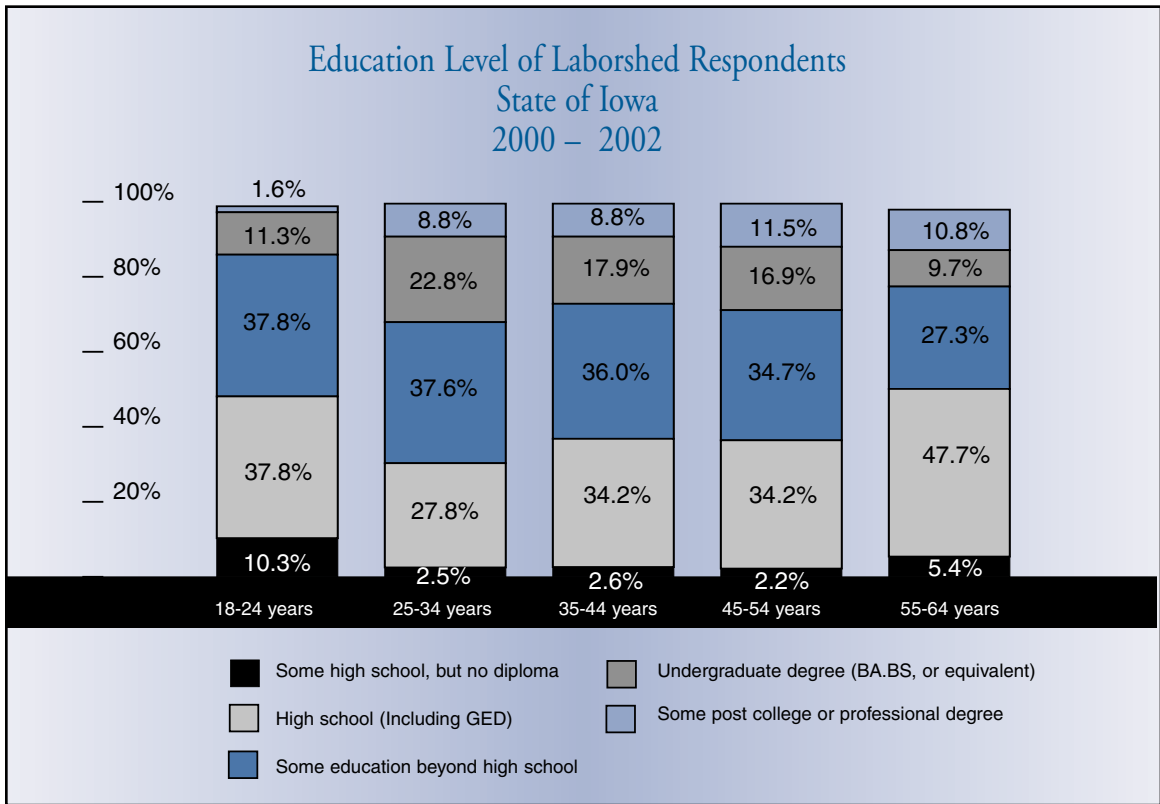
Industry Composition Statewide Laborshed 2000 – 2002	
	Percent
Agriculture/Forestry/Mining	7.8%
Construction	4.8%
Manufacturing	15.8%
Transportation/Communications/Public Utilities	5.9%
Wholesale Trade	1.9%
Retail Trade	10.4%
Finance/Insurance/Real Estate	5.6%
Health Care/Social Services	14.4%
Personal Services	5.8%
Entertainment and Recreation	2.4%
Professional Services	7.3%
Public Administration/Government	5.6%
Active Duty Military	0.2%
Education	8.7%
Other	3.6%
Total	100%

Over the last year, Iowa Workforce Development (IWD) has conducted 29 Laborshed studies across the state bringing the total to 40. Generalizations based upon the 40 Laborshed nodes across the state show over three fourths (76.1 percent) were employed while almost one-fourth was considered not-employed at the time of the interview. The not employed not only consist of unemployed but also homemakers and retirees. The unemployed from Laborshed studies should not be confused with the unemployment rate. The unemployment rate is a measure of individuals who are not employed during the reference week and currently seeking employment as defined by the Bureau of Labor Statistics (BLS). The percent identified as unemployed in Laborshed studies is always higher as this measure is self-reported and includes individuals who are actively seeking

employment, in addition to those who are not actively seeking employment, such as students and discouraged workers. Most respondents (73.5 percent) have full-time work experience (35+ hours a week). Homemakers and retirees interested in re-entering the workforce desire temporary and seasonal employment opportunities (77.2 and 73.5 percent respectively).

Of the statewide respondents, 59.8 percent reported to have some type of education beyond high school. One-fourth (25.5 percent) reported having an undergraduate, postgraduate or professional degree. When looking at education by age, the graph below illustrates that within all of the age ranges about 30 to 40 percent are likely to attain education beyond high school. This may illustrate how well the community colleges are meeting the educational needs of the non-traditional/older student across the state. This graph also illustrates that individuals between the ages of 25 to 44 are more likely to have attained an undergraduate or post college education.

Most respondents (15.8 percent) have work experience in manufacturing, followed by health care/social service (14.4 percent), retail/wholesale trade (12.3 percent) and education (8.7 percent).

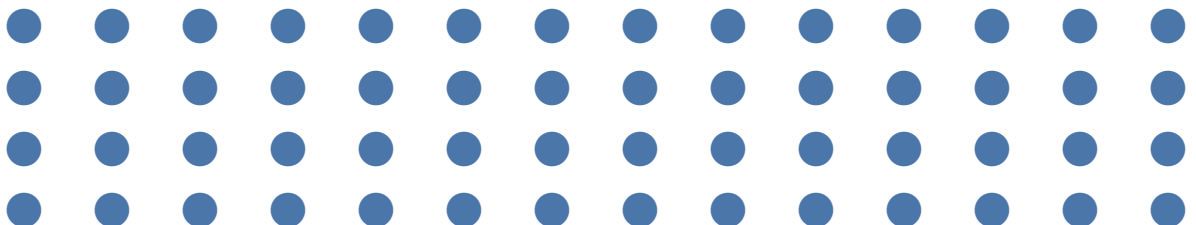


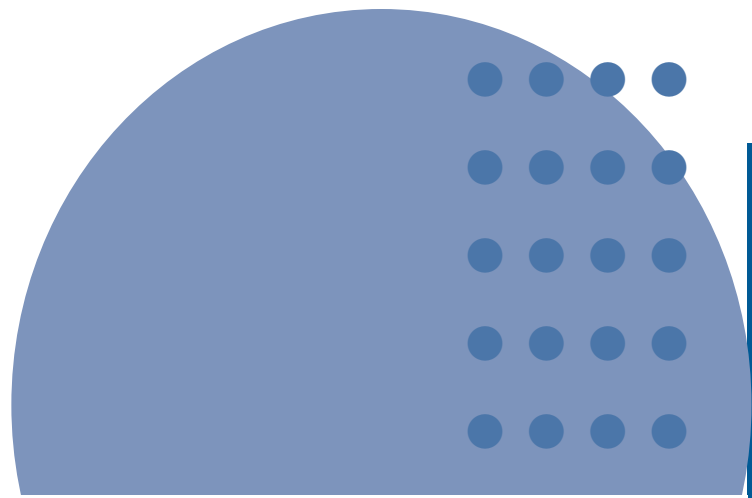
Source: Workforce Research Bureau, Iowa Workforce Development

Businesses and site selectors are actively using the data obtained from Laborshed studies to assist in their expansion decisions. In the past year, Winnebago Industries decided to build a new 300-employee plant in Charles City; H & H Trailer Company decided to open a new location in Clarinda creating 100 new jobs; and Textron Fastening Systems decided to expand creating 150 new jobs in their Decorah plant. In addition to businesses, several communities are using these data in their marketing efforts for business expansion and retention.



– Teresa Taylor, Workforce Research Bureau,
(515) 281-8181





NEW JOBS IN IOWA POST – 9/11



World War II brought about significant change in the world of work, as women were called to fill jobs previously reserved for men. At war's end, repressed demand and soaring prices caused women to remain in the labor force. For some, this filled a monetary need; for others, a newfound satisfaction. Wartime volatility will often dictate the direction in which a nation is taken. When war arrives on the heels of an existing economic slump, it helps to shape the magnitude of change required to adapt to new circumstances.

The terrorist acts of September 11, 2001 will also prescribe a degree of change to the employment scene. Coupled with the recession that began in March of that year, the events triggered a drop in confidence and employment nationwide. In Iowa, the unemployment rate rose from 3.1 percent in August 2001 to 4.0 percent by October 2002.

Though many jobs have been lost through resultant layoffs and employers hesitancy to hire, a small quantity of jobs has been created in Iowa at various levels to address current security concerns. Likewise, new duties are being integrated into existing job descriptions to achieve adequate preparedness.

Federal Initiatives

In November of 2002, the U.S. Congress approved the formation of the Department of Homeland Security (DHS) to streamline the efforts of 22 separate agencies to protect the nation from terrorist attack. Part of the reorganization involved creating the Transportation Security Administration (TSA). TSA was initially set up to secure aviation by shoring up passenger and cargo screening and by adding federal air marshals. Throughout 2003, protection will be extended to include all other forms of public transit, ports, bridges, highways, and infrastructure.

The TSA federalized the jobs of passenger and baggage security screeners at 429 commercial airports. This included eight Iowa airports: Burlington, Cedar Rapids, Des Moines, Dubuque, Fort Dodge, Mason City, Sioux City, and Waterloo. When hiring is complete, there will be a substantial increase in staff compared to the former private contractor set-up. Federal pay represents a significant increase over what workers made previously. Further, the package now includes benefits and better opportunities for promotion. The number of air marshals hired remains classified and hiring is complete, but Iowa saw an increase in this area of staffing, as well.

Kirkwood Community College in Cedar Rapids is the first recipient of a \$3 million grant from the Center for Disease Control (CDC) to establish a National Mass Fatalities Institute. The institute is designed to coordinate state, local, and federal efforts to better prepare for and respond to a possible disaster in communities large or small across the nation. To date, about 12 trainers have been hired on a contractual basis to assist various community leaders, first responders, attorneys, and clergy. Three training options are available: 1) the Internet, 2) on-site in Cedar Rapids, or, 3) off-site. Trainees learn how to provide a professional and compassionate response while still protecting evidence.

State Initiatives

After the national DHS was created, each state was charged with coordinating its own local security entities with federal monetary assistance. Iowa's governor appointed the Emergency Management Division Administrator as the state's homeland security advisor to oversee homeland



security activities in the state. Several state agencies are taking lead roles to address Iowa's preparedness. Among these are the Emergency Management Division (EMD), Departments of Public Health, Public Safety, Public Defense, Transportation, Agriculture and Land Stewardship, Information Technology, Iowa Board of Regents, and the Iowa Communications Network (ICN). Iowa's first responders (law enforcement, firefighters, emergency and other medical and public health personnel) also fall under the umbrella of Iowa Homeland Security, joining state efforts with local, frontline personnel and facilities.

Initial efforts focused on determining Iowa's assets and current level of preparedness to handle and prevent a terrorist attack. With fewer bridges, skyscrapers, stadiums, etc., Iowans tend to be less apt to view themselves or their resources as prime targets. Each state has assets, however, and may be just as vulnerable as the next. Recognizing this fact, EMD, government, and private-sector partners collaborated to develop the Iowa Homeland Security Initiative, which is a comprehensive blueprint for Iowa's plan.

Federal grants from the Centers for Disease Control (CDC) and Health Resources and Services Administration (HRSA) have allowed the Iowa Department of Public Health (IDPH) to add perhaps the largest share of new jobs to the state economy. The agency is charged with four lead roles in the event of an attack: 1) Public Health, 2) Radiological Health, 3) Mass Fatalities, and 4) Medical Services. To achieve preparedness, roughly two dozen positions have been filled as spelled out in the grants. Positions range from directors to support staff and each is vital to the plan. Duties cover: strategic oversight, planning, procurement, coordinating government layers, training, health analysis, disease control, lab work, stockpiling pharmaceuticals, epidemiologic surveillance, information technology, or educating public health and medical professionals, and the general public. The grant includes funding for similar assignments at the University of Iowa Hygienic Laboratory to work in concert with government.

Most of the IDPH jobs partner with existing readiness plans under the Emergency Management Division. The DHS gives the two entities the opportunity to work together to combat potential bioterrorism in the state. Initial grants allowed EMD to hire planners to draw up a master strategic plan and to handle bioterrorism mitigation. EMD has created an Exercise and Evaluation Bureau and hired training specialists to perpetually review Iowa's readiness. Funding for the bureau comes from various federal sources, including the Department of Homeland Security and Federal Emergency Management Agency. Additionally, the bureau works with and obtains monies from other state agencies for services rendered. After a period of planning and training, exercises ranging from paper scenarios to full-scale response are performed. Deficiencies are discovered, recommendations made, then improvements are implemented. EMD also has aspirations to find new funding streams. These may allow hiring of operations officers to channel resources where needed, plus planners to enhance capitol complex security beyond measures already taken.



One of Iowa's critical assets is its agricultural base. Accordingly, agri-terrorism has become an area for concern. Iowa ranks first in the nation in pork production and fifth in beef production. The state's 15 million hogs reside mostly in confinement sites, which are conducive to the rapid spread of infectious disease. Veterinarians will be on the front lines with other professionals – recognizing the early symptoms and preventing the spread of potential disease-related attacks, helping with surveillance and possibly euthanasia of livestock.

The Department of Agriculture and Land Stewardship has always been the state's main proponent of agriculture-related protection. Though no jobs were formally added to the Department, re-organized efforts are under way to step up security. Access to food processing plants is now monitored even more stringently. Training has been increased to educate frontline producers on ways to better protect their properties. Rapid veterinary response teams are forming statewide to augment preparedness and quickly eradicate disease outbreaks. The Iowa Rapid Veterinary Information Network (IRVIN), established in December 2001, now provides a swift means of connecting Iowa veterinarians through the e-mail system. Similar efforts are underway to protect Iowa's crop and water resources.



Local Business Activities

Today, businesses are forced to view security issues in different ways. This may run the gamut from securing information stored electronically (“disaster recovery”), to rethinking travel assignments, communicating more timely during a disaster, protecting the premises and personnel, or insuring buildings and contents. Industries that specialize in these concepts are finding new markets.

Kevin Maher of Ames founded GlobalVetLink just before 9/11. This company's efforts will provide a beneficial communications contribution to Iowa's and the nation's security through its Internet-based tracking of livestock movement throughout the state(s). In addition to time savings in the case of a disease outbreak, the business helps to standardize the myriad of regulations involved in transporting animals and to reduce errors in transferring information from paper documents to a database.

As of November 2002, a federal mandate required all commercial insurers to offer terrorism insurance, though no company is required to purchase. Federal funds provide back-up support based on fixed circumstances. Some lenders have insisted their higher risk customers carry the insurance, but nationwide, few are buying. This is largely due to high cost and limited coverage. Marsh, Inc., the world's largest broker, with offices in Des Moines, reports that less than 20 percent of their major corporate clients nationwide are purchasing. Even fewer Iowa clients have purchased. Those who did buy purchased because coverage was considerably more reasonable than elsewhere in the country. Generally, Iowa insurers have not hired additional staff to handle casualty insurance on Iowa businesses.

Surprisingly, Iowa had slightly fewer security guards licensed in 2002 than in 2001. Further research indicates that wages have only risen slightly since the 9/11 attacks and licensure qualifications are no stricter. Currently, average hourly wages statewide range from \$6.80 for entry-level to \$10.98 at an experienced level. Guarding remains a low-paid, high-turnover occupation. This may reflect the idea that citizens or businesses somehow feel a lower threat level in a more rural state. Also, many part-time jobs have turned into full-time jobs with a greater use of overtime, as witnessed by Davenport-based PerMar Security Services.

If businesses are not feeling a threat to their physical structures, they are certainly acknowledging a greater need to beef up their cyber-security, keeping sensitive information on computer networks out of the hands of potential intruders. Already recognized as a vulnerability issue during Y2K years, the 9/11 attacks drove home the importance of having a back-up disaster recovery plan for sheer continuity of business.

Not only has this burgeoning industry survived budget cuts in the business world, but it is also expected to represent a new hiring frontier within crisis management in the years ahead. Kingland Systems Corporation, itself a producer of disaster recovery software applications, maintains three IBM servers on-site and off-site as a back up. If disaster would strike its Clear Lake-based headquarters, real time data copied at the offsite facility would provide a seamless transition for business continuity.

Due to fears of air travel after the attacks, employers began to view videoconferencing as a viable alternative to air travel. The Iowa Communications Network (ICN) in Johnston established itself years ago as a leader in this field, giving Iowa a significant leg-up on ensuring the state has a solid means of emergency communication. Authorized users communicate via high-quality, full-motion video, high-speed Internet connections, and telephones in fields such as government, telemedicine, and education. According to Kay Slouha, ICN Regional Scheduler at Kirkwood Community College, this network has been used extensively for training of Iowa Homeland Security first responder personnel.

Individual Ingenuity

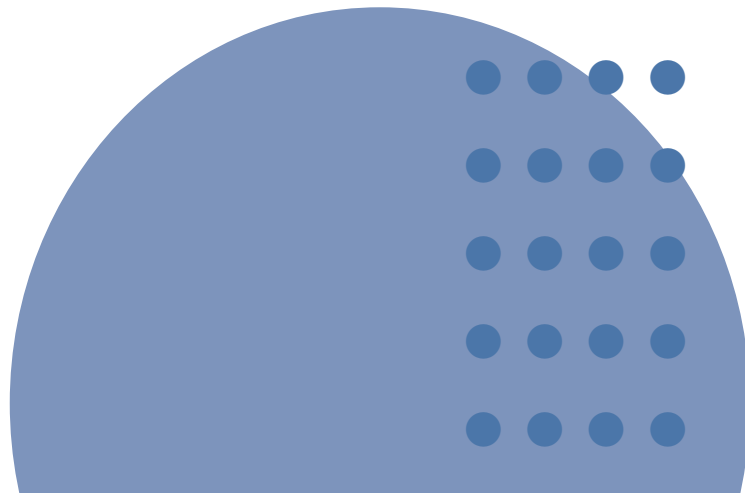
Solutions to problems do not always require a grand-scale fix. When bombs triggered by the opening of a mailbox besieged southeast Iowa, Doug Sorenson created a new product. His Burlington-based company, Safety View, offers clear, polycarbonate mailbox doors that allow citizens to view contents of their boxes prior to opening.

Since September 2001, a new world now embodies having to prepare for and respond to the potential of terrorist attack. Iowa's labor response has predominantly involved hiring at the state and federal levels in accordance with new federal mandates under Homeland Security. At the local level, some hiring has been done, but more often individuals are assigned additional duties to cover new security needs.

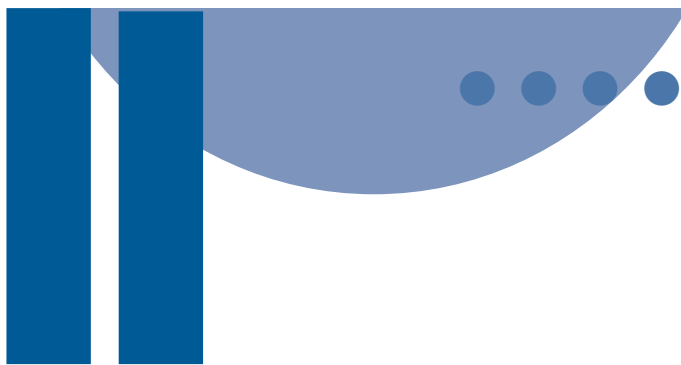
Security changes represent unfamiliar territory in new times. Yet, who could have forecasted the degree to which the country would rebound from the world events of the 1940's? Then, as now, we change and adapt according to the contemporary condition. Hardships and crises spawn creativity, after all, often evolving new technologies and products that define a new norm.

The Iowa Homeland Security Initiative is ripe with opportunity for new business development, whether the need arises in Iowa or provides products or services to other states. Future international developments, fund availability, and shifting priorities will determine the extent to which further expansion in these areas will be needed.

– Wendy Gerrish, Labor Market Information Bureau, (515) 281-5116



HIGHER EDUCATION YIELDS HIGHER PAY

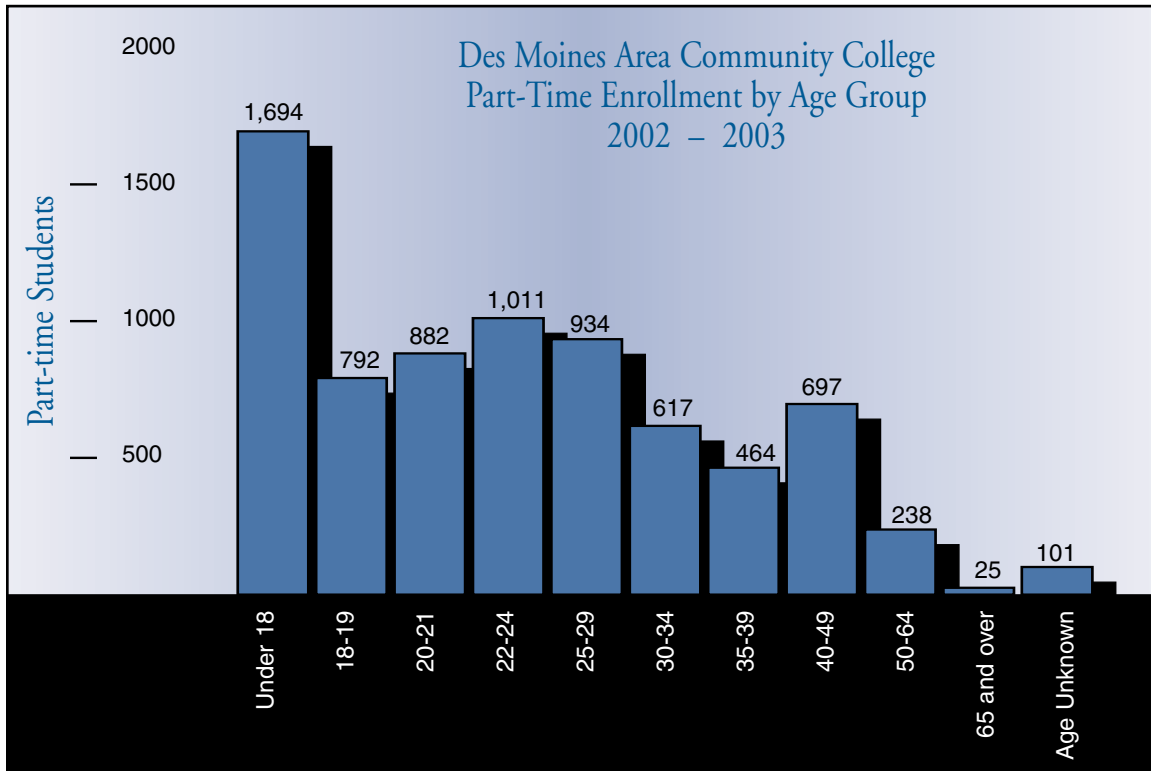


Are you looking for a higher paying job? Have you considered going back to school? There is no disputing the fact that, on average, more education means more money. College is expensive, in dollars and time. However, the economic benefits of investing in oneself can last a lifetime.

Even after settling into jobs, many employees find themselves going back to college to obtain a degree in order to advance. It is a good idea to stick to a course of study that emphasizes critical thinking and interpersonal skills, along with time-management, research, problem solving, writing, and technical training. This allows for the flexibility necessary to survive in a world where changing careers three times and going through seven jobs is the norm.

Having a college degree is one of the best ways to gain and maintain a competitive edge in the workplace. College graduates enjoy advantages ranging from more job opportunities to better salaries over their non-college-educated counterparts.

Post-high school education offers promotional opportunities. Supervisors often interpret having a college degree as a sign that workers are serious about their job, know how to learn new skills, and are goal-oriented. Supervisors considering candidates for promotion may look more favorably upon those who have a college degree than on those who do not. Employers often feel that, compared to non-college-educated workers, graduates are more motivated, learn tasks more quickly, are better



Source: Des Moines Area Community College

able to meet deadlines, and have enhanced problem-solving and communication skills. Also, because many cost-conscious employers have limited the amount of training dollars, they prefer to hire more-educated workers who can assume greater responsibility sooner. As a result, college graduates are increasingly employers first choice when hiring or promotional decisions are made.

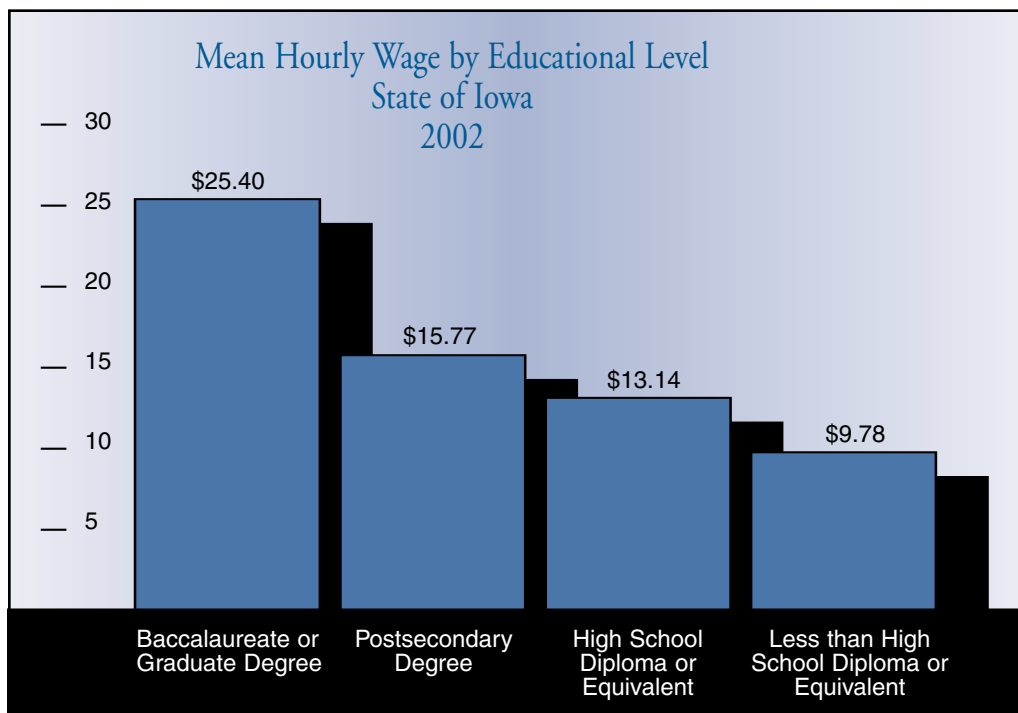
Another benefit of higher education is an increased variety of career options. Many occupations may be classified as “college preferred” – that is, a degree is helpful, but not mandatory, in obtaining a job. In addition, college graduates traditionally experience lower unemployment than those without post-high school educations. However, there are a number of occupations that only a college graduate can hold. Among these are health diagnosing and treating occupations, including physicians, dentists and veterinarians; teachers and faculty; and lawyers.

The Iowa Workforce Development publication titled, Iowa Wage Survey 2002, shows some of the higher paying occupations, yielding a mean annual wage over \$80,000, including the following professional occupations in the table to the right.

Occupation	Annual Wage
Surgeons	\$145,600
Pediatricians-general	134,368
Dentists	125,944
Family and General Practitioners	119,808
Podiatrists	102,726
Anesthesiologists	102,481
Chief Executives	95,118
Veterinarians	82,326
Optometrists	92,185

Source: Labor Market Information Bureau, Iowa Workforce Development

The Bureau of Labor Statistics projects that, nationally, employment will grow 15 percent between 2000 and 2010, resulting in 22 million new jobs. Occupations employing primarily college graduates are projected to be among the faster growing in the Nation. These include jobs that require an associate's degree. Many of them are expected to grow at nearly twice the average for all occupations. In addition to growth, millions of older workers, including a high proportion of baby boomers with college degrees, are expected to retire by 2010, leaving a large number of job vacancies for workers with advanced educations.



Source: Labor Market Information, Iowa Workforce Development

Even with all its benefits, college is not the only avenue for acquiring skills which are valued in the workplace. Many Iowans participate in an apprenticeship program. The average age of students entering these programs is twenty-seven, which is almost ten years past high school graduation.

Apprenticeships are available in more than 850 occupations. Construction and manufacturing are the most common, but these opportunities are found in telecommunications, environmental protection, pastry making, healthcare, childcare and the arts, to name a few. These programs offer on-the-job training while earning full-time pay.

Several apprenticeable occupations pay some of the higher wages in the economy. The 2002 Iowa statewide average annual wages for these occupations are listed in the following chart on the right.

Apprenticeships can be combined with other kinds of training. Classroom instruction often counts toward licenses, certifications, and college degrees.

Iowa Statewide Average Annual Wage 2002	
Occupation	Annual Wage
Power distributors and dispatchers	\$57,741
Gas plant operators	48,963
Electrical power-line installers and repairers	45,053
Power plant operators	44,762
Electricians	39,540
Elevator installers and repairers	47,091
Carpenters	30,638

Source: Labor Market Information Bureau,
Iowa Workforce Development

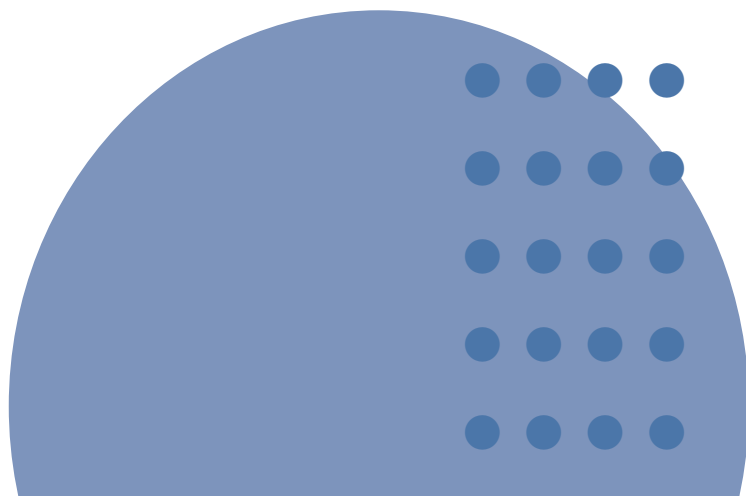


Photo courtesy of Eastern Iowa Community College

Learn more about apprenticeship and pre-apprenticeship programs by visiting a school or career guidance counselor. America's Workforce Network toll-free help line, 1-(877) US2-JOBS (872-5672), has operators who can find career counselors and apprenticeship programs in a caller's ZIP code.

For information about occupations that are college preferred or that require a college degree, visit your local library or career counselor's office. One of the better references is the Occupational Outlook Handbook, 2002-03 Edition (BLS Bulletin 2540), which includes training requirements as part of the description for hundreds of occupations. The Handbook is also available online at www.bls.gov/oco/home.htm.

– Linda Scharf, Labor Market Information Bureau,
(515) 281-8184



BEST WAYS TO FIND JOBS



At some point in a person's life, they will look for a first job, change jobs, or even seek another career. This takes careful planning for the future, training for the changing job market, and maintaining a positive attitude. Among adult workers, the job search rate decreases with age. As workers acquire experience with a single employer, or gain proficiency in an occupation, they are more likely to have jobs suited to their interests. These kinds of jobs offer more opportunities for improving wages and benefits, so people are less likely to change jobs or careers. According to the Bureau of Labor Statistics, men are more likely to conduct job searches while they are already employed. As more education usually means higher earnings, those with higher levels of education have the highest job search rates.

The first step many people take in their job search is to tell their friends and colleagues. They also begin to search through newspapers and other periodicals for the current listings of open occupations. There are many other ways to search for jobs, such as contacting the federal government, union or professional registers, public and private employment agencies, career consultants, and community agencies. Directly contacting employers is the most successful means of job hunting.

Some tips for a more successful job search are the following:

- Ask for job leads from family and friends.
- Speak directly with an employer to find job openings.
- Use the Yellow Pages to identify interesting career fields and call related employers for openings.
- Perform a life-changing career and job hunt.

At the same time, there are job-hunting traps that should be avoided:

- Use only the Internet to send resumes.
- Mail unsolicited resumes to employers at random.
- Answer only ads in professional journals.
- Respond to only newspaper want-ads.



Iowa Workforce Development Centers are available throughout Iowa and provide services to jobseekers of any age or background. Services include help with career planning, writing resumes and cover letters, and giving tips on interviewing and follow-up procedures. Iowa Workforce Development's Internet address (www.iowaworkforce.org) is a source for open job listings, online employment registration, and applications. The Web site also offers the jobseeker an opportunity for career assessment, training, and instruction. Job openings are listed at (www.iowajobs.org).

Another service is America's Job Bank (AJB), located at www.ajb.dni.us. AJB is similar to the IowaJobs Web site, but instead of searching only Iowa, it can be used in a national job search. This service offers

an opportunity to post resumes, create cover letters, manage job searches, and check on activity of the job searches. It also offers information about skills and career assessments, training, and education. AJB is also a source for newsletters and articles relating to employment and labor force issues.

Labor Market Information (LMI) Can Aid Job Hunting

Question	Publication
What kind of job (career) do I want?	Occupational Projections Iowa Job Outlook Statewide
How much money can I earn?	OES Wage Surveys Iowa Wage Survey Guide to Finding Wage and Benefit Information on the Internet
Do I need a special State license?	Iowa Licensed Occupations
Where in Iowa do I want to work?	Laborshed Studies Commuting Patterns-Census Regional Profiles Labor Force Summaries
What jobs are available now?	Job Applicants and Openings for IWD Regions and Iowa Statewide
Can you help me with my resume or interview skills?	Labor Market Information Directory
Is there general employment information?	Iowa WorkNet Condition of Employment

<http://www.iowaworkforce.org/lmi/publications/>

When seeking an interview with a particular company, the organization should be researched, including the company's business or activity, financial condition, age, size, and location. Speaking to workers from the organization to get information on wages, benefits, and general working conditions can be beneficial. Positive attributes of the company and the reasons why employment is sought there should be included in a cover letter and resume.

Once the job search is planned, applications and resumes are used as two ways to provide employers with written evidence of qualifications and skills. A resume is created to list work experience, education, and skills. It should contain a short, concise, objective statement relevant to the career goal of the individual. If the grade point is an asset, it should be included within the education section. The work experience summary is listed in chronological order beginning with the most recent employment. The job title, name and location of the organization, and the dates worked are also included. Skills used or learned in each job should also be listed, as well as volunteer work, internships, or leadership roles. Whether references are listed on the resume, or provided during the interview, a reference's permission to be listed should be sought ahead of time.

Prior to the interview, the jobseeker needs to keep the particular job in mind, as well as the qualifications needed to perform the job. She should review her resume and anticipate general questions about herself. Why does she want this job? Why should the company hire her for this job? Does this job suit her professional growth? She should be well groomed and dressed nicely. For each interview, the candidate should arrive early and always bring her social security card, identification with a picture, her resume, and reference list.

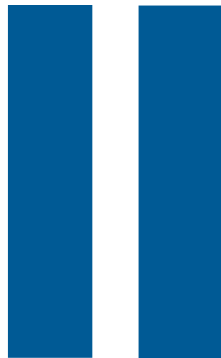
During the interview, the candidate should listen to and write down the interviewer's name. The interviewer will observe good manners, proper English, and a positive attitude. The interviewer's questions should be answered concisely and confidently. The candidate's questions about the position and the organization will make the interviewer know she has done research and is interested in the job. If there is a test, listen carefully to directions. Test questions should be read carefully, and answers written clearly. Discussion of salary or benefits should wait until a written offer of the job is made. At the end of the interview, ask what further steps are involved in the interview process. Thank the interviewer at the end of the meeting.

If employment is sought in a mid-level position, the interview comments and questions will revolve around needed skills and abilities, and be based on the premise that past performance predicts the future. In contrast, if the position is in senior management, the focus of the interview changes. Employers will then want to know what the candidate will do for the organization. Will he share the organization's goals and vision? The interview may last two or three days in group-settings and involve the spouse. If the jobseeker envisions himself as already working for the company, he will be more relaxed and confident. Employers are looking for leaders as well as team players. The jobseeker needs to understand the basis of the company's culture and compliment it, and share his vision and values with management. The candidate's questions should refer to strengths and weaknesses of company strategy. During the interview, questions can concern how the company handles ethics breaches, and how they work with people. The job should fit the candidate's professional plan.

Once the interview is over, it is time to close the deal. Within 24 hours, a letter should be sent to the interviewer expressing satisfaction with the interview. The letter should include the level of interest in the open position and identification of key strengths that are suited for the job. One's skills and expected contributions to the organization should be emphasized. The interviewer should be contacted no more than once per week to quickly check on the status of the position. If employment is not offered, a letter should be written to express one's positive impression of the company and to wish them continued success. The interviewer should be asked to keep the candidate in mind for the next employment opportunity. Review the interview and highlight assets as well as areas that need to be strengthened.

The jobseeker should know herself. She should have a positive attitude and take the time for a successful job search.

– Patricia Paustian, Labor Market Information Bureau, (515) 281-5197



Iowa's Top Employers by Employment and Industry

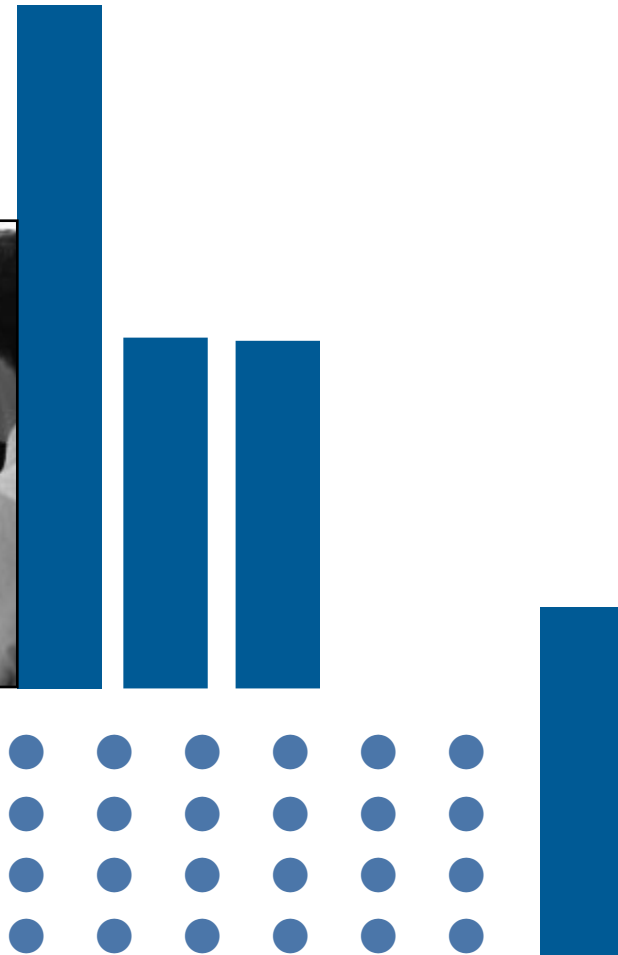
NAICS Sector	Statewide Sector Employment	Percent of Statewide Employment	Statewide Sector Wages	Percent of Statewide Wages	Large Employers
11-Agriculture	12,199	0.90%	\$283,554,790	0.70%	McLeod Network Services Heartland Pork Enterprises Iowa Ag LCC Rose Acre Farms Hy-Line International
21 - Mining	1,948	0.10%	\$75,653,530	0.20%	Martin Marietta Schildberg Construction Bruening Rock Products Cessford Construction Hallett Construction
22 - Utilities	10,409	0.70%	\$564,170,569	1.30%	MidAmerican Energy Interstate Power & Light Alliant Energy Muscatine Power & Light Des Moines Waterworks
23 - Construction	66,120	4.60%	\$2,289,199,047	5.50%	McLeod USA Network Services Allied Construction McAninch Corp Weitz Corp Waldinger Corp
31-33 - Manufacturing	229,441	16.30%	\$8,707,440,312	20.90%	Rockwell Collins Deere & Co Pella Corp Maytag Co Frigidaire/Electrolux
42 - Wholesale Trade	66,837	4.70%	\$2,537,143,874	6.10%	Pioneer Hi-Bred Garst Seed Co Farner-Bocken Perishable Distributors Inc. Bomgaars Supply
44-45 - Retail Trade	183,437	13.00%	\$3,572,727,685	8.60%	Hy-Vee Food Stores Wal-Mart Fareway Food Stores Casey's General Stores Target
48-49 - Transportation	56,024	3.90%	\$1,828,635,589	4.40%	US Postal Service United Parcel Service CRST Inc Heartland Express Barr-Nunn Transportation
51 - Information	36,135	2.50%	\$1,259,328,504	3.00%	Communication Data Services NCS Pearson Qwest Communications McLeod USA Telecom EDS Resource Management

Iowa's Top Employers by Employment and Industry continued...

NAICS Sector	Statewide Sector Employment	Percent of Statewide Employment	Statewide Sector Wages	Percent of Statewide Wages	Large Employers
52 - Finance/Insurance	79,527	5.60%	\$3,388,381,392	8.10%	Principal Financial Group Life Investors Nationwide Mutual Insurance Wells Fargo Home Mortgage Marsh
53 - Real Estate/Rental	14,689	1.00%	\$388,051,030	0.90%	Lease America Enterprise Rent-a-Car Ruan Leasing Co Great America Leasing American Home Patient
54 - Professional/Scientific/Technical Services	38,254	2.70%	\$1,470,751,219	3.50%	ACT Inc CIGNA Retirement Benefit Services Metromail Corp RSM McGladrey US Corp of Engineers
55 - Company Management	7,421	0.50%	\$356,821,342	0.90%	Communication Data Service Hdqt Bandag Hdqt Hy-Vee Corp Hdqt IA Select Farms Hdqt Casey's General Stores Hdqt
56 - Administrative Support/Remediation	61,416	4.30%	\$1,222,079,965	2.90%	APAC Customer Service MCI Payroll Services Access Direct Telemarketing Manpower Pro Staff
61 - Education Services	129,714	9.30%	\$3,916,608,257	9.40%	University of Iowa Iowa State University Des Moines Community Schools Cedar Rapids Community Schools Davenport Community Schools
62 - Health Services	179,912	12.70%	\$5,263,955,209	12.60%	Central IA Hospital Ass'n Mercy Hospital - Des Moines Mercy Health Services - Dubuque Care Initiatives Genesis Medical Center
71 - Arts/Entertainment	22,577	1.60%	\$368,775,185	0.90%	Meskwaki Bingo/Casino Prairie Meadows Racetrck & Casino Isle of Capri Casino Harvey's Racetrack & Casino Rhythm City Casino

Iowa's Top Employers by Employment and Industry continued...

NAICS Sector	Statewide Sector Employment	Percent of Statewide Employment	Statewide Sector Wages	Percent of Statewide Wages	Large Employers
72 - Accommodations/ Food Services	104,068	7.40%	\$1,033,365,103	2.50%	Red Lobster/Olive Garden Ameristar Casino Hotel Applebee's Harvey's Casino Hotel Pizza Hut
81 - Other Services	41,852	3.10%	\$854,148,042	2.10%	YMCA IA Foundation for Medical Care Command Performance Aratex-Means Uniforms Weight Watchers
92 - Public Administration	71,866	5.10%	\$2,309,180,929	5.50%	IA Dept of Transportation IA Dept of Human Services City of Des Moines City of Cedar Rapids Polk County
Total	1,413,846	100.00%	\$41,689,971,573	100.00%	





PRODUCTS

Labor
Market
Information

Iowa
Workforce
Development

Building Career Awareness in the Elementary Classroom

The years from kindergarten through sixth grade are a great time for children to begin exploring the world of work. There are many entertaining activities that can be done in the elementary classroom to promote career awareness and tie learning to the real world with little effort and virtually no cost. This 14-page booklet, designed for educators, provides ideas, activities, and lists resources and ways to include members of the community.

Frequency One-time Issue

Scope Statewide

Contact Charlotte Rashid – (563) 336-3471

Audience 4 5 7 9 11

Business Resources Guide

A three-page brochure listing contact information for and descriptions of Labor Market Information products and services best suited to the needs of Iowa businesses.

Frequency Annually

Scope Statewide

Contact Paula Nissen – (515) 281-4896

Audience 1 2

Condition of Employment

Condition of Employment provides an overview of recent employment and labor market trends. It includes a listing of the top 30 employers in Iowa, feature articles on various topics, and a list of Labor Market Information products that Iowa Workforce Development produces.

Frequency Annually

Scope Statewide

Contact Mike Blank – (515) 242-5861

Audience 1 2 3 4 5 6 7 8 9 10 11

Employment and Wages Covered by Unemployment Insurance

This publication contains summaries of employment and wage data from all employers covered by the state unemployment insurance laws. It includes the number of firms by employment size, a list of employers of 1,000 or more, and employment and wages of each major industry group for the state and counties.

Frequency Annually

Scope Statewide, Counties

Contact Deb Ostrem – (515) 281-8185

Audience 1 2 3 4 5 6 7 8 9 10 11

Audience Legend

1	Economic Developers	5	IWD Staff/Partners	9	Libraries
2	Employers	6	Job Seekers	10	Media
3	Government/Legislators	7	Labor Organizers	11	Schools
4	Grant Writers	8	Lawyers/Consultants		

Guide to Finding Wage and Benefit Information via the Internet

A nine-page guide designed to help users navigate the ACINet Web site to obtain local area wage information. This site includes employment trends, occupational wages, and a job description writer. community.

Frequency	One-time Issue										
Scope	Statewide										
Contact	Charlotte Rashid – (563) 336-3471										
Audience	1	2	3	4	5	6	7	8	9		11

Iowa Affirmative Action Data Book

Iowa Affirmative Action Data Book is intended for employers' Equal Employment Opportunity programs to help evaluate the utilization of women and minorities in their work forces. Data included are: Population by gender and minority status; Labor Force by gender and minority group; Employment applicants by EEO-1 category recorded by Workforce Centers. The EEO-4 supplement, updated annually, is available by request for government employers.

Frequency	Annually										
Scope	Statewide, MSAs, Counties and Selected Cities										
Contact	Wendy Gerrish – (515) 281-5116										
Audience		2	3		5					9	

Iowa Commuting Patterns (2000 Census)

Iowa Commuting Patterns provides information for each county showing place of work for county residents and place of residence for persons working in the county. The patterns are based on the Iowa residents employed during the census reference week and their responses to questions relating to where they live and work. This booklet has recently been updated based on the 2000 Census.

Frequency	After decennial census										
Scope	MSAs and Counties										
Contact	Mike Blank – (515) 242-5861										
Audience	1	2	3	4	5			8	9		

Iowa Employment Situation

Iowa Employment Situation is a monthly news release that contains the latest statistics on the labor force, the level of unemployed, the unemployment rate, and total employment. Analyst commentary is provided on the unemployment rate and on nonfarm employment. Optional sheets include tables of state, MSA, and county unemployment rates for the reference month compared to rates for the previous month and a year ago.

Frequency	Monthly										
Scope	Statewide, MSAs, Counties										
Contact	Ann Wagner – (515) 281-8182										
Audience	1	2	3	4	5	6	7	8	9	10	11

Iowa Gender Wage Study

This 21-page booklet provides results of a study done in 1999 to determine gender gaps in wages paid to individuals working in Iowa. Results also detail the types of jobs held by respondents, the types of companies for which they worked, and the education and experience levels achieved.

Frequency	One-time Issue									
Scope	Statewide									
Contact	Judy Erickson (515) 281-3439									
Audience	1	2	3	5	7	8	9	10	11	

Iowa Job Outlook (Statewide and Regional)

A tri-fold publication packed with useful statewide or regional overviews of industries and occupations over a period of ten years. Information includes occupations expected to grow or decline, as well as skill and education levels generally expected for those occupations. This is widely used by job seekers and career counselors to aid career selection.

Frequency	Biennially									
Scope	Statewide and 16 Iowa Workforce Development Regions									
Contact	Donna Graves – (515) 242-5862									
Audience	1	2	4	5	6	7	8	9	10	11

Iowa Liscenced Occupations

Iowa Licensed Occupations identifies occupations in Iowa that require licensure, certification, or registration at the state level. The book includes job descriptions, education requirements, licensing authorities, and costs of exams and licenses. This is a popular resource with career counselors and placement staff to aid students in choosing career paths.

Frequency	Annually									
Scope	Statewide									
Contact	Martie Lee – (515) 281-6642									
Audience			3	5	6		9			11

Iowa Long-Term Industry Employment Projections

Iowa Long-Term Industry Projections is a ten-year forecast of statewide industry employment. The information is used as a basis for preparation of occupational employment projections and is included in the Iowa Job Outlook publication.

Frequency	Biennially									
Scope	Statewide and 16 Iowa Workforce Development Regions									
Contact	Daniel Brown – (515) 281-5093									
Audience	1	2	3	5	6		9			11

Audience Legend

1	Economic Developers	5	IWD Staff/Partners	9	Libraries
2	Employers	6	Job Seekers	10	Media
3	Government/Legislators	7	Labor Organizers	11	Schools
4	Grant Writers	8	Lawyers/Consultants		

Iowa Occupational Projections

Found on the LMI Web site, Iowa Occupational Projections lists occupations and projected openings 10 years into the future. Occupations are ranked by projected openings and growth. A useful tool for career selection.

Frequency	Biennially									
Scope	Statewide and 16 Iowa Workforce Development Regions									
Contact	Donna Graves – (515) 242-5862									
Audience	1	2	3	4	5	6		9	10	11

Iowa Short-Term Industry Employment Projections

Iowa Short-Term Industry Projections is a two-year forecast of statewide industry employment. This information helps dislocated workers, new entrants, and other job seekers looking for quick entry into the labor market to make informed job choices. community.

Frequency	Annually					
Scope	Statewide and 16 Iowa Workforce Development Regions					
Contact	Daniel Brown – (515) 281-5093					
Audience		2	3		5	6

Iowa Wage Survey

The Iowa Wage Survey provides estimates developed from Occupational Employment Statistics data, which are updated to a more recent reference period using the Employment Cost Index.

Frequency	Annually										
Scope	Statewide, 16 Iowa Workforce Development Regions, Counties, Iowa by Industry										
Contact	Jim Van Syoc – (515) 281-5867										
Audience	1	2	3	4	5	6	7	8	9	10	11

Iowa Workforce Information Network (IWIN)

A Web-based system that displays data by various, selected geographic areas on a variety of topics: labor force, population, industry projections, covered employment, the average weekly wage, occupational projections, personal or median family income, etc.

Frequency	Updated as information becomes available										
Scope	Statewide										
Contact	Mike Blank – (515) 242-5861, http://iwin.iowaworkforce.org										
Audience	1	2	3	4	5	6	7	8	9	10	11

Iowa Worknet

Iowa WorkNet includes an analysis of current economic conditions in Iowa and features a topic of interest such as an explanation of the Consumer Price Index or highlights of specific industries. It contains tables of labor force data, nonfarm employment, average wages and hours, and data about job insurance claimants.

Frequency	Quarterly									
Scope	Statewide									
Contact	Ann Wagner – (515) 281-8182									
Audience	1	2	3		5		8	9	10	

Job Applicants and Openings for IWD Regions and Iowa Statewide

These packets provide indications of the labor supply, both statewide and for 16 sub-state areas. They contain applicant characteristics, job openings by industry, and tables of job applicants and job openings by occupational titles that occur within Workforce Centers over a recent 12-month period. Jobseekers learn the level of competition for typical openings, and employers, the general availability of workers.

Frequency	Quarterly										
Scope	Statewide and 16 Iowa Workforce Development Regions										
Contact	Wendy Gerrish – (515) 281-5116										
Audience	1	2	3	4	5	6				9	

Job Insurance Benefits

Job Insurance Benefits is a monthly news release that contains jobless benefit payment information for state and federal unemployment programs.

Frequency	Monthly										
Scope	Statewide and Counties										
Contact	Garold Wilson – (515) 281-6981										
Audience	1	2	3		5						10

Labor Force Summary Tables

Labor Force Summary Tables contain the most widely used economic measures of the economy. They quantify the labor force, employment, unemployment, and unemployment rate for the state, counties, metropolitan areas, and cities of 25,000 or more in population. Also included is employment within major industry groups.

Frequency	Monthly										
Scope	State, MSAs, Counties, and Selected Cities										
Contact	Pat Paustian – (515) 281-5197										
Audience	1	2	3	4	5	6	7	8	9	10	11

Labor Market Information Directory E-Card

This mini-disk offers users an interactive, electronic format for accessing LMI products. The Directory provides descriptions of and contacts for each product as well as multiple Web links to other Iowa resources and national sites. Also included are program descriptions and a glossary of economic and statistical terms.

Frequency	Annually										
Scope	Statewide										
Contact	Wendy Gerrish – (515) 281-5116										
Audience	1	2	3		5						

Audience Legend

1	Economic Developers	5	IWD Staff/Partners	9	Libraries
2	Employers	6	Job Seekers	10	Media
3	Government/Legislators	7	Labor Organizers	11	Schools
4	Grant Writers	8	Lawyers/Consultants		

Laborshed Studies

Laborshed studies address the availability and willingness of current and prospective employees to change employment, the current and desired occupations, wages, hours worked, distances willing to commute for employment opportunities as well as underemployment and out-commuting patterns.

Frequency	Laborsheds are conducted on an (as requested) basis and the fee is based on the population of the Laborshed area.									
Scope	The area from which an employment center draws its commuting workers regardless of natural or political boundaries. The requestor designates this.									
Contact	Paula Nissen – (515) 281-4896									
Audience	1	2	3	4	5	7	8	9	10	

Mass Layoff Statistics (MLS)

The MLS quarterly report is designed to assist in tracking large layoffs and plant closings. It helps customers to identify and to describe the impact of major, permanent, job cutbacks.

Frequency	Quarterly									
Scope	Nationwide, Statewide, 16 Iowa Workforce Development Regions, Counties									
Contact	Yvonne Younes – (515) 281-8515									
Audience	1	2	3	4	5	7	8		10	

Merchandising Your Job Talents

A 30-page booklet designed to help jobseekers prepare for their search and put their best foot forward on paper and in person. Topics covered include self-appraisal, resume and letter writing, and interviewing.

Frequency	Periodically, as needed									
Scope	Statewide									
Contact	JoAnn Callison - (515) 281-8145									
Audience					5	6		9		11

Nonfarm Employment and Earnings

Nonfarm Employment and Earnings is a monthly news release that makes available average weekly earnings, average weekly hours and average hourly earnings for production workers.

Frequency	Monthly										
Scope	Statewide and MSAs (Employment and Earnings), plus Pottawattamie County, Scott County, and Rural Counties (Employment only)										
Contact	Mike Msuya – (515) 242-6289 (800) 532-9793 (from Iowa) (515) 281-3895 (from elsewhere)										
Audience	1	2	3	4	5	6	7	8	9	10	11

Occupational Employment Statistics (OES) Employment and Wage Survey

This publication provides current estimates of occupational employment and wages.

Frequency	Annually										
Scope	Statewide, MSAs, Balance-of-State										
Contact	Jim Van Syoc – (515) 281-5867										
Audience	1	2	3	4	5	6	7	8	9	10	11

Size of Firm Profile

Available on our Web site in PDF format, these profiles include the number of firms by industry using establishments statewide or by IWD region. The address is:

<http://www.iowaworkforce.org/lmi/empstat/coveredemp.html>

Frequency	First quarter of the year										
Scope	Statewide, 16 Iowa Workforce Development Regions										
Contact	Deb Ostrem – (515) 281-8185										
Audience	1	2	3	4	5	6	7	8	9	10	11

Status Report of the UI Trust Fund

The Status Report of the UI Trust Fund reviews trends in Unemployment Insurance benefit payments and trust fund revenue. The report analyses the UI Trust Fund balance and fund solvency and includes a four-year fund projection. The report has an executive summary and a two-page trust fund history at a glance.

Frequency	Annually										
Scope	Statewide										
Contact	Pat Callan – (515) 281-8180										
Audience	1	2	3		5		7				

Using Labor Market Information in the Classroom

A nine-page pamphlet that provides teachers with information on changes in the work world and specific ideas on how to use labor market information products in the classroom. Most of the products identified are available free from the State of Iowa. There are ideas for the following classes: English, Math, Business, Economics, Social Studies, Independent Living Skills, Home Economics, Journalism, Art and Graphic Arts. The emphasis is on enhancing the skills being taught, while helping students learn about career options.

Frequency	One-time Issue										
Scope	Statewide										
Contact	Charlotte Rashid – (563) 336-3471										
Audience					5				9		11

Most of the LMI products listed above can be found on our Labor Market Information Home Page: <http://www.iowaworkforce.org/lmi>.

Audience Legend

1	Economic Developers	5	IWD Staff/Partners	9	Libraries
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