

Northern Nevada Development Authority Regional Business Overview Phase 3 2005 - 2006

Preface

Northern Nevada Development Authority's (NNDA) business retention and expansion program called Business Support Services (BSS) uses the Synchronist software and database, and involves 4 steps:

1. Identifying target companies to interview
2. Volunteers from NNDA investor/member companies conducting on-site interviews with targeted companies
3. Prompt resolution of critical issues as identified by the companies interviewed
4. Reporting results to participants, interested parties and the media

This effort is accomplished by the BSS Workgroup, and supported by NNDA. The goal of the BSS Workgroup is "Identify the needs, strengths, opportunities, and challenges of existing companies by interfacing with them and providing the information to NNDA in order to assist in the expansion and retention of those companies and/or primary jobs where necessary." A huge THANK YOU is given to the volunteer investor/members (listed in Appendix A) and the participating companies (referenced in Appendix B).

The system that supports the process is Synchronist (www.synchronist.com) developed by Blane, Canada Ltd. It is a system used by economic development agencies and other organizations around the country. All information about an individual company is confidential and carefully secured.

Selected Findings / Executive Summary

This report covers interviews of medical, technology and information systems companies in the NNDA 4 county service area of Carson City, Douglas, Storey and Lyon counties. The interviews were conducted in the 2nd and 3rd calendar quarters of 2006.

The surveyed companies present a generally positive perspective on their business and doing business in northern Nevada. Most describe a growing product line with recent new products and planned new products. Both sales and market share are growing.

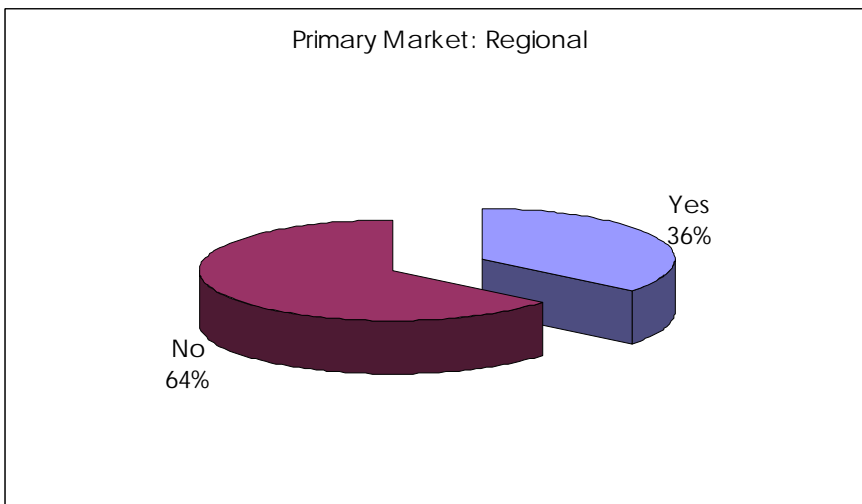
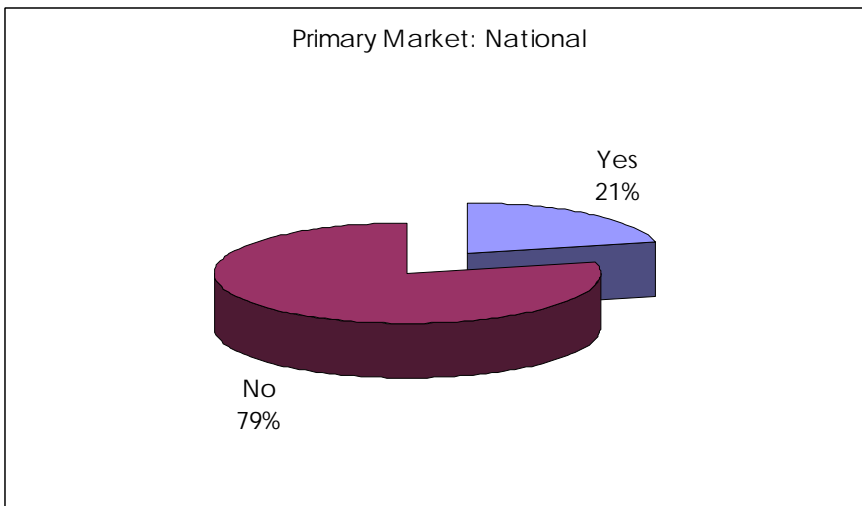
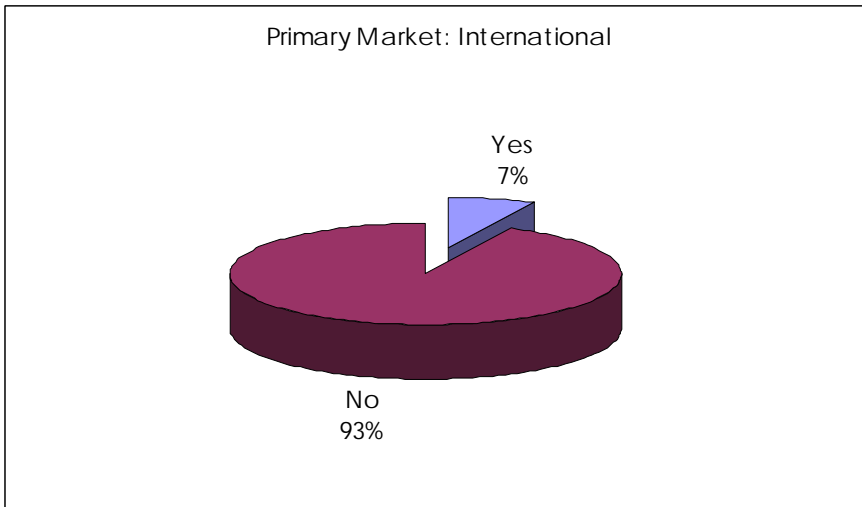
Expansion plans are robust, potentially adding 185 jobs and 68,000 square feet over the next 3 years.

Satisfaction with community services is generally good with Police protection, Fire protection and ambulance/paramedic scoring above 6 on a scale of 1-7. Public transportation, Traffic control, and Community services ranked the lowest, below 4.

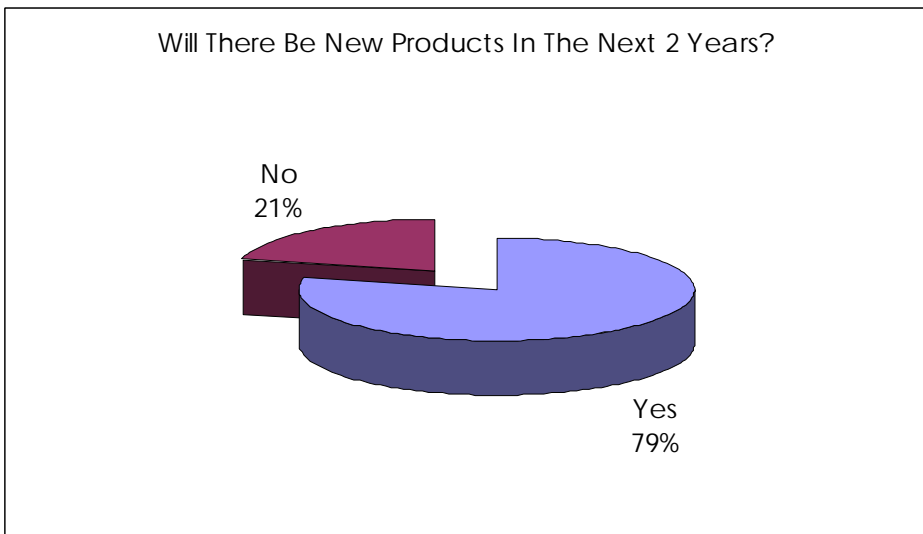
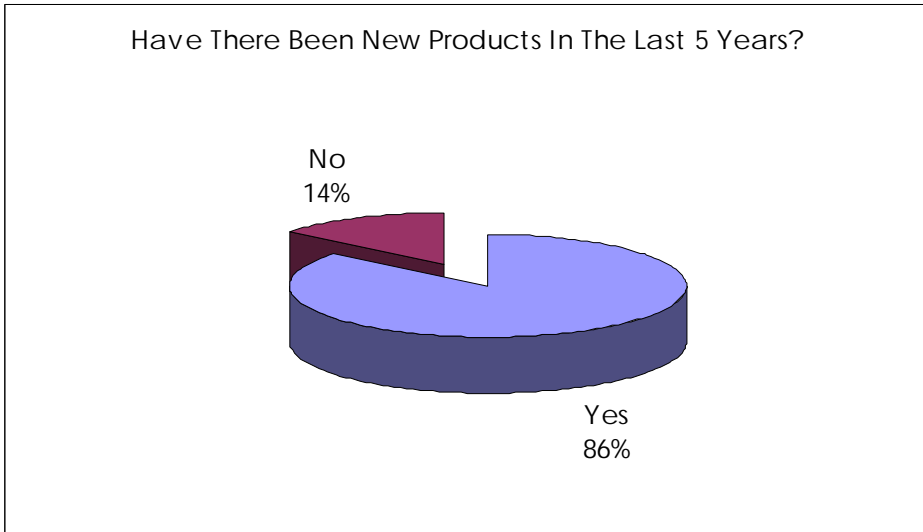
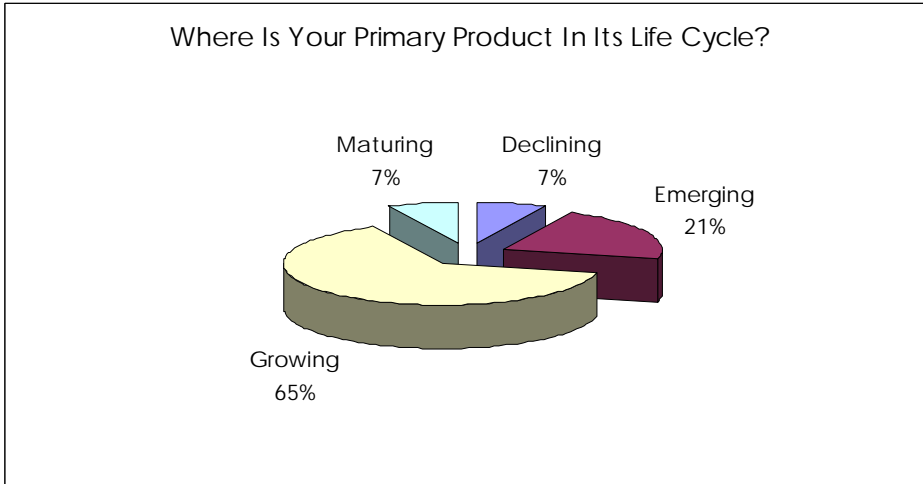
Workforce continues to be a major concern for these companies. Needs are increasing and recruitment is becoming more challenging.

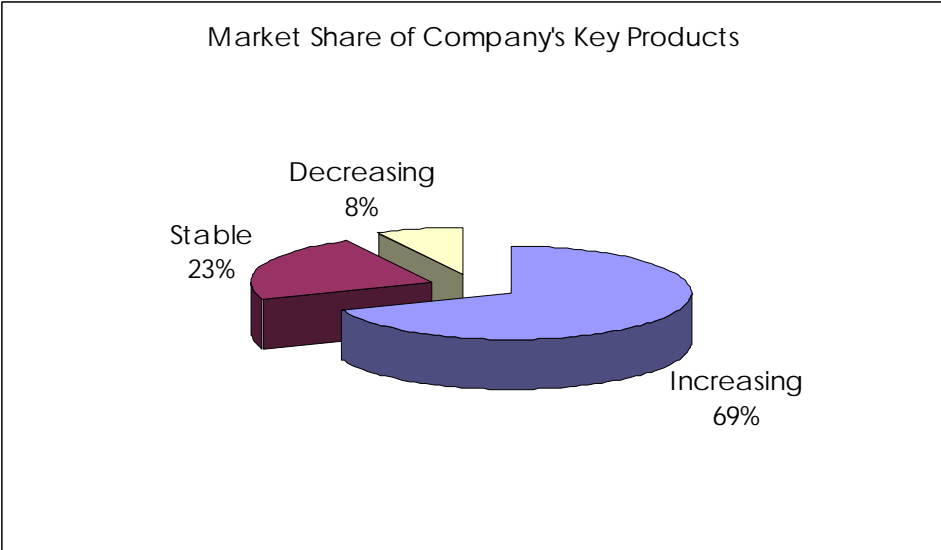
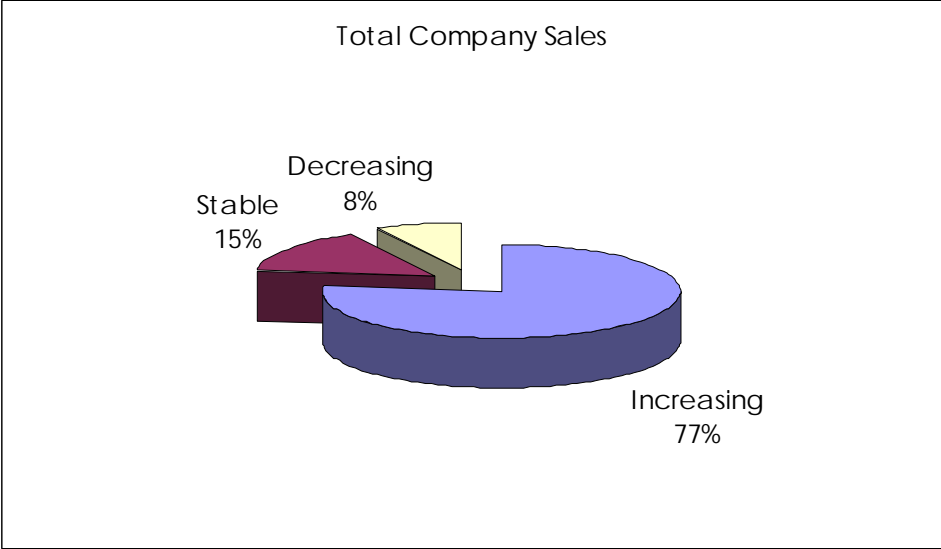
None of the surveyed companies are considered at risk of leaving the region.

Markets

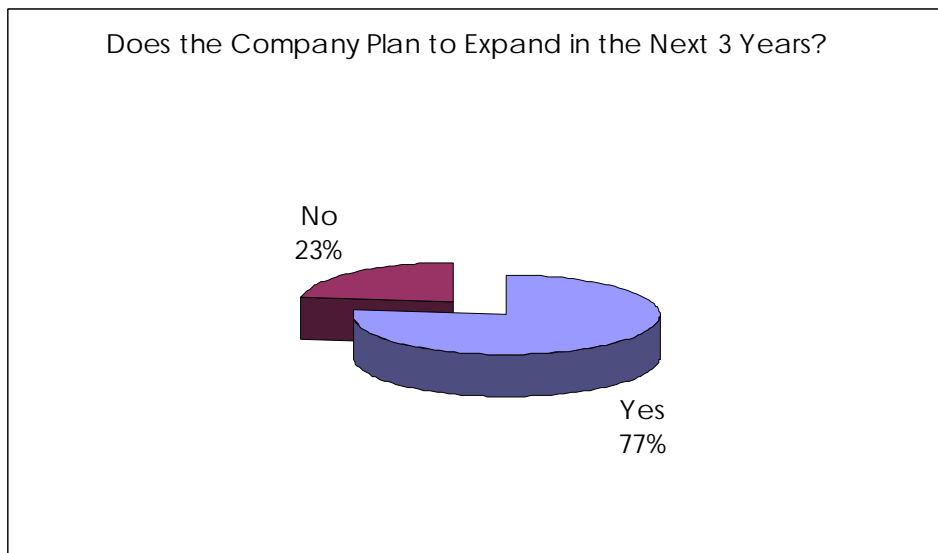
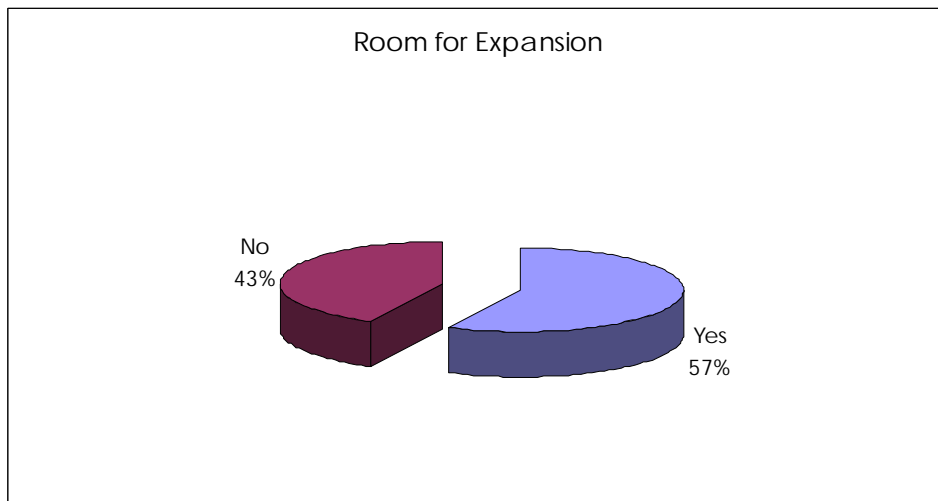


Sales

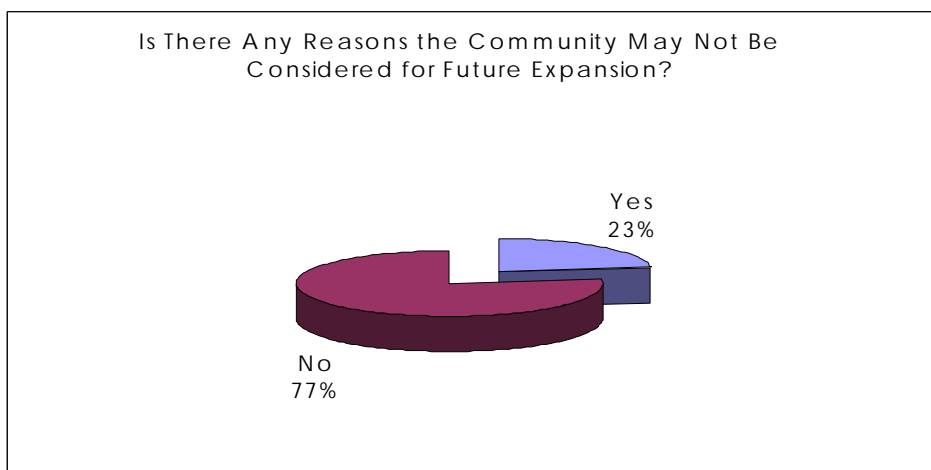




Expansion plans

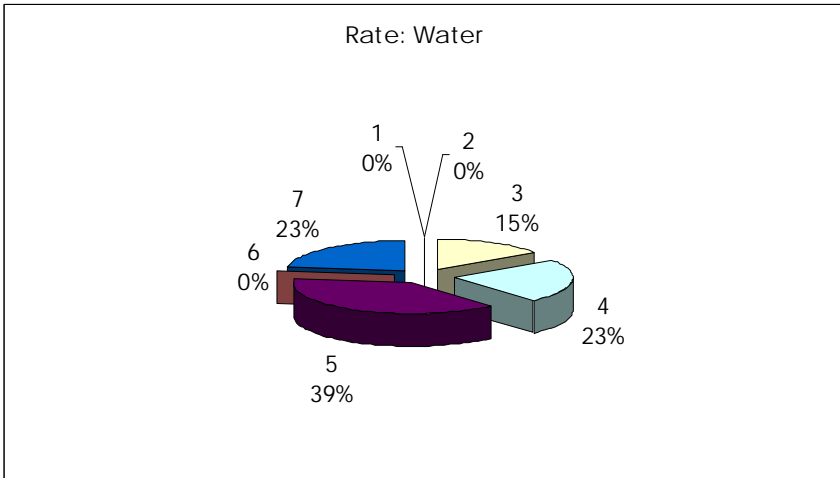


Of the companies planning to expand, 8 gave some estimates of the expansion. Total job growth is estimated at 185 and added square footage is estimated at 68,000. Total investment is likely to be \$30,250,000.

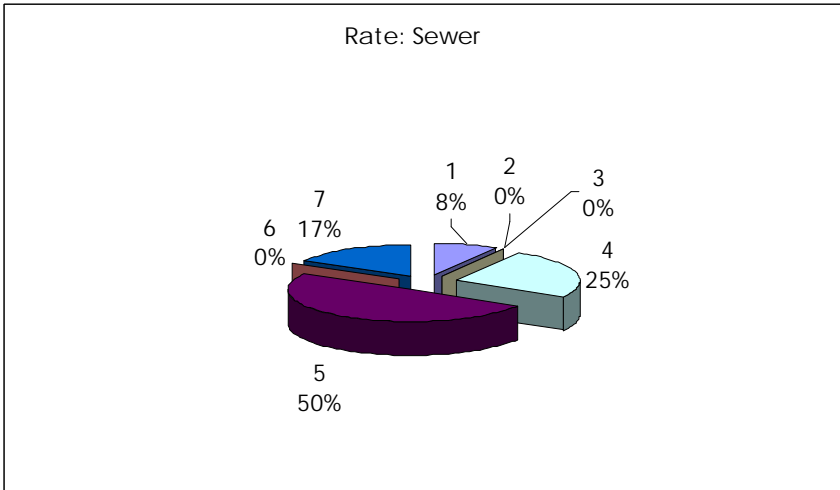


Community Services

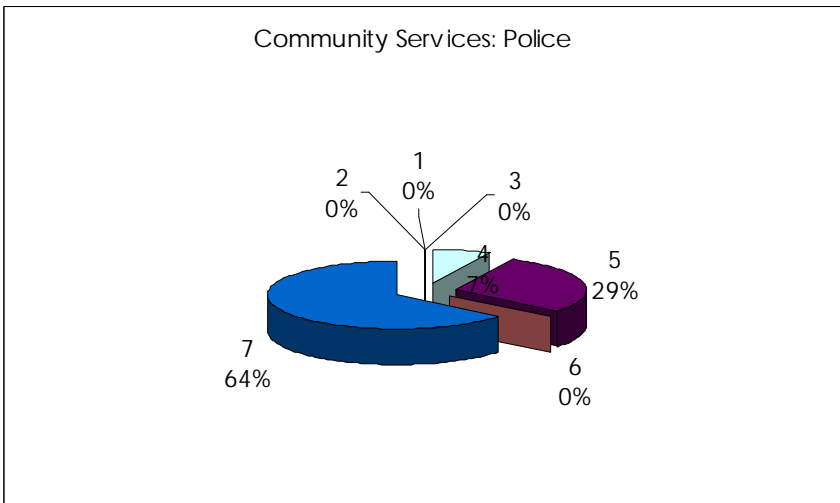
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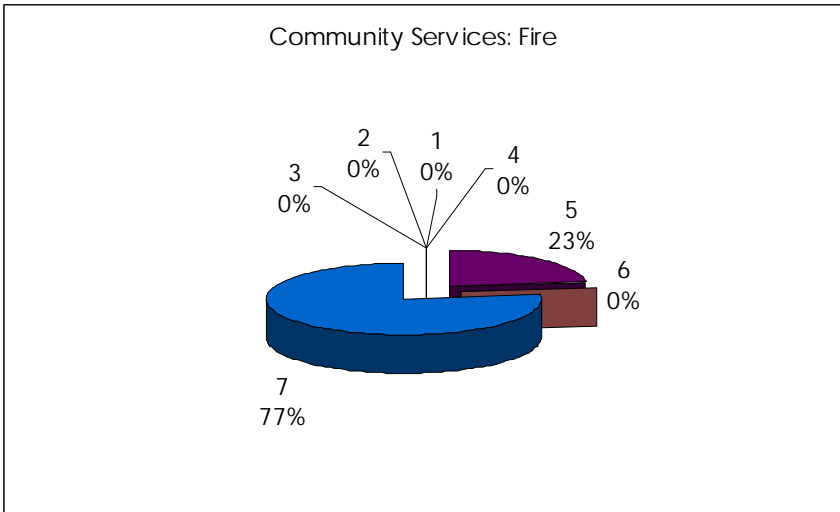
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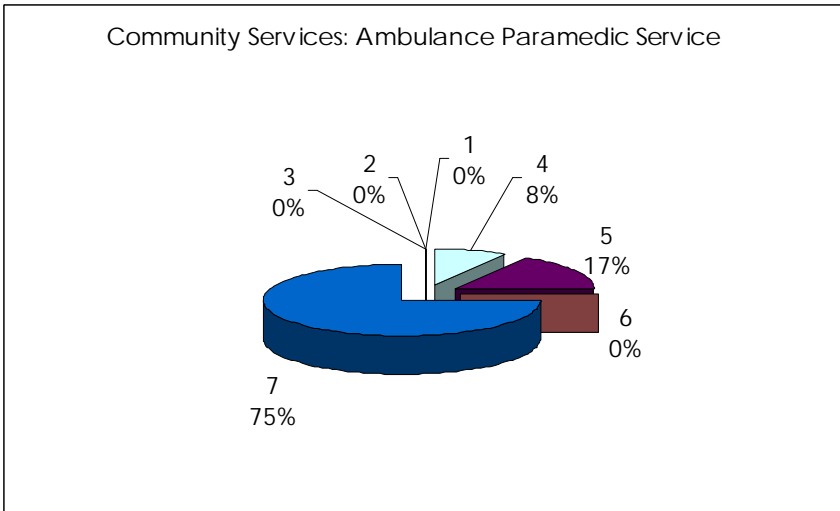
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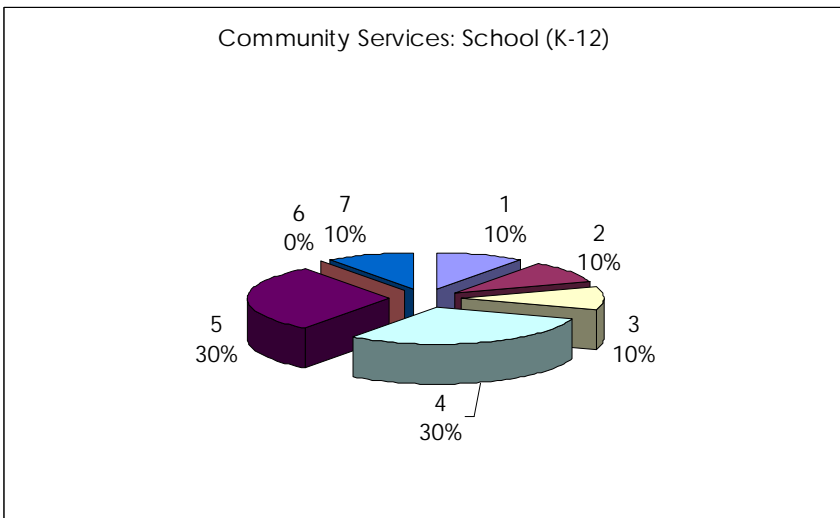
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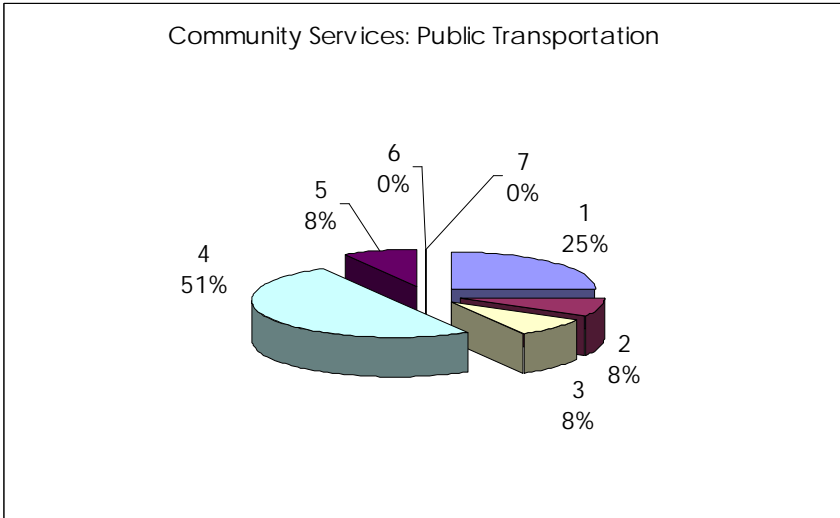
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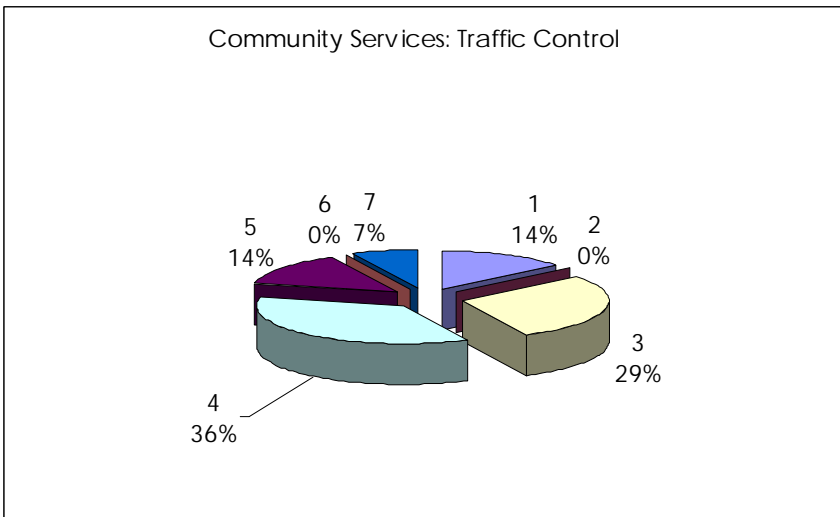
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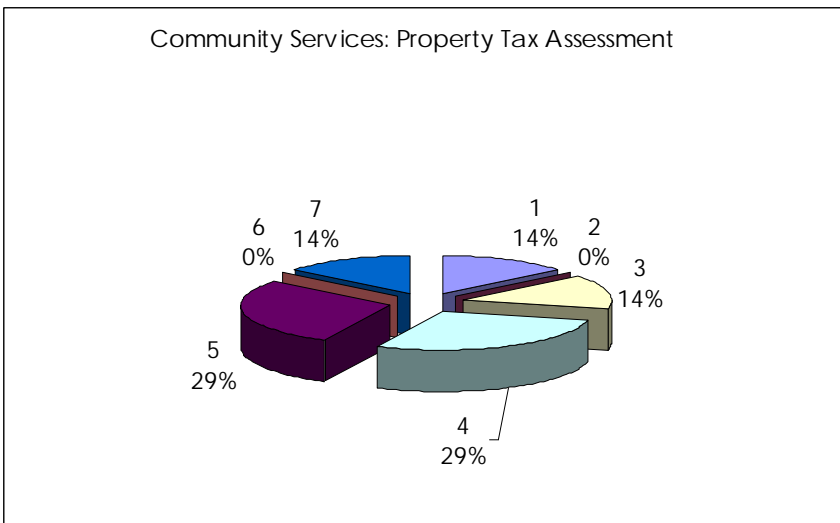
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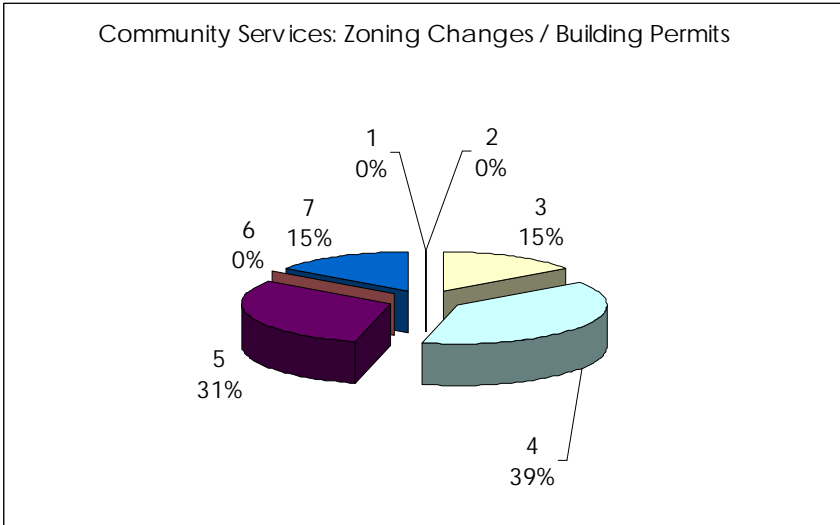
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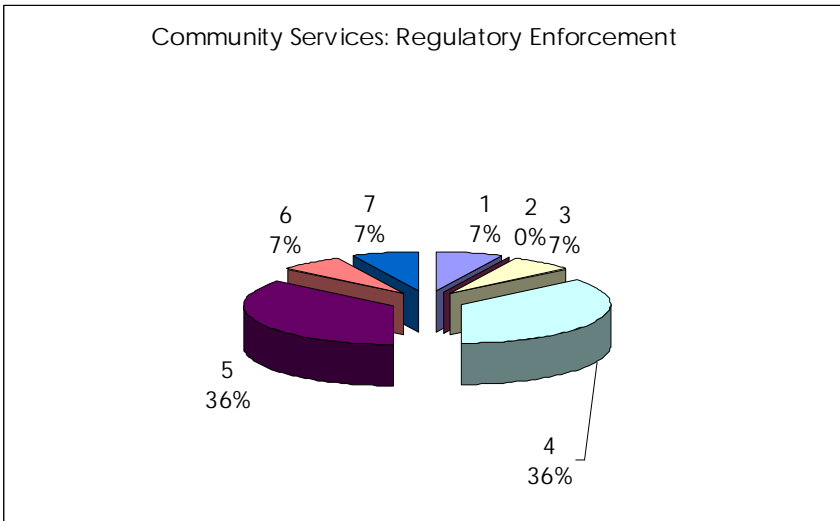
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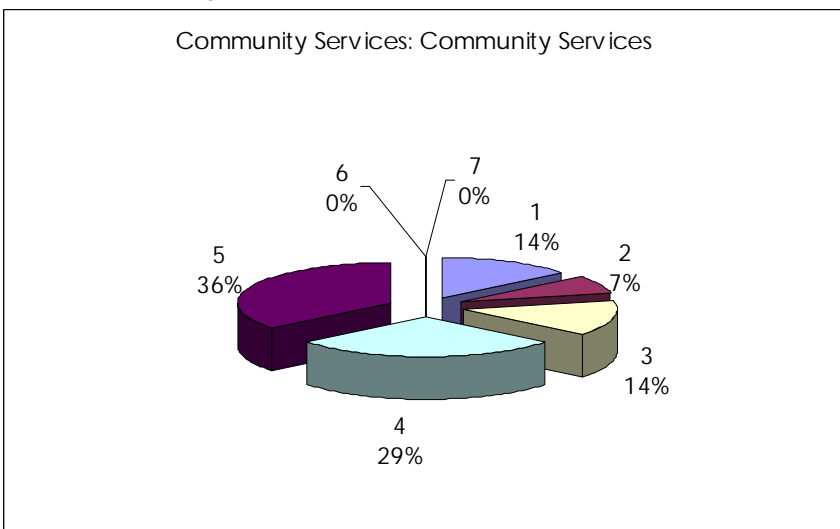
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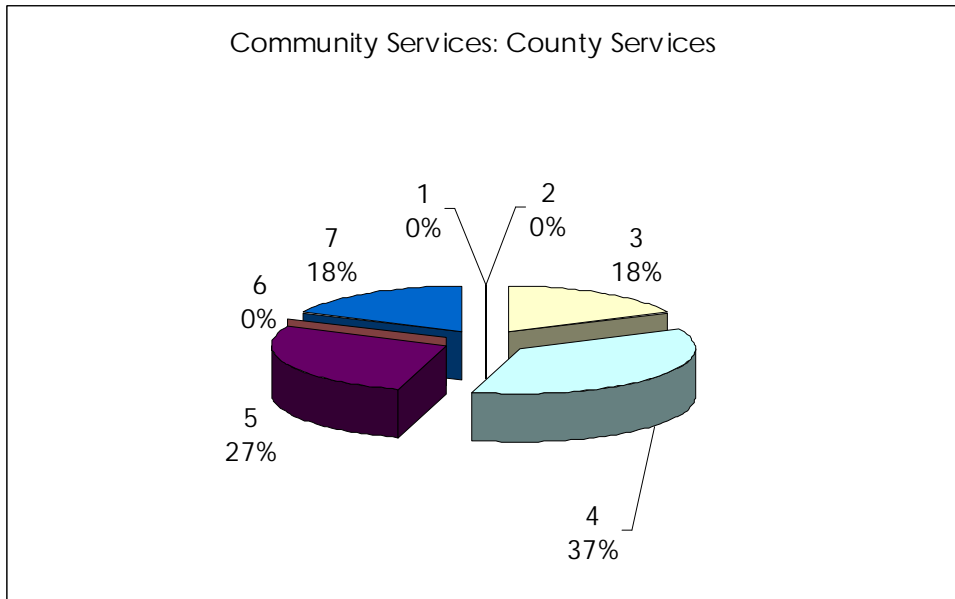
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Selected quotes on community strengths and weaknesses:

"It is a symbiotic relationship – we are integrated and active in the community and the community supports us and our growth"

"Lack of skilled technical labor"

"Lack of understanding of what companies need"

"Schools are not contributing to the work ethic at an early level, causing more instability in the workforce."

"Losing quality young people to drug problems."

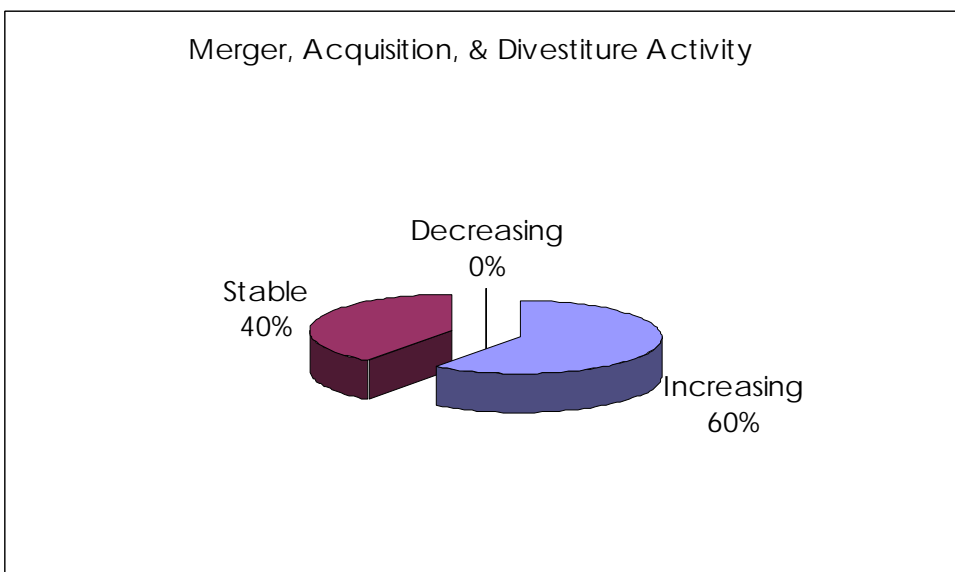
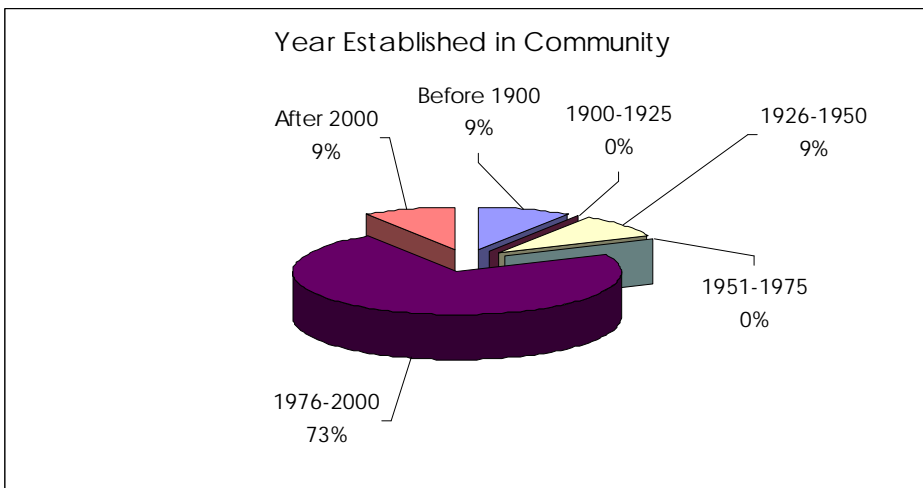
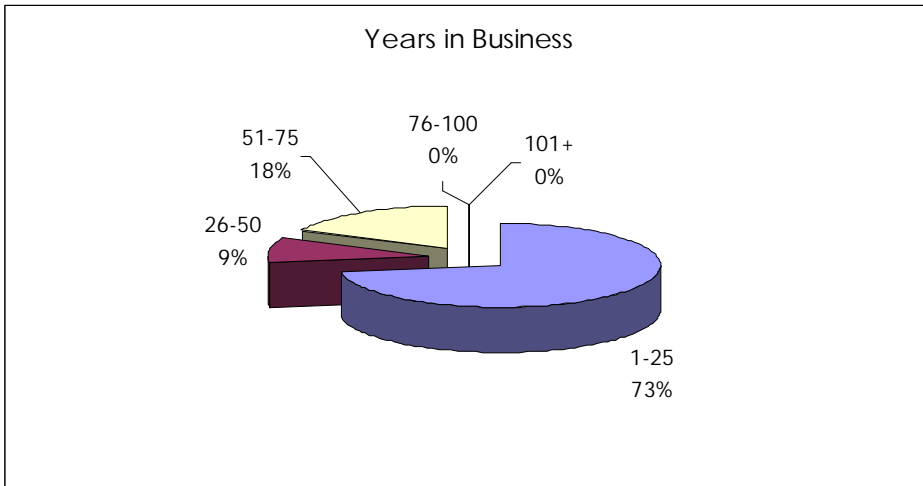
Perceived barriers:

"No land"

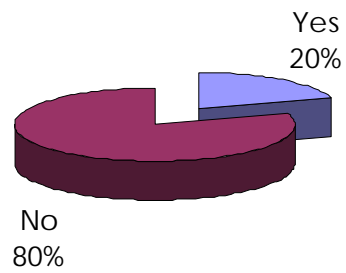
"Water"

"Availability of qualified employees; lack of acreage for building expansion"

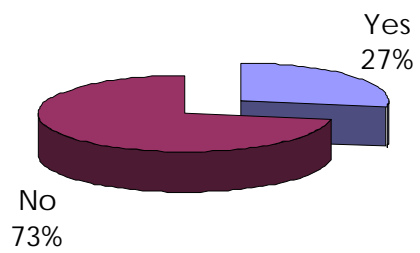
Management



Has the Company's Ownership Changed in the Last 18 Months or Is a Change Anticipated?



Has Top Management Changed or Expected to Change in next 18 Months?

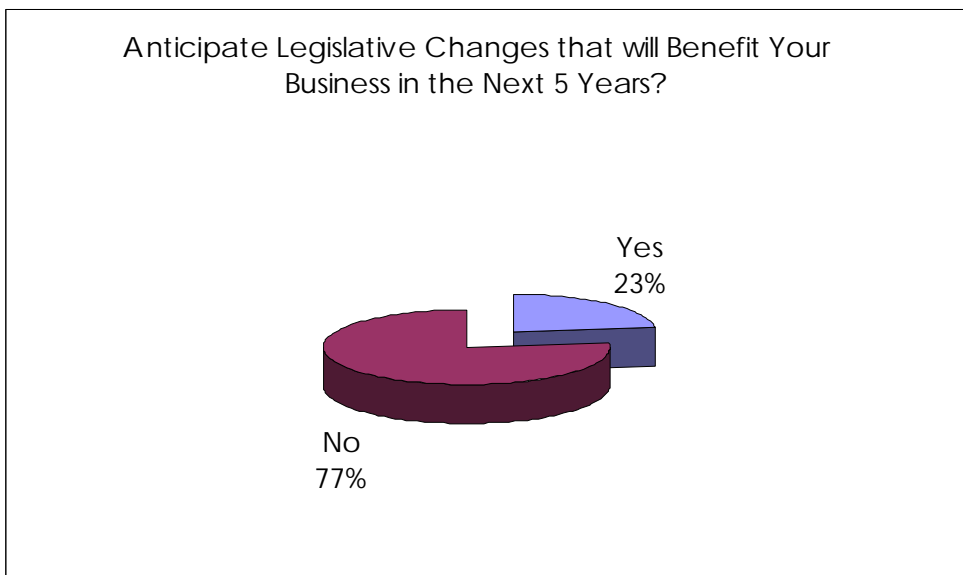
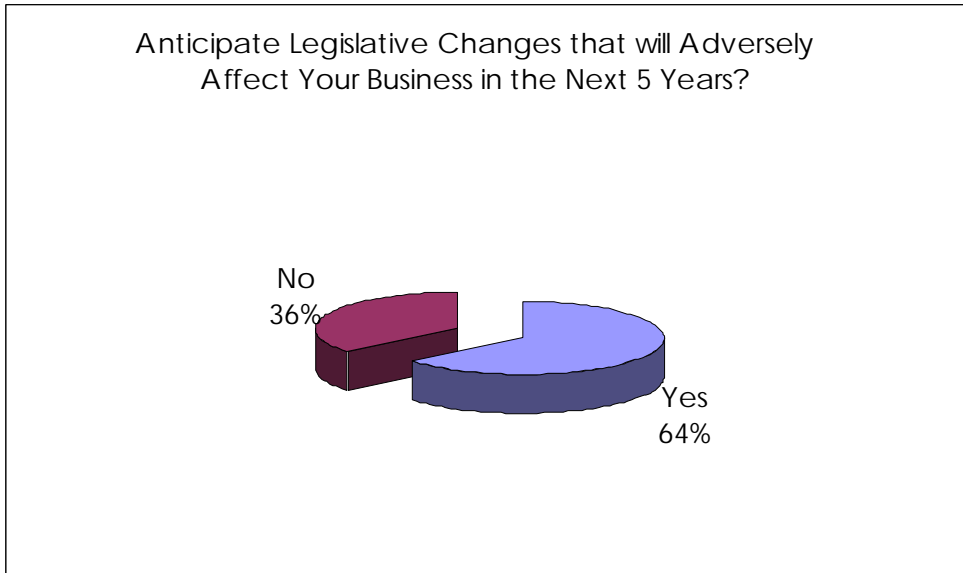


Selected quotes on "Greatest Achievement"

"Consistent growth in providing services to northern Nevada"

Legislative

There is a general pessimism regarding legislative impacts on business. This is mainly due to the focus on health care costs and Medicare and the impact on businesses. In addition, there are fears of regulation of the internet and the environmental controls placed on disposal of high tech equipment.



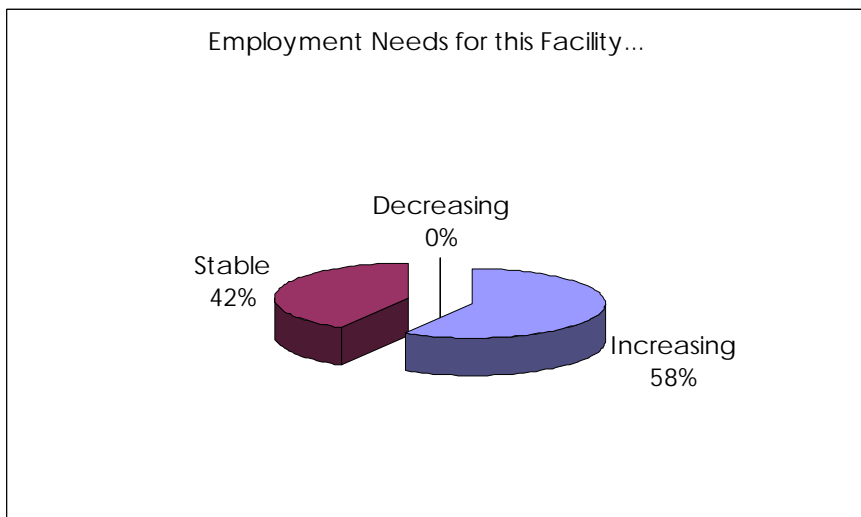
Employment, workforce and training

This section validates what many realize as a regional problem – workforce is a critical issue for businesses.

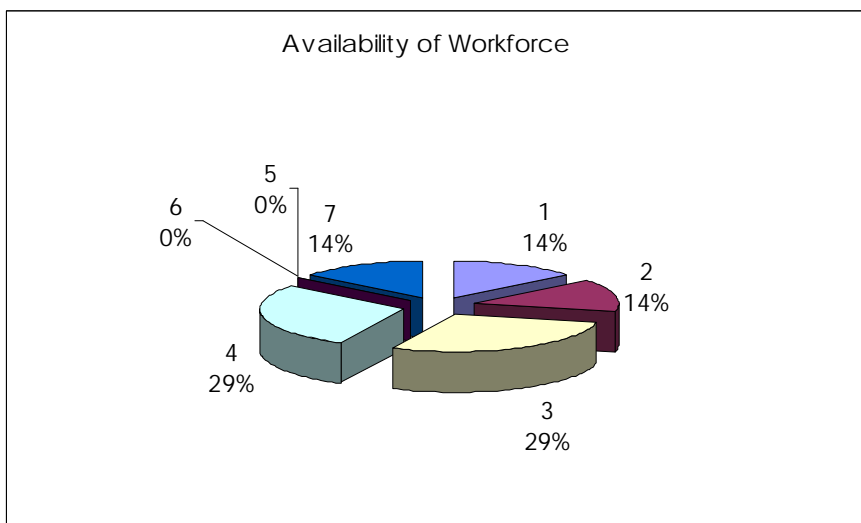
The good news: Employment needs/jobs are increasing; productivity of the workforce is very good; the number of unfilled positions is not increasing; the company investment in training is increasing.

The bad news: The availability and stability of the workforce is poor; most companies are experiencing recruiting problems; a large portion of the training investment is on remedial training.

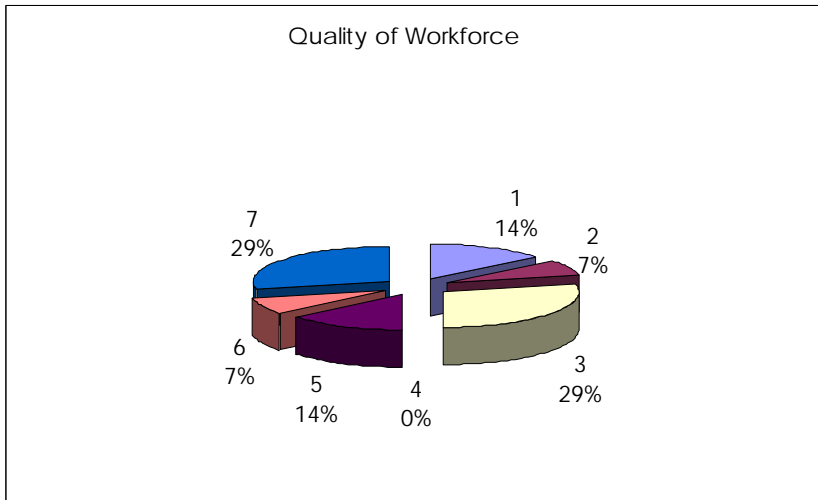
This sample of companies (technology, medical) require skilled employees, so the skill gaps are focused on those requirements.



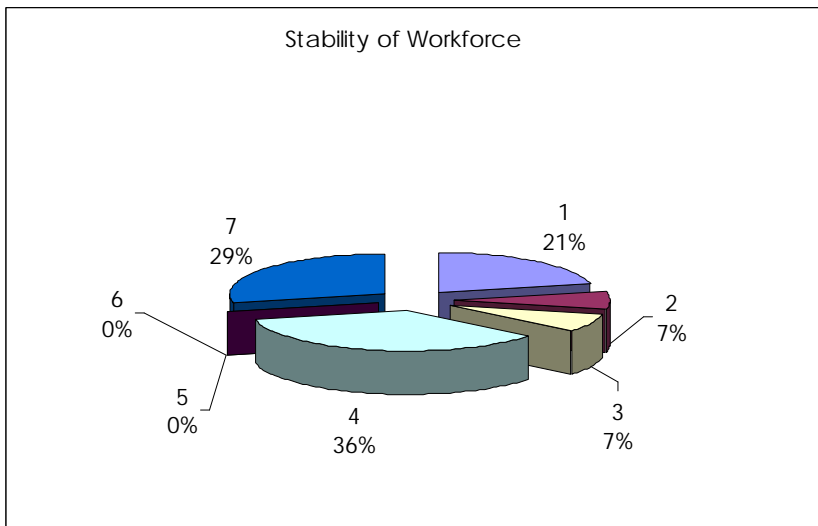
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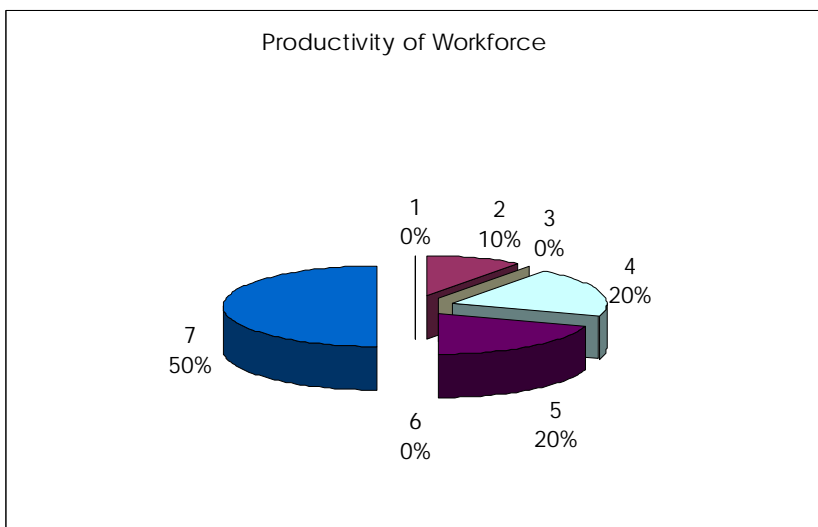
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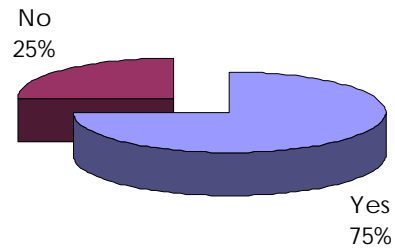
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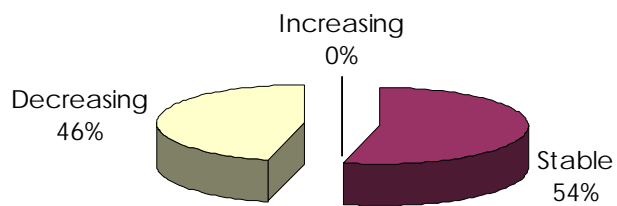
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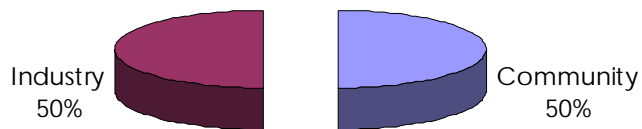
Company Experiencing Recruitment Problems

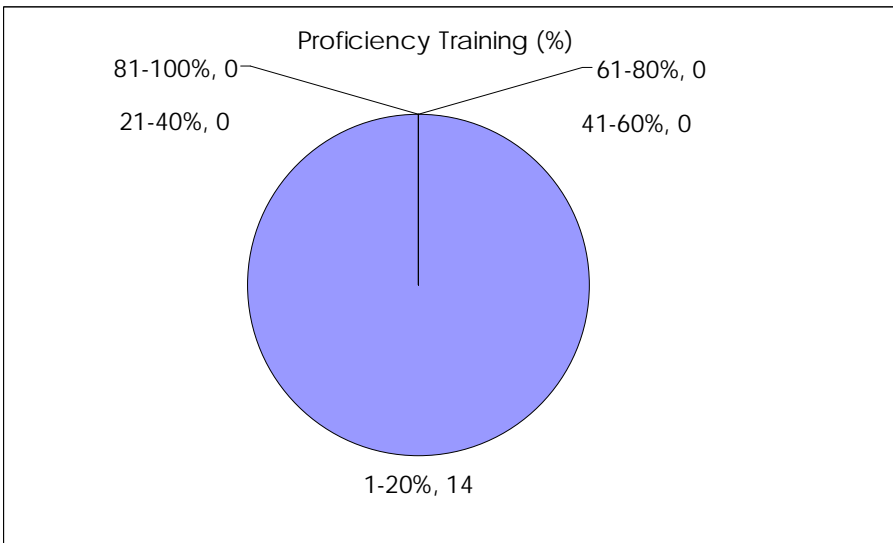
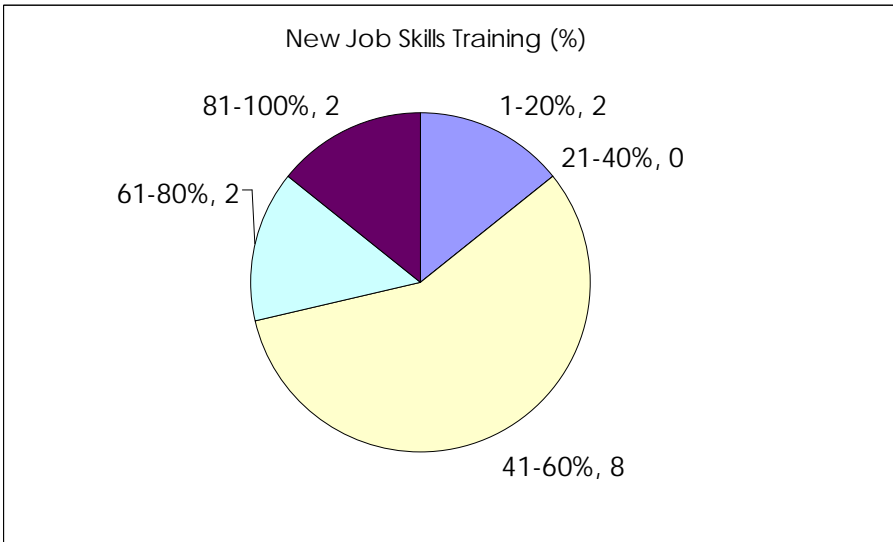
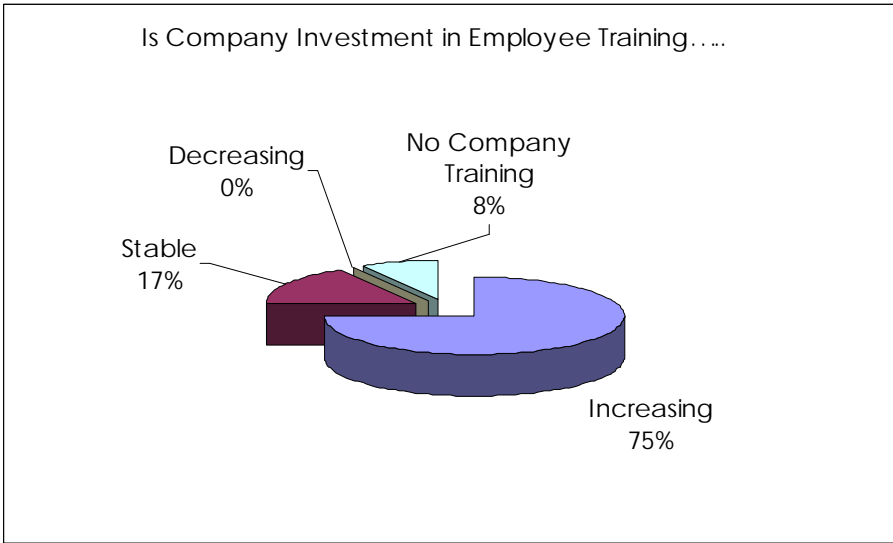


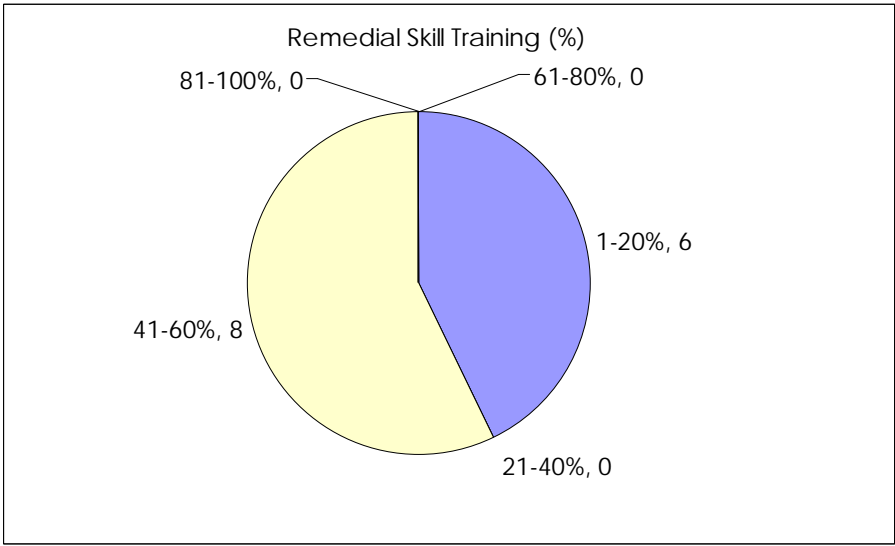
Is the Number of Unfilled Positions...



Are Primary Recruitment Problems Limited To...



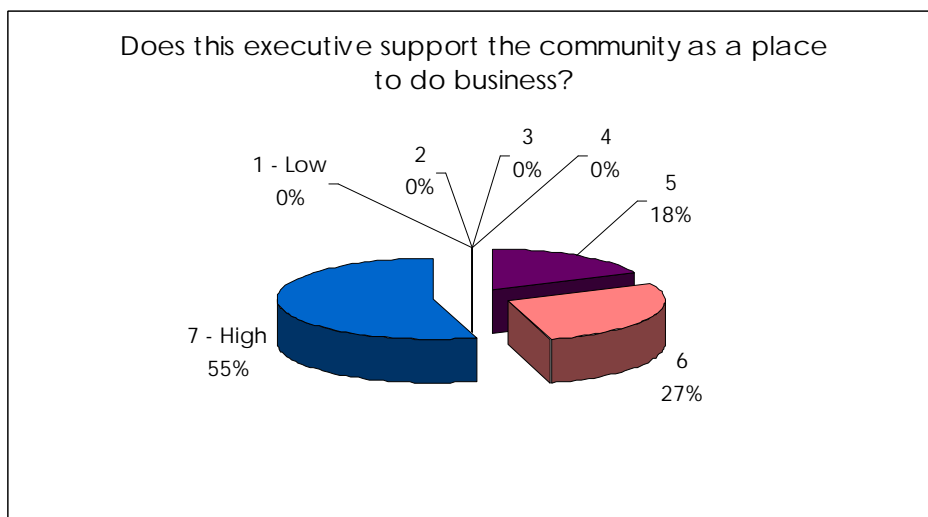




Summary information



1 = Low, 7 = High



The Synchronist system that captures and analyzes this data, calculates 4 characteristics based on the system's extensive information about companies all over the country. The rankings range from Low, Medium, High to Very High.

Value – This is a measure of the value of a company to the community. The higher the score, the more value the company is to the community.
In our sample, 50% ranked high, and 29% ranked medium.

Growth potential – This measure scores the potential for growth; an indicator of overall business health and source of new jobs in the future.
In our sample, 29% ranked high, and 50% ranked medium

Risk – This measure scores the risk that a company will leave the area, thereby reducing jobs and economic impact.
In our sample, 50% ranked low and 42% ranked medium.

Satisfaction – This measures the company’s overall satisfaction with doing business in the community.

In our sample, 7% ranked very high and 64% ranked high.

In addition, NNDA is providing technical assistance to the development authorities of Pershing, Mineral and Churchill counties in this same process. Since the industrial base of each of those 3 counties is small, their data will be incorporated into a “large region” report at the end of the fiscal year. The data gathered by each county will also be valuable to the county itself.

Prepared by Larie Trippet, Business Development Manager, Northern Nevada Development Authority. trippet@nnda.org www.nnda.org

Appendix A

BSS Workgroup volunteers for 2005 - 2006

Ms. Teresa Shoupe, Nevada State Bank, Chairperson

Mr. Jeff Lawrence	Management Assistance Partnership
Mr. Bob McCann	Leadership Transition Coaching
Ms. Christina Slade	Nevada JobConnect
Ms. Christie James	Active Communication Training
Ms. Sheri LeTourneau	Spherion Staffing
Ms. Kathleen Miller	Sierra Office Solutions
Mr. Joe McCarthy	Carson City
Mr. Puneet Kalia	Wells Fargo Bank
Mr. Rick Chambers	Heritage Bank
Mr. Kelly Bullis	Pre Paid Legal
Mr. Don Porter	JFG Systems
Mr. Tim Morsani	Self
Mr. Mike Haskell	Applied Staffing
Ms. Karen Hurles	U.S. Bank

Appendix B Participating Companies

To respect confidentiality, a listing of companies by name is not provided. Each participating company will receive a copy of this report. We thank each one very much for their contribution.

Number	Location
6	Carson City
3	Douglas County
5	Lyon County

