

# BUSINESS

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If you have business news, contact Ryan Bentley, business editor and assistant editor, (231) 439-9342 • rbentley@petoskeynews.com

## Businesses must attract talent from other areas

**A**lmost all of our northern businesses are experiencing issues with finding new employees. The candidates either are not prepared, trained or do not have experience



**Jim Tisdal** for only our businesses

but affects everyone as it impacts our economy and quality of life. I'm sure we have all heard recently a business say, "Sorry, but we are shorthanded right now."

Likely you have heard of a business closing its doors or part of its operation because it can't get the workers it needs. Employers posted 1,237 advertisements for jobs in the region over the last month, as reported by Burning Glass, Labor Insights. This demand relates to our tourism season but has been an issue for our businesses over the past year and more.

Attracting young people to our area is important and keeping our young talent here even more important. However, over the past several years the area's population in the 18-35 age range has continued to decline. So, the ongoing conversations about housing and transportation need to be resolved, and businesses must get more involved with the schools and colleges in the region to inform of the great careers that are here right now in our area. This also needs effort and involvement from all our current residents. These aren't someone else's issues. They belong to all of us living here.

Susan Ward, a small business expert reporting for About Money, provides 10 needed actions for businesses to attract quality employees.

- 1) Find out what the going rate is for the position and at least match it
- 2) Offer an employee ben-

### In demand

The following list shows the job categories with the largest numbers of positions advertised recently in the Petoskey area, along with the number of openings for each:

- Retail salespersons, 48
- Registered nurses, 44
- First-line supervisors of retail sales workers, 39
- Merchandise displayers and window trimmers, 28
- Combined food preparation and serving workers, including fast food, 28
- Customer service representatives, 24
- Sales representatives, wholesale and manufacturing, except technical and scientific products, 22
- Cashiers, 20
- Heavy and tractor-trailer truck drivers, 19
- Laborers and freight, stock and material movers, hand, 17
- Janitors and cleaners, except maids and housekeeping cleaners, 13
- Hotel, motel and resort desk clerks, 12
- Surgical techs, 11
- Maintenance and repair workers, general, 11
- Security guards, 10
- Maids and housekeeping cleaners, 10
- Licensed practical/vocational nurses, 10
- Pharmacists, 9
- Medical and health services managers, 9
- Cooks, restaurant, 9
- Pharmacy technicians, 8
- Medical secretaries, 7
- First-line supervisors of production and operating workers, 7
- First-line supervisors of mechanics, installers and repairers, 7
- Automotive specialty technicians, 7

Source: Burning Glass, Labor Insights

in attracting solid talent to our region, and the community needs to support their efforts. We have to adjust to the times and requirements needed to retain and attract the best talent.

The accompanying list shows the job categories with the largest numbers



COURTESY PHOTO/SANDRA LEE PHOTOGRAPHY STUDIO

**Pictured at the Home Builders Association of Northern Michigan's 2018 awards program are honorees (from left) Raymond Cunningham of Charlevoix High School, Sonya Habecker of Northern Shores Concierge, Robin Hissong Berry of Berry Nice Kitchens and Stephanie Baldwin of Edgewater Design Group, along with association president Greg Burroughs. Absent from the photo are award recipients Dave McBride of McBride Construction and Adam Caron of Rasmussen, Teller, O'Neil and Christman**

## Home Builders Association distributes awards

PETOSKEY — The Home Builders Association of Northern Michigan distributed several honors during an annual awards night which took place in May at Stafford's Perry Hotel.

This year's "Builder of the Year" award was presented to McBride Construction, and recognized strong leadership in promoting the mission of the association. McBride also received a "Special Tribute" award from the state of Michigan, signed by state Rep. Lee Chatfield, R-Levering.

The group presented its "Associate of the Year" honor to Edgewater Design Group, in recognition of the design firm's dedication, leadership and promotion of the association's mission. Edgewater also received a "Special Tribute," presented by the state and signed by Chatfield.

Sonya Habecker of Northern Shores Concierge received the "Affiliate of Year" award, which honors outstanding leadership in promoting the mission of the Home Builders Association along with dedication to promoting events. Habecker also received a "Special Tribute" from the state, signed by Chatfield.

This year's "President's Award" was presented to Adam Caron, of the Rasmussen, Teller, O'Neil and Christman accounting firm, in recognition of extraordinary dedication of time and talent in service to the construction industry. In addition, Caron received another of the "Special Tribute" awards from the state.

The "Clyde Whaley Award" was presented to Robin Hissong Berry in honor of extraordinary dedication of time and talent in service to Home Builders Associations at the local, state and national levels. This award is named after the first secretary of the board of directors of the Home Builders Association of Michigan. Berry also was a recipient of a state "Special Tribute."

The "Dick Crawford Award" was presented to Asuka Barden, of F.O. Barden & Son Lumber in Boyne City. She received this award in recognition of extraordinary dedication of time and talent in service to the community. Barden also was honored with a state "Special Tribute."

Raymond Cunningham of Charlevoix High School received this year's "PWB Scholarship Award," which recognizes a student continuing education in the trades. This year's recipient is Raymond Cunningham of Charlevoix High School.

The awards event included a short presentation by Bob Filka of the Home Builders Association of Michigan, who spoke about state affairs.

Other presenters during the program included Professional Women in Building Council President Nona Szczepanski, Home Builders Association of Northern Michigan board members Jeff Grantham and Christine Cole, Paul Aggeler of Preston Feather Building Centers, Tomi Jo Janisse of Consumers Energy, and Home Builders Association of Northern Michigan President Greg Burroughs.

Special guests included several past presidents of the Home Builders Association and a couple of its charter members, along with Brandon Kargol from the office of U.S. Rep. Jack Bergman, R-Watersmeet. Sponsors for the awards event included DTE Energy, Preston Feather Building Centers, Grantham Building & Remodeling, Consumers Energy and the Home Builders Association of Michigan.

The Home Builders Association of Northern Michigan provides services and advocacy for members in residential construction and related industries. Its service area includes Emmet, Charlevoix, Cheboygan and Otsego counties.

## ADOPT ME!

These pets & others can be adopted at the **Charlevoix Area Humane Society**  
Monday-Saturday 12:00 - 6:00 pm • Closed Sunday • charlevoixhumane.org • 231-582-6774 614 Beardley St., Boyne City

"OAKLEY"

"RAYLAN"

"MAGGIE"

"CLARK KENT"

- efits package
- 3) Emphasize the benefits of your business
  - 4) Be creative with perks, unlimited PTO, work from home, flex time, etc.
  - 5) Make lifestyle part of your employee recruitment offer
  - 6) Offer employees some way to move upwards
  - 7) Create an employee incentive program
  - 8) Institute a profit-sharing program
  - 9) Be ready to sweeten the offer for "the" person
  - 10) Widen the scope of your advertising
- Businesses can't afford not to get more aggressive

of positions advertised recently in the Petoskey area, along with the number of openings for each. Note only some of the positions have anything to do with our seasonal needs. Education provides choices. Inform yourself and create a rewarding life.

Jim Tisdell is director of Corporate and Community Education at North Central Michigan College. He is involved with several businesses as a member of the board of directors and operates a fly-fishing guide service. His columns appear second and fourth Tuesday of the month on the Business page. Tisdell can be reached at jtisdell@ncmich.edu.

 <p><b>ADOPTED</b></p> <p>Oakley is our 3 year old Siberian Husky mix. He is very sweet and playful and would do best in an active home with a big fenced in yard.</p>	 <p><b>IN FOSTER HOME</b></p> <p>Raylan is a 1 year old Corgi/Retriever mix. Shy and reserved, we are looking for a family who will help bring Raylan out of his shell.</p>	 <p><b>IN FOSTER HOME</b></p> <p>Maggie is another of our Georgia dogs. Maggie is still in foster care and is doing wonderful. Love and understanding is what Maggie will need to make her forever home a success.</p>	 <p>Meet Clark Kent. A five year old male Pit Mix who is very sweet. Clark Kent is smart and loving, but would need to be the only pet in the home. Training would be a plus.</p>
 <p><b>Northern Pet Salon</b> (231) 582-9200 500 N. Lake Street, Ste. D, Boyne City, MI</p>	<p><b>Charlevoix Veterinary Hospital, P.C.</b> Companion Animal Practice Loree B. DeCraza, D.V.M. M. Robert Pierce, D.V.M. 05560 U.S. 31 S. • Charlevoix • 547-9841</p>	<p><b>Bayshore Animal Hospital</b> 547-4999 Julie Saurin-Greiner, DVM Maribeth Greiner, DVM 9100 US-31 N., Charlevoix, MI</p>	<p>To place your ad here call 231-347-2544</p>
<p><b>"LADY"</b></p>  <p><b>ADOPTED</b></p> <p>Lady is our senior girl who is looking for someone who will love her and give her the companionship that she deserves. Lady is a great listener and will be your couch partner for watching your favorite shows.</p>	<p><b>"MOLLY"</b></p>  <p><b>IN FOSTER HOME</b></p> <p>Molly is the wonderful mother to all the puppies we adopted two months ago. Molly is a 4 year old Retriever/Terrier mix. She is now looking for her forever home. Could that be you?</p>	<p><b>"JIM"</b></p>  <p>Jim is our 5 year old DLH male cat who is about as sweet and gentle as they come. He is looking for a lap to curl up in and spend some quality time. Would make a great companion.</p>	<p><b>"SWIFFER"</b></p>  <p>Swiffer is our 3 month old male kitten. Sweet and loveable, and is looking for his "forever" home!</p>
<p>To place your ad here call 231-347-2544</p>	<p><b>DONTO KENNELS</b> 231-547-6889 www.dontokennels.com Breeding &amp; Grooming For Pets That Deserve The Best! Boarding &amp; Grooming For Pets That Deserve The Best!</p>	<p><b>Tom's Mom's Cookies</b> 267 S. Spring St. - Harbor Springs (231) 526-6606 www.tomsmomscookies.com</p>	<p><b>Celeste Murdick's Fudge</b> a Candy Kitchen 547-2122 321 Bridge Street • Charlevoix, MI</p>
<p><b>"BARBARA"</b></p>  <p>Barbara is our sweet two year old female cat. Playful and adorable, Barbara would make a great addition to your family.</p>	<p><b>"FRANK"</b></p>  <p>Frank is our 10 year old male cat who is hoping to find his forever home. Could that be you?</p>	<p><b>"SAMMY"</b></p>  <p>Are you looking for an energetic member to join you busy family? Well meet Sammy. Sammy is a 1 year old Hound/Pit mix. He loves to walk, run and could play with a tennis ball from sun up to sun down.</p>	<p><b>"BILL"</b></p>  <p>This is Bill. He is a 3 year old DSH. What a cool Cat! Bill is very loving and would make a great family pet.</p>
<p><b>FAMILY Farm &amp; Home</b> PN-39725-1</p>	<p><b>JORDAN VALLEY ANIMAL CLINIC</b> Jeff Powers, D.V.M. 231-536-3132</p>	<p>To place your ad here call 231-347-2544</p>	<p><b>Gruler's Farm Supply Inc.</b> Petoskey Mon.-Sat. 8:30-5:30 grulersfarmsupply@gmail.com</p>



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