Finding and Keeping the Right Employees

Presented to Small Business Owner Focus Group
15 Jun 07
Martinsville-Henry County
a great place to live!

location
Martinsville-Henry County is located on the Southern border of Virginia, in the foothills of the Blue Ridge Mountains and covers 385 square miles. With its beautiful location and rich history, Martinsville-Henry County is home to some of the finest recreational and cultural options in the country. The area is proud of its excellent medical facilities, innovative school systems and incredible housing opportunities.

proximity
- 45 miles N of Greensboro, NC
- 50 miles S of Roanoke, VA
- 100 miles NW of Raleigh, NC
- 130 miles N of Charlotte, NC
- 176 miles SW of Richmond, VA
- 960 miles SW of Washington D.C.

climate
- Average Temperatures
  - High 79°F
  - Low 36°F
- Average Annual Precipitation
  - 45.6” rainfall
  - 14.5” snowfall

golf
There are five golf courses located in the Martinsville-Henry County area. Four private courses and one public course – all within a 15 minute drive!
- Braeloch Country Club
- Chatmoss Country Club
- Forest Park Country Club
- Lynwood Golf & Country Club
- Beaver Hill Golf Course (Public)

fishing/boating
Philpott Lake
Whether you come to boat, swim, fish or camp, the pristine natural resources and abundant recreational opportunities at Philpott Lake will satisfy your love of nature and adventure. With clear water and a natural shoreline nestled in the foothills of the Blue Ridge Mountains, Philpott Lake is the ideal place to enjoy the beauty and serenity of the area.

Smith River
A world-class trophy trout stream, the Smith River beckons fishermen from around the region. Fly fishing, canoeing and kayaking opportunities abound along this tailwater stream throughout Henry County.

blue ridge parkway
One of the most popular areas of the United States National Park System, the 469-mile Blue Ridge Parkway stretches through the mountains of Virginia and North Carolina. With recreational activities, attractions and a variety of historical sites, the Blue Ridge Parkway, only 30 minutes from Henry County, is a major draw to tourists and nature seekers. There are hundreds of hiking trails which guide you through the natural beauty of the Blue Ridge Mountains.
Martinsville-Henry County Commuting Patterns

Outflow of Workers Who Reside in Martinsville-Henry County

- Rockingham Co. NC: 1,472
- Danville/Pittsylvania Co. VA: 708
- Guilford Co. NC: 663
- Franklin Co. VA: 385
- Patrick Co. VA: 256
- Forsyth Co. NC: 249
- Roanoke/Salem/Roanoke Co. VA: 219
- Other Locations in VA: 270
- Other Locations in NC: 246
- All Other States: 148

Inflow of Workers to Martinsville-Henry County

- Patrick Co. VA: 1,766
- Franklin Co. VA: 1,699
- Danville/Pittsylvania Co. VA: 1,494
- Rockingham Co. NC: 637
- Roanoke/Roanoke Co. VA: 100
- Guilford Co. NC: 87
- Stokes Co. NC: 43
- Other Locations in NC: 104
- Other Locations in VA: 228
- All Other States: 37

Outflow 43% (4,616)
Inflow 57% (6,195)
Total Outflow vs. Inflow

Commuting Patterns of Martinsville-Henry Co. Residents

- Work in M-HC: 86% (27,631)
- Work Elsewhere: 14% (4,616)
- VA 40% (1,838)
- NC 57% (2,630)
- Other States 1% (148)

Origin of Inflow to Martinsville-Henry Co.

- Virginia 85% (5,287)
- NC 14% (871)
- Other States 1% (37)

Martinsville-Henry County Drive Time Analysis

- 20 Minute Drive Time Map
Martinsville-Henry County Drive Time Analysis

Source: U.S. Census Bureau, Census 2000 Summary File 3.
Data compiled using 134 E. Church St., Martinsville, VA as the origin.
Employees as Assets

- Know what you have and have a plan to optimize your assets.
- Know what human assets you are likely to need and have a plan to acquire them.
- Create a leadership role and hold that person accountable for increasing the value of your human assets.
- Be insistent that your leaders take into account the big picture.
- Focus on building relationships and get everyone involved and a part of the team.
Employees as Assets (continued)

• Employ people who are by nature motivated by what you are trying to accomplish.
• Employ people who currently possess skills and competencies that are must haves and those who are willing to continue to develop skills.
• Employ people who understand collaboration.
• Create your reward system as a combination of return to the individual for value produced and recognition of performance of the whole organization.
Employees as Assets (continued)

- Create and maintain systems that allow people to grow professionally and require them to take advantage of them.
- Let it be known that everyone is responsible for his or her own development.
Where to Find Employees

- Virginia Employment Commission -
  http://www.vec.virginia.gov/vecportal/forms/vecempform.cfm

- Workforce Investment Board Area 17 -
  http://www.wib17.org

- Advertisements

- Staffing Agencies