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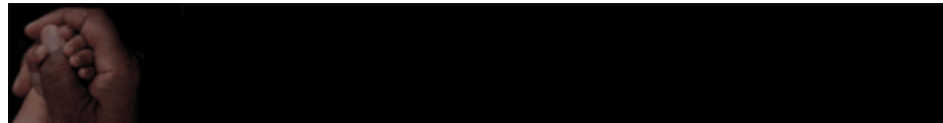
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TODAY'S TOP STORIES

Employers project hiring increase

By [ANDREA DECKERT](#)
Rochester Business Journal
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Area employers project a 6 percent increase in employment a year from now, growing the work force by more than 4,000, a 2007 Finger Lakes Wired Jobs Skills and Job Vacancy survey released Wednesday show.

"This is good news," said Matthew Hurlbutt, managing director of Finger Lakes Wired, in a statement. "The results clearly show that individuals with key skills can find employment in the region."

Of the jobs that will be in demand, nursing tops the list. Other professions listed include customer service representatives, technicians, physicians and engineers.

The survey was conducted for Finger Lakes Wired in May by the Rochester Business Alliance Inc. It was a follow-up to the 2004 regional RBA study reported at the 2004 RochesterWorks! Workforce Summit. The results indicate the economy has improved since 2004 and employers expect headcount to increase from nearly 68,763 to some 72,993 over the next year.

According to the study, job openings increased 53 percent compared with 2004. Three years ago engineers were in demand.

Eight-five percent of respondents—165 employers were surveyed—were located in Monroe County. Manufacturing was the largest single industry represented in the study.

"The survey gives us essential information on current openings in the region and direct feedback from employers regarding the skills of current applicants," Hurlbutt said. "That information helps us better assist businesses with their recruitment and training efforts to support economic growth."

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