

# NCWORKS COMMISSION

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**November 19, 2025**  
**Quarterly Business Meeting**

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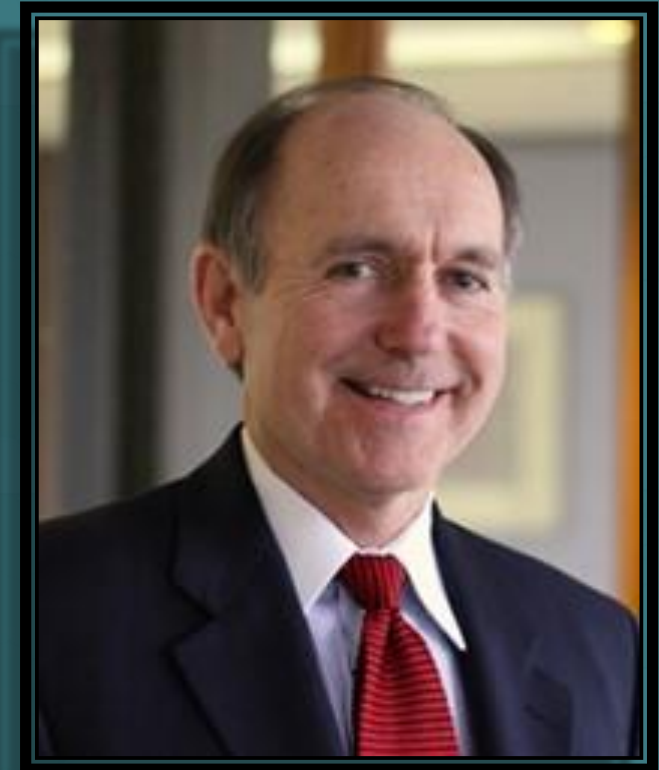
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# Meeting Instructions

**Welcome**

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# Tom Rabon, Chair NCWorks Commission



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# Opening Comments

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## Dr. Tracey Mancini, President Carteret Community College



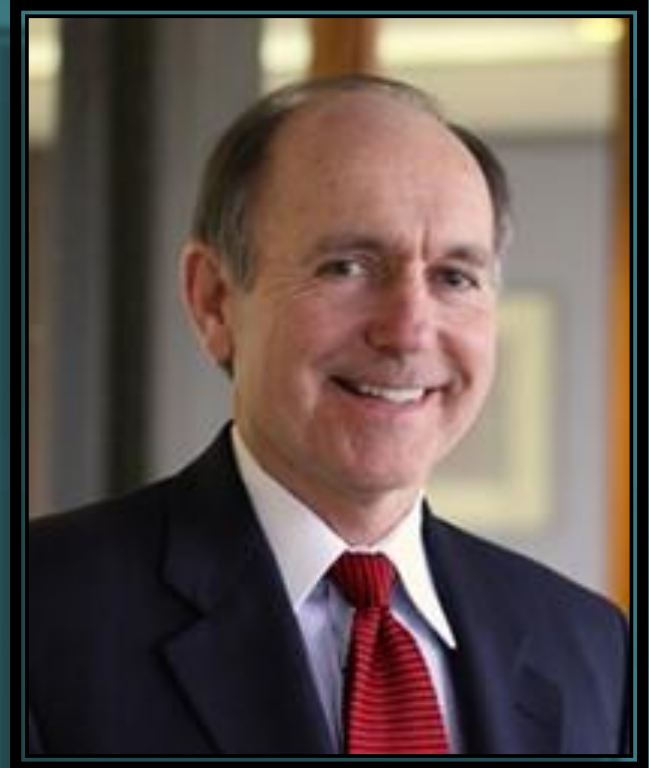
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# Workforce Updates

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## Tom Rabon, Chair NCWorks Commission



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# Workforce in the NC Boat Industry

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## Sheila Glazewski, Vice President Parker Offshore LLC



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The top half of the image features a background of a blue-grey sky and a choppy blue sea. A white speedboat is moving from right to left, leaving a white wake. A seagull is in flight on the left side. Overlaid on this background is the 'Parker' logo in a large, white, italicized script font. Below 'Parker' is the word 'OFFSHORE' in a smaller, white, all-caps sans-serif font.

# *Parker*

OFFSHORE

## Culture and Recruitment

Sheila Glazewski

The 2023 NMMA study reveals recreational boating saw a 36% increase in annual economic activity from 2018's \$170 billion to \$230 billion in 2023 and a 14% jump in recreational marine industry-related jobs from 691,000 in 2018 to 812,000 in 2023.

1. Florida: \$31.3B, up 53% and 109,000 jobs, up 19%.

6. North Carolina: \$9.1B, up 83% and 28,000 jobs, up 39%

10. Minnesota: \$6.9B, up 155% and 25,000 jobs, up 137%.1.



# Market Share Research - Offshore

Offshore	R12 Calculations			YTD Calculations			CM Calculations			CM Extrapolated	
	R12 CY	R12 LY	R12 YOY %	YTD CY	YTD LY	YTD YOY %	CM CY	CM LY	CM YOY %	CM CY Extr	CM YOY Extr %
	15,583	17,776	-12.3%	12,998	14,861	-12.5%	864	1,021	-15.4%	1,014	-0.7%

Data Type: SSI Monthly

Data as of: **September 2025**

Make	R12 Calculations						YTD Calculations						CM Calculations						CM Extrapolated	
	R12 CY	R12 LY	R12 YOY %	R12 MS%	R12 MS% LY	R12 MS% Var	YTD CY	YTD LY	YTD YOY %	YTD MS%	YTD MS% LY	YTD MS% Var	CM CY	CM LY	CM YOY %	CM MS%	CM MS% LY	CM MS% Var	CM CY Extr	CM YOY Extr %
Sea Hunt Boats	1,616	1,866	-13.4%	10.4%	10.5%	-0.1%	1,362	1,573	-13.4%	10.5%	10.6%	-0.1%	84	100	-16.0%	9.7%	9.8%	-0.1%	99	-1.4%
Key West	1,178	1,410	-16.5%	7.6%	7.9%	-0.4%	1,019	1,179	-13.6%	7.8%	7.9%	-0.1%	44	84	-47.6%	5.1%	8.2%	-3.1%	52	-38.5%
Sportsman(S MN)	1,049	1,147	-8.5%	6.7%	6.5%	0.3%	885	963	-8.1%	6.8%	6.5%	0.3%	56	58	-3.4%	6.5%	5.7%	0.8%	66	13.3%
Tidewater	1,006	1,092	-7.9%	6.5%	6.1%	0.3%	848	953	-11.0%	6.5%	6.4%	0.1%	59	68	-13.2%	6.8%	6.7%	0.2%	69	1.8%
Robalo	963	1,200	-19.8%	6.2%	6.8%	-0.6%	820	1,023	-19.8%	6.3%	6.9%	-0.6%	57	72	-20.8%	6.6%	7.1%	-0.5%	67	-7.1%
Carolina Skiff	852	919	-7.3%	5.5%	5.2%	0.3%	729	810	-10.0%	5.6%	5.5%	0.2%	46	52	-11.5%	5.3%	5.1%	0.2%	54	3.8%
Boston Whaler	706	766	-7.8%	4.5%	4.3%	0.2%	575	651	-11.7%	4.4%	4.4%	0.0%	37	32	15.6%	4.3%	3.1%	1.1%	43	35.7%
Sea Pro	660	717	-7.9%	4.2%	4.0%	0.2%	574	583	-1.5%	4.4%	3.9%	0.5%	37	49	-24.5%	4.3%	4.8%	-0.5%	43	-11.4%
Grady-White	624	724	-13.8%	4.0%	4.1%	-0.1%	515	600	-14.2%	4.0%	4.0%	-0.1%	29	32	-9.4%	3.4%	3.1%	0.2%	34	6.4%
Sea Fox	455	550	-17.3%	2.9%	3.1%	-0.2%	385	467	-17.6%	3.0%	3.1%	-0.2%	21	42	-50.0%	2.4%	4.1%	-1.7%	25	-41.3%
Nautic Star	428	481	-11.0%	2.7%	2.7%	0.0%	348	422	-17.5%	2.7%	2.8%	-0.2%	24	38	-36.8%	2.8%	3.7%	-0.9%	28	-25.9%
Pathfinder	397	557	-28.7%	2.5%	3.1%	-0.6%	332	447	-25.7%	2.6%	3.0%	-0.5%	25	13	92.3%	2.9%	1.3%	1.6%	29	125.7%
Parker	364	369	-1.4%	2.3%	2.1%	0.3%	286	317	-9.8%	2.2%	2.1%	0.1%	13	27	-51.9%	1.5%	2.6%	-1.1%	15	-43.5%
Scout	332	381	-12.9%	2.1%	2.1%	-0.0%	273	313	-12.8%	2.1%	2.1%	-0.0%	11	19	-42.1%	1.3%	1.9%	-0.6%	13	-32.0%
Mako	305	304	0.3%	2.0%	1.7%	0.2%	243	271	-10.3%	1.9%	1.8%	0.0%	20	19	5.3%	2.3%	1.9%	0.5%	23	23.5%
Total	15,583	17,776	-12.3%	100.0%	100.0%	0.0%	12,998	14,861	-12.5%	100.0%	100.0%	0.0%	864	1,021	-15.4%	100.0%	100.0%	0.0%	1,014	-0.7%

(Industry) Without PWC

165,839 184,205  
R12 Units R12 Units LY

-10.0%  
R12 YOY

-11.86% -12.27%  
R6 YOY R3 YOY

PWC

60,913 67,196  
R12 Units R12 Units LY

-9.4%  
R12 YOY

-11.50% -7.05%  
R6 YOY R3 YOY

Bass

7,030 7,945  
R12 Units R12 Units LY

-11.5%  
R12 YOY

-14.34% -10.80%  
R6 YOY R3 YOY

Cruiser IO IB 31-40

190 213  
R12 Units R12 Units LY

-10.8%  
R12 YOY

-6.30% -13.21%  
R6 YOY R3 YOY

SSI Monthly Segment Data

Report Date:  
September 2025

Air

267 352  
R12 Units R12 Units LY

-24.1%  
R12 YOY

-18.78% -13.59%  
R6 YOY R3 YOY

AL Fish OB AI 16-24

37,395 38,969  
R12 Units R12 Units LY

-4.0%  
R12 YOY

-4.48% -4.46%  
R6 YOY R3 YOY

Deck

2,686 3,228  
R12 Units R12 Units LY

-16.8%  
R12 YOY

-20.67% -21.01%  
R6 YOY R3 YOY

Electric

145 174  
R12 Units R12 Units LY

-16.7%  
R12 YOY

-13.13% -32.08%  
R6 YOY R3 YOY

Sail

988 1,203  
R12 Units R12 Units LY

-17.9%  
R12 YOY

-22.45% -30.23%  
R6 YOY R3 YOY

Saltwater OB 13-50

20,100 22,716  
R12 Units R12 Units LY

-11.5%  
R12 YOY

-12.21% -9.35%  
R6 YOY R3 YOY

AL Fish OB AI 8-15

7,103 6,292  
R12 Units R12 Units LY

12.9%  
R12 YOY

4.58% -2.11%  
R6 YOY R3 YOY

AL Fish OB AI 8-24

44,498 45,261  
R12 Units R12 Units LY

-1.7%  
R12 YOY

-3.18% -4.10%  
R6 YOY R3 YOY

House Boat

63 72  
R12 Units R12 Units LY

-12.5%  
R12 YOY

0.00% 54.55%  
R6 YOY R3 YOY

Jet Boat

4,697 5,426  
R12 Units R12 Units LY

-13.4%  
R12 YOY

-16.68% -16.11%  
R6 YOY R3 YOY

Ski & Wake

7,750 9,121  
R12 Units R12 Units LY

-15.0%  
R12 YOY

-17.12% -20.66%  
R6 YOY R3 YOY

Utility

976 1,282  
R12 Units R12 Units LY

-23.9%  
R12 YOY

-26.94% -13.55%  
R6 YOY R3 YOY

Yacht IO IB 41-64

303 346  
R12 Units R12 Units LY

-12.4%  
R12 YOY

-20.22% -28.89%  
R6 YOY R3 YOY

Yacht IO IB 65-175

105 110  
R12 Units R12 Units LY

-4.5%  
R12 YOY

-18.75% -17.24%  
R6 YOY R3 YOY

20-35 Runabout Outboards

(Blank) 0  
R12 Units R12 Units LY

NaN  
R12 YOY

(Blank) (Blank)  
R6 YOY R3 YOY

Pontoon

47,558 54,910  
R12 Units R12 Units LY

-13.4%  
R12 YOY

-13.84% -14.10%  
R6 YOY R3 YOY

Runabouts IO 16-40

3,016 3,701  
R12 Units R12 Units LY

-18.5%  
R12 YOY

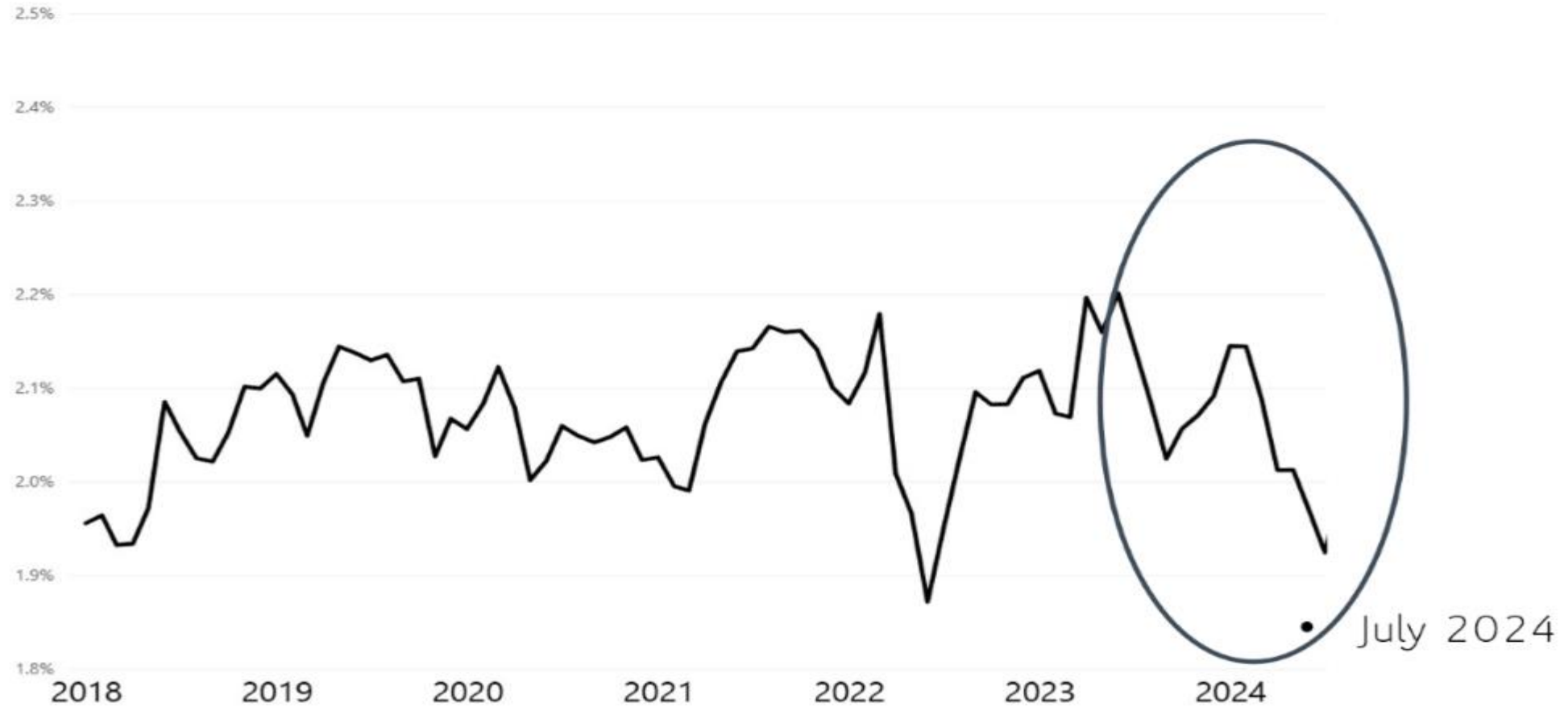
-23.02% -22.91%  
R6 YOY R3 YOY

Runabouts IO OB 16-40

6,466 7,607  
R12 Units R12 Units LY

-15.0%  
R12 YOY

-21.02% -21.31%  
R6 YOY R3 YOY



# Parker Offshore History



**Founded in early 1980s in  
Beaufort, NC**

**Manufacture Center Console and  
Sport Cabin Saltwater Boats 18'-29'**

**Family owned and operated  
until 2019**

**Sold to Correct Craft in April of  
2019**

**Family leadership exited the  
company in November of 2020**

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# Our Product a year ago

2520 Sport Cabin



24 Center Console



# Our Product Now

2420 Sport Cabin



29 Center Console



# Our Culture Pyramid



# Recruitment Opportunities

## Competition

- All Things Boat
- Military Bases
- Other Manufacturers

## Type of Industry

- Hands on
- Use training in a different field
- Repetitive

## Housing Availability

## Talent Pool



# Initiatives to Drive Recruitment

## Workforce Development/NC Works

- Apprenticeship program
- Workforce Training
- Job Fairs
- Re-entry Program

## College Partnership

- Boat Building Academy

## CTE Partnership

- CAPE Participant
- Manufacturing Day

## Internal Training Programs

- Book Studies

## Landing School



# What Makes us Different



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# Finding and Keeping Good Employees

Neal Harris Executive Recruiter stated:

- People want at least one of these factors
  1. *A Winning Company that has Demonstrated Success*
  2. *High-Risk, High-Reward Company where there may be a future Windfall through a Stock Offering*
  3. *A Higher- Mission Company trying to make the World a Better Place*
  4. *A Lifestyle Company that Operates in an Interesting Industry*

# Mentor Program

- Implemented Early 2021
- Retention Strategy
- Financial Reward
- Leadership Training



# Recognition

- Service Awards
- Employee of the Month and Year
- Mentor Checks
- Referral Bonus
- Improvement Idea
- Employee Appreciation
- Safety Events
- Monthly Production Awards



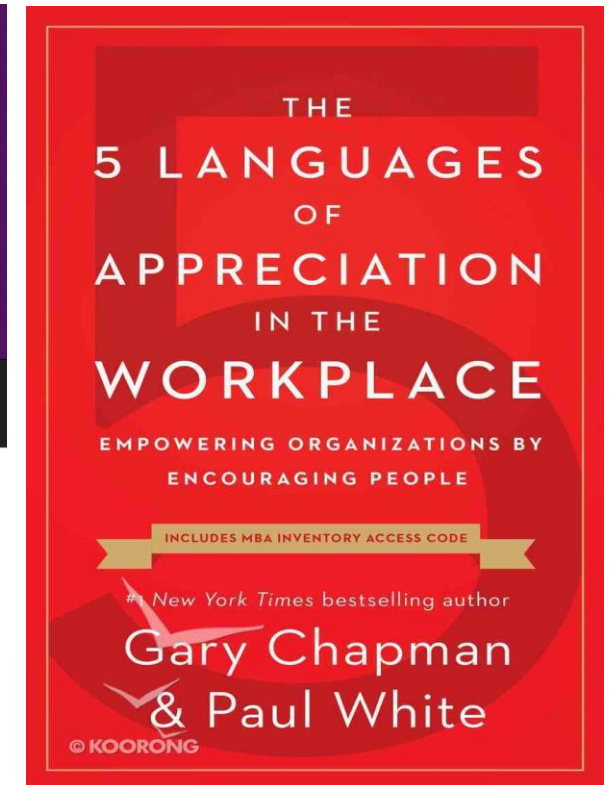
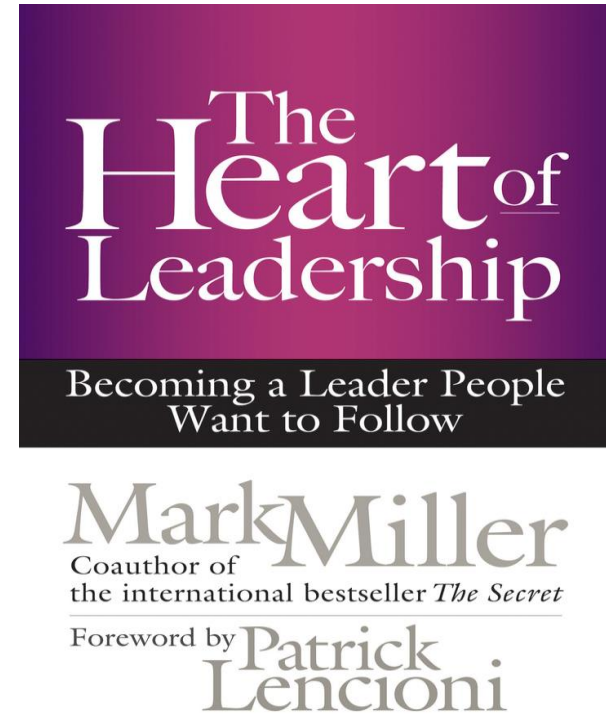
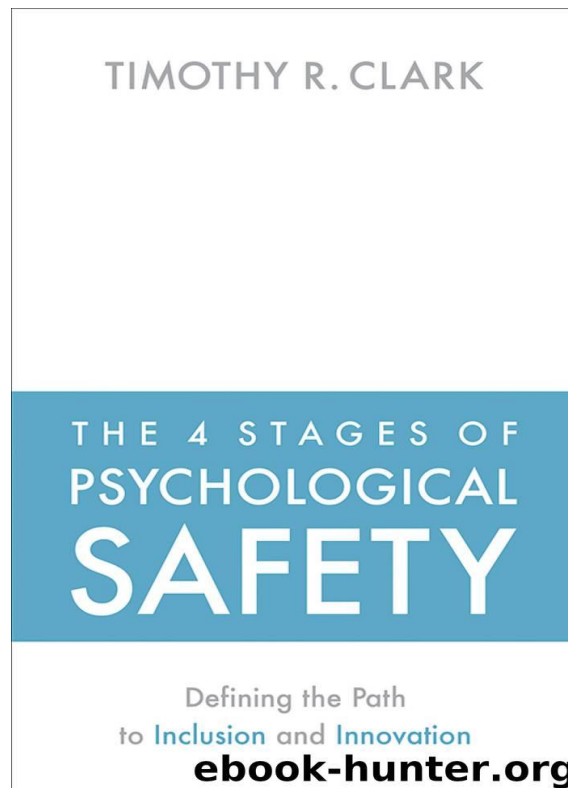
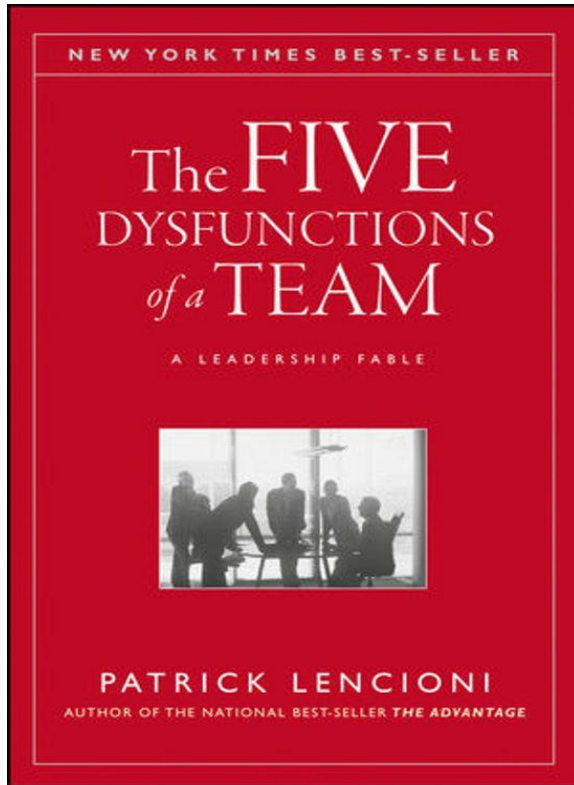
# Future Leaders/Team Lead Training



- Investment in team
- Book studies and curriculum
- Grooming future leaders



# Learning



## What can you do to drive cultural change as a leader?

- Be intentional
- Bring Energy
- Get to know your team
- Express appreciation/show your team is valued
- Invest in your team
- Be a learner not a knower
- Be patient
- Overcommunicate

Thank you!



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**Council on Workforce &  
Apprenticeships**

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**Tammy Simmons**

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# Mark Richardson

## Education and Credential Attainment – Sherry Carpenter

## Work-Based Learning and Apprenticeships – Tammy Simmons

# Employer Engagement and Strategic Partnerships – Mark Richardson

## Governing and Aligning a Future-Ready Workforce System – Dr. Cheryl Richardson

# Commission Policy Statement

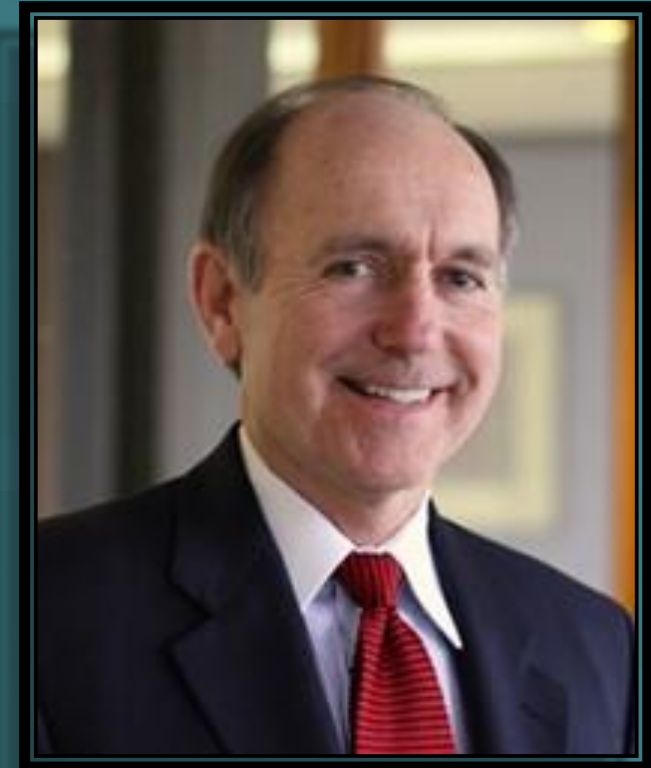
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- **CPS 05-2021: Change 1, NC Job Ready Workforce Investment Grants**
- **CPS 06-2021: Change 2, Guidelines for North Carolina NCWorks Career Center Code of Conduct Violations**
- **CPS 11-2021: Change 2, Eligible Training Provider Guidelines, Penalties, Appeal Process, and Performance Reporting**
- **CPS 02-2022: Change 1, Procurement and Contracting**

# Closing Remarks

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## Tom Rabon, Chair NCWorks Commission



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# NCSU—SWLI

## October 2025 Cohort

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Highlights for October 2025 include:

- Economic and demographic trends
- Federal investment in workforce development
- Public policy process
- Leverage data for strategic planning
- Exploring the role of AI in workforce systems
- Crafting actionable strategies tailored to regional dynamics

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## Strategic Workforce Leadership Initiative



**2026**

- **February 11, 2026 – McKimmon Center (Raleigh, NC)**
- **May 13, 2026 – McKimmon Center (Raleigh, NC)**
- **August 12, 2026 – McKimmon Center (Raleigh, NC)**
- **November 18, 2026 – McKimmon Center (Raleigh, NC)**

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