



On the Economic Scene



A weekly economic development briefing from the Volusia County Department of Economic Development

March 16, 2015

ONLINE VERSION AT FLORIDABUSINESS.ORG

AUTHOR STOVALL FEATURED SPEAKER -- Jim Stovall, best-selling author, entrepreneur and humanitarian will offer a vision of what can be achieved when people say 'yes' in the face of challenge and adversity. The event, April 7, is a partnership between the L. Gale Lemerand Center for Entrepreneurship and the Small Business Development Center at Daytona State College. For reservations go to: SBDC@daytonastate.edu or call 386-506-4723.

CRAFT BREWERS HAVE BIG IMPACT -- According to brewersassociation.org, small and independent American craft brewers contributed \$33.9 billion to the U.S. economy in 2012 and provided more than 360,000 jobs, with 108,440 jobs directly at breweries and brewpubs. For information, go to: brewersassociation.org/statistics/economic-impact-data.

SEMINAR ON VIDEO MARKETING -- The local SCORE chapter is sponsoring a free seminar on how to use video marketing to attract customers. The seminar will be March 26 from 6 - 8 p.m. at the UCF business incubator at Daytona Beach International Airport. For reservations go to: score87.org or call 386-255-6889.

TECH INDUSTRY EQUALS 6.5 MILLION JOBS -- According to PR Newswire, the U.S. tech industry added 129,600 jobs between 2013 and 2014 for a total of nearly 6.5 million jobs. The report, *Cyberstates 2015: The definitive state-by-state analysis of the U.S. tech industry*, states the industry accounts for 5.7 percent of the U.S. private sector workforce. The 122-page analysis found that Florida's tech industry ranked fourth in the country and employed 307,100 workers in 2014. These workers had an annual average salary of \$80,400, 88 percent more than the state's average private sector wage.

GRANTS AVAILABLE FOR MEDICAL FAIR THAILAND -- Medical Fair Thailand 2015 is an opportunity to showcase products, solutions and services for this region's flourishing medical and health care industry. The event is September 10 - 12 in Bangkok. Reimbursable grants are available from Enterprise Florida to Florida companies. For information email Leigh Shapleigh at Volusia County Economic Development at Lshapleigh@volusia.org or call 386-248-8048.

VIDEO GAME INDUSTRY PAYS TOP WAGES -- According to the Orlando Business Journal, the video game industry in Florida ranks sixth nationally and employs about 4,600. Employees in the industry make an average of \$89,540 per year, while game developers make over \$210,000. Real annual growth rate of the industry in Florida was 21.55 percent from 2009-12. Ranked ahead of Florida are California, Texas, Washington, New York and Massachusetts.

COURSE TO COVER CYBER SECURITY -- Volusia County schools is hosting a course in Daytona Beach that will cover the interdependency between physical and cybersecurity disciplines, and how to form strategies to enhance security. For information call 800-423-8433 or email law@teex.tamu.edu.

COULD A SPINACH GENE SAVE THE ORANGE INDUSTRY? -- New genetics are helping to breed trees that are immune to the citrus greening disease. In "transgenic citrus," trees have a gene added to confer resistance or tolerance to the disease including a gene from spinach that seems to help the tree grow fine with infection. For information go to: foodnutritionscience.com/articles/citrus-greening.

POWERPOINT 2010 BASIC CLASS -- The Center for Business and Industry is offering a basic PowerPoint 2010 class on March 26 from 8 a.m. - 5 p.m. For information and to register call 386-506-4224 or email Parkerj@daytonastate.edu.

IDENTITY THEFT TOPS FTC CONSUMER COMPLAINT LIST -- According to U.S. News & World report, a recent Federal Trade Commission report cites identity theft as the top consumer complaint of 2014, and for the 15th consecutive year. Of 2.6 million complaints made to the commission, state and federal law enforcement agencies, national consumer protection organizations and nongovernmental organizations, 13 percent were about identity theft, with debt collection and impostor scams accounting for 11 percent each. Separately, the Identity Theft Resource Center reported 783 data breaches in 2014, a spike of 27.5 percent from 2013.

NEWS ITEMS WANTED! -- Please send your business news items to Dave Byron, Volusia County Community Services Department Director, at dbyron@volusia.org. If you wish to be removed from this weekly broadcast, please let us know.

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