



# On the Economic Scene



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

April 6, 2015

ONLINE VERSION AT [FLORIDABUSINESS.ORG](http://FLORIDABUSINESS.ORG)

---

---

**SEMINAR ON SMALL BUSINESS MARKETING** -- The local SCORE chapter will present a free seminar April 15 from 6 - 8 p.m. on an effective marketing plan, marketing techniques, and social media. The session will be at the business incubator at Daytona Beach International Airport. To register go to: [score87.org](http://score87.org) or call 386-255-6889.

**SMALL BUSINESS WEEK MAY 4-8** -- The Small Business Administration's (SBA) National Small Business Week is May 4 -8. The theme is SBA: Dream big, start small. The observance highlights the impact of outstanding entrepreneurs, small business owners, and others. For information, go to: [sba.gov/content/sba-announces-national-small-business-week-6](http://sba.gov/content/sba-announces-national-small-business-week-6).

**FLORIDA INCOME GROWS** -- Income in Florida is growing faster than the national average, according to the U.S. Bureau of Economic Analysis. Total income rose an estimated 4.6 percent in 2014 compared with 3.9 percent nationally.

**SUCCESSION PLAN CRUCIAL FOR FAMILY BUSINESSES** -- A well-developed family business plan necessitates a succession plan to ensure sustainability. A family business plan can vary from what is optimal for the business and picking a successor might include having an outside person evaluate the choices and make recommendations. For information go to: [floridatrend.com/article/18268/a-succession-plan-is-crucial-for-family-businesses](http://floridatrend.com/article/18268/a-succession-plan-is-crucial-for-family-businesses).

**WEBSITE HELPS TO UNDERSTAND COST OF HIGHER EDUCATION** -- Higher education is a huge investment so understanding the cost and compensation commanded by certain degrees can be helpful. [Beyondeducation.org](http://Beyondeducation.org) is a website that provides post secondary school information that will help to make informed education and career choices. The site includes information on employment and earnings outcomes of graduates of the Florida college system and district post secondary career and technical schools.

**RECYCLING WORKSHOP FOR SMALL BUSINESSES** -- The Florida Department of Environmental Protection, in association with the Southern Waste Information eXchange Inc., will hold a one-day recycling workshop for small businesses. The workshop will be April 23 from 9 a.m. - 3:45 p.m. at the Second Harvest Food Bank in Orlando. The workshop will cover how to start or improve a workplace recycling program and available resources. For information call Gene Jones at 800-441-7949 or email [gene@swixusa.org](mailto:gene@swixusa.org).

**ELECTRONICS RECYCLING EVENT** -- Vann Data Services, in partnership with A-1 Assets, will hold an electronics recycling event for old computers and electronic equipment, reusable or working or not. All sensitive data will be cleared from hard drives. There is a \$2 fee per CRT monitor. The event is April 22 from 10 a.m. - 2 p.m. at 1801 Dunn Ave., Daytona Beach. The Volusia County landfill on Tomoka Farms Road, west of Daytona Beach, also accepts electronics for recycling. For information go to [volusia.org/services/public-works/solid-waste-and-recycling](http://volusia.org/services/public-works/solid-waste-and-recycling).

**FEDERAL CONTRACTS HELP SUPPORT SMALL BUSINESSES** -- In fiscal year 2014, the U.S. Government spent just over \$445 billion on goods and services. Of that \$13.6 billion was spent in Florida. Federal law requires that 23 percent of all federal prime contract dollars be awarded to small businesses. For information call Leigh Shapleigh at Volusia County Economic Development at 386-248-8048 or email [lshapleigh@volusia.org](mailto:lshapleigh@volusia.org).

**CAREER ACADEMY PREPARES FUTURE ENGINEERS** -- The Engineering Academy at New Smyrna Beach High School provides training in engineering and technology through the Project Lead The Way Program. Activities are hands on and emphasize robotics and animation with the computer integrated manufacturing course. For information contact Dennis Humphrey, academy director, at [dahumphr@volusia.k12.fl.us](mailto:dahumphr@volusia.k12.fl.us).

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