



# On the Economic Scene



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

May 4, 2015

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

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**VOLUSIA COUNTY TO HOST QUARTERLY ECONOMIC BRIEFING** -- Volusia County Economic Development's next quarterly briefing on the local economy is May 8 at 7:45 a.m. in the Volusia Room on the second floor of Daytona Beach International Airport. Entrepreneurship in Volusia County will be the speaker's topic. Seating is limited. For reservations call 386-248-8048.

**FLORIDA FIRST FOR AEROSPACE MANUFACTURING ATTRACTIVENESS** -- Florida again ranks first in the U.S. for aviation manufacturing attractiveness, according to the Aerospace Manufacturing Attractiveness Rankings. The report ranked states on tax rates, industry size, operating cost and education. The study used a weighted average for variables such as costs, workforce, and number of aerospace companies in each state. There are more than 2,000 aerospace and aviation companies in Florida that employ more than 82,000 with an annual payroll exceeding \$5 billion.

**DATE CHANGE FOR INTELLECTUAL PROPERTY SYMPOSIUM** -- An intellectual property symposium June 5 (not May 29 as previously advertised) from 8:30 a.m. - 12 p.m. will feature Heather Bond Vargas, an attorney with the Daytona Beach law firm Cobb Cole. The session will cover options for protecting intellectual property including patents, trademarks, copyrights, distribution agreements, liability protection, and e-commerce. For reservations call Shirley Klein at the University of Central Florida business incubation program at 872-3100 or email [shirley.klein@ucf.edu](mailto:shirley.klein@ucf.edu).

**FLORIDA OFFERS A GREAT CLIMATE FOR WOMEN ENTREPRENEURS** -- Women are starting small businesses in Florida faster than the national average. The state has experienced a 74 percent increase in the number of women-owned small businesses in the past 15 years. This ranks Florida as the sixth fastest growing state for women-owned businesses. Becoming a certified minority or woman-owned business is important in pursuing private and public sector contracts. For information go to: [dms.myflorida.com/agency\\_administration/office\\_of\\_supplier\\_diversity\\_osd/certification](http://dms.myflorida.com/agency_administration/office_of_supplier_diversity_osd/certification).

**WEB A TOP TOOL FOR EMPLOYEE IMPROVEMENT** -- Google is a top source for workers, according to a survey by Degreed.com. To meet the need for continuous learning in a rapidly changing business environment, companies are creating apps, games, simulations and podcasts to give employees the education they need in flexible formats.

**SEMINAR ON COUPON ADVERTISING** -- The local SCORE chapter will present a free seminar May 7 from 5 - 8 p.m. on using coupon advertising to improve sales and exposure. 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.

**WEBINAR ON CHIP CARD ACCOUNTS** -- The U. S. Small Business Administration and Visa will offer a web conference May 5 at 3 p.m. on liability for fraud on chip card accounts. Responsibility soon will shift from the chip card issuer to business owners who have not upgraded to chip-activated terminals. The web conference also will cover new payment technologies. To register go to: [ems.intellor.com/index.cgi?p=205337&t=71&do=register&s=&rID=435&edID=293](http://ems.intellor.com/index.cgi?p=205337&t=71&do=register&s=&rID=435&edID=293).

**WEBINAR ON EMPLOYEE BENEFITS** -- A free webinar May 6 at 4 p.m. will review ways a small business can offer benefits to employees. The seminar is part of the Small Business Administration's National Small Business Week. Go to: [ems.intellor.com/index.cgi?p=205333&t=71&do=register&s=&rID=435&edID=293](http://ems.intellor.com/index.cgi?p=205333&t=71&do=register&s=&rID=435&edID=293).

**GLOBAL SUPPLY CHAIN EVENT** -- The U.S. Department of Commerce and the Philippine Department of Trade and Industry will host an APEC SME Global Supply Chain event June 8 - 9 in Atlanta. This is an opportunity for U.S. SMEs to learn and engage with SMEs from the Asia-Pacific region. The event is free for U.S. small and medium sized companies. To register email [michael.waters@trade.gov](mailto:michael.waters@trade.gov) or call 404-815-1498.

**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.