



On the Economic Scene



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

May 11, 2015

ONLINE VERSION AT FLORIDABUSINESS.ORG

INTERNATIONAL BUSINESS REPORT RELEASED -- Enterprise Florida has released the 2014 Florida International Business Highlights report. The report has rankings by country and commodity, growth trends, analysis by world region and data on foreign investment in the state. Go to: enterpriseflorida.com/data-center/international-trade-data.

CREDIT CARD REPORT AVAILABLE -- CardHub has released the 2015 Small Business Credit Card Report which examines the extent to which the nation's 10 largest credit card issuers have adopted Credit Card Act protections for business-branded cards. The report analyzes how closely issuers tie such cards to the personal finances of account holders, including small business owners. Go to: cardhub.com/edu/business-credit-card-study.

BUSINESS MATCHMAKING EVENT MAY 28 -- The Small Business Development Center (SBDC) at Daytona State College will host a matchmaking event for private and public sector purchasing professionals and companies such as Boeing, Florida Department of Transportation, Harris Corporation, NASA, and Florida Turnpike Enterprise. The event will be May 28 from 8:30 a.m. - 2:30 p.m. For information contact Ned Harper, SBDC director, at 386-506-4723.

JOB SATISFACTION RISES -- Job satisfaction increased last year for the first time in four years, according to a Society for Human Resources Management report. Eight-six percent of U.S. employees said, overall, they are satisfied with their jobs, up from 81 percent in 2013. This is the biggest jump since the trade association started conducting the annual survey in 2002.

SEMINAR ON SOCIAL MEDIA MARKETING -- The local SCORE chapter will present a free seminar May 21 from 6 - 8 p.m. on understanding social media marketing. The session will be at the business incubator at Daytona Beach International Airport. To register go to score87.org or call 386-255-6889.

HIGH SCHOOL AEROSPACE ACADEMY PARTNERS WITH ERAU -- The Aerospace Career Academy at Atlantic High School is a dual enrollment with Embry-Riddle Aeronautical University. Aerospace courses include unmanned aircraft systems (drones), flight physiology, meteorology, and private pilot operations. Students can earn 30 ERAU credits with no fees for tuition or textbooks. For information, email Professor Hilary Stevens at: hpstevens@volusia.k12.fl.us.

DAYTONA STATE TO OFFER PLC BASICS/TROUBLESHOOTING -- Daytona State College will offer the third in a series of four courses on maintenance/troubleshooting. The course will be May 26 - 29 followed by automated systems troubleshooting June 23 - 24. To register call Joanne at 386-506-4224 or email parkerj@daytonastate.edu.

SUCCESSFUL ENTREPRENEURS SHARE COMMON TRAITS -- Research firm Gallup Inc. has released a multi-year study of 2,500 U.S. entrepreneurs that concludes successful entrepreneurs share 10 personality traits. For information go to: floridasmallbusiness.com/tryit.

SPRUCE CREEK ACADEMY NEEDS INTERVIEWERS -- The Spruce Creek Academy of Information Technology and Robotics needs 15 people to provide mock interviews to students May 21 from 8:45 - 11 a.m. To assist with this project, email Janet Cunningham at janetlcunningham@gmail.com.

TWO SEMINARS TO COVER BUSINESS MARKETING -- Two upcoming free seminars are designed to help entrepreneurs improve business marketing. One session will cover sales and the other will cover social media. The sessions are June 23 from 8:30 a.m. - 12 p.m. at the UCF business incubator at Daytona Beach International Airport. To register call Shirley Klein at 386-872-3100 or email shirley.klein@ucf.edu.

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.