



# On the Economic Scene



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

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

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**EXPORT MISSION TO HONDURAS** -- Enterprise Florida Inc. will lead a sales mission December 1 - 3 to Honduras. The country is a distribution platform for the rest of the region. Small and mid-sized Florida manufacturers, high-tech companies, and professional service providers may qualify for a Gold Key Grant to offset 100 percent of the matchmaking registration fee for the first company representative. For information call Virgil Kimball at 386-248-8048.

**CUSTOMIZED EXPORT MARKETING PLAN SUPPORT AVAILABLE** -- Enterprise Florida and the Small Business Development Centers Network of Florida are offering qualified Florida manufacturers and services providers customized export marketing plan help. Export marketing plans cost \$4,000, but qualifying companies are eligible for a \$3,500 state grant. For information call Leigh Shapleigh at Volusia County Economic Development at 386-248-8048.

**DAYTONA STATE RECOGNIZED BY MANUFACTURING GROUP** -- Daytona State College has been named a member of the Washington, D.C.-based Manufacturing Institute's M-List, which recognizes schools that provide manufacturing training that meets industry standards. Daytona State's Florida TRADE program is a manufacturing fast-track program that helps students build technical careers. For information go online to: [daytonastate.edu/marketing/pr/2015\\_mlist.html](http://daytonastate.edu/marketing/pr/2015_mlist.html).

**NATIONAL INSTITUTE A CYBERSECURITY RESOURCE** -- The National Cybersecurity Center of Excellence works with industry, government and academia on business solutions for cybersecurity. Cybersecurity incidents regularly threaten national and economic security. For information go online to: [nccoe.nist.gov](http://nccoe.nist.gov).

**FLORIDA HIGH-TECH CORRIDOR UNIVERSITIES SCORE HIGH RANKS** -- The three Florida High-Tech Corridor research universities each ranked in the top 30 worldwide of universities granted U.S. patents in 2014, according to the National Academy of Inventors and the Intellectual Property Owners Association. USF is ranked 13, UF is ranked 20, and UCF is ranked 30. The three corridor universities were granted 257 patents which topped the patent portfolios of university groups in North Carolina's Research Triangle (109 patents) and Austin's Silicon Hills region (230 patents).

**INDEX COMPARES NEIGHBORHOOD LIVABILITY** -- The Livability Index is a unique web-based tool that measures community livability across the U.S. for all persons. The index also ranks housing, neighborhoods, transportation, environment, health, engagement, and opportunity. Users can search the index by address, ZIP code, or community. The site was developed by AARP's Public Policy Institute. Go online to: [livabilityindex.aarp.org/](http://livabilityindex.aarp.org/).

**HOW GDP IS ESTIMATED** -- BusinessDictionary.com defines gross domestic product (GDP) as the value of a country's overall output of goods and services at market prices, excluding net income from abroad. GDP can be estimated in three ways -- how much money was spent; how many goods and services were sold; and how much profit was earned. These estimates, published quarterly, are revised constantly for greater accuracy. The most closely watched data is the period-to-period change in output and consumption in real (inflation adjusted) terms.

**SYMPOSIUM TO FOCUS ON INDIAN RIVER LAGOON** -- Daytona State College, the Marine Discovery Center in New Smyrna Beach, and the Florida section of the American Water Resources Association will host ShORE 2015, a day-long symposium on the Indian River Lagoon. ShORE 2015 will feature basic research on the lagoon by undergraduate and high school students. The free, public event is November 6 at the News-Journal Center in downtown Daytona Beach.

**VALUE TRIANGLE A BASIS FOR SUCCESS** -- A company's financial performance is determined by the leading indicators of market conditions -- growth, business processes, execution, and leadership. The Value Triangle illustrates the competencies required to achieve long-term success. While the Great Recession recast the competitive landscape, companies that paid attention to the Value Triangle's principles met the challenge.

**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.