



On the Economic Scene



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

September 21, 2015

ONLINE VERSION AT FLORIDABUSINESS.ORG

WORKSHOP ON GOVERNMENT CONTRACTING -- The government procurement process will be the topic of a free workshop that will feature presentations by Volusia County Government's director of purchasing and contracts and the assistant director and PTAC program manager for the Florida Small Business Development Center. The workshop will be September 25 at 9 a.m. at Daytona Beach International Airport. For information contact Leigh Shapleigh at lshapleigh@volusia.org or 386-248-8048.

EMAIL MARKETING FOR HOLIDAY SALES -- Email marketing is an important vehicle for reaching new and existing customers during the holidays. Businesses can use holiday email marketing campaigns as a way to showcase new products, promotions and re-engage customers. For information go online to: entrepreneur.com/article/240115.

VMA SHOWCASE TO INCLUDE JOB SCREENINGS -- There will be a job placement center at the 9th annual VMA Manufacturers Showcase October 1 from noon - 7 p.m. at the ICI Center on the Embry-Riddle Aeronautical University campus. Volunteers from CareerSource Flagler/Volusia will screen people for job openings and help to facilitate appointments. Companies can send job openings to jayne.fifer@VMAonline.com by September 25.

ACADEMY TRAINS FUTURE CONSTRUCTION WORKERS -- The Academy of Building Construction at DeLand High provides a rigorous curriculum coupled with the National Center for Construction and Education Research (NCCER) industry certification. The academy encourages students to take honors, advanced placement (AP), and dual enrollment courses and teaches employability skills in the construction industry through the use work-based experiences. For information email Felicia Darrisaw, academy director, at: fjdarris@volusia.k12.fl.us.

FORECLOSURES DECLINING -- The national foreclosure inventory has declined 28 percent and completed foreclosures have declined 24 percent since last July, according to CoreLogic. Foreclosures nationwide decreased from 50,000 in July 2014 to 38,000 this July, a decrease of 68 percent from the peak of 117,225 in September 2010. The July 2015 foreclosure rate is the lowest since December 2007.

WORKSHOP ON CONDUCTING AN INTERNAL PERSONNEL INVESTIGATION -- Workplace issues often involve gray areas. Managers can be called upon to handle a misunderstanding, or to address an inappropriate comment or behavior. Daytona State College is offering a day-long workshop on addressing common workplace complaints and issues. The session is November 13 from 8 a.m. - 5 p.m. For information and to register call 386-506-4224.

U.S. INCOME INEQUALITY REMAINS -- According to a Harvard survey, 58 percent of the respondents believe the U.S. economy will become more competitive or at least hold its ground against other countries over the next three years. This is a marked improvement from 2011 when 29 percent felt that way. The median household income in the U.S. was \$55,132 in June, 2.7 percent below the pre-recession level in December 2007.

FLORIDA GASOLINE SALES DIP FROM PEAK TREND -- The Florida Department of Transportation reports gasoline sales statewide averaged 17,872 gallons per day in May, down from a 12-month peak of 18,826 in March. In the seven months leading up to March, Florida regular gasoline sales rose 13.7 percent from the September 2014 level of 16,555.

EMERGENCY ALERTS SIGNUP -- Volusia residents can sign up for Volusia County Emergency Management telephone alerts by going online to: volusia.org/services/public-protection/emergency-management/get-connected.

WORLD POPULATION CLOCK WEBSITE UPDATED -- The U.S. Census Bureau has updated its world population clock web tool with features and information for 228 countries. In addition to the 10 most populous countries, the site now includes country profiles with trade and population statistics. Go online to: tinyurl.com/plfwmg.

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.