



On the Economic Scene Make it Volusia

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

February 9, 2015

ONLINE VERSION AT FLORIDABUSINESS.ORG

FLORIDA CONSUMER CONFIDENCE RISES -- The Florida consumer confidence index rose in January, likely the result of positive economic news and a new survey method. For the first time this month, the University of Florida surveyed respondents through cell phones instead of landlines, drawing younger respondents to better reflect the state's demographics. Four of the five survey components rose in January. The index is benchmarked to a 1966 level of 100 to measure changes within a range of 2 and 150.

MANUFACTURERS JOB FAIR PLANNED IN DELAND -- The News-Journal and Volusia Manufacturers Association are holding a manufacturers job fair February 10 from noon - 6 p.m. at the DeLand Inn and Conference Center, 350 E. International Speedway Blvd., DeLand. For information email Jayne Fifer at jayne.fifer@vmaonline.com or call at 386-673-0505.

FLORIDA EXPORTS RISE -- According to e-forecasting.com, \$5.15 billion worth of goods left Florida for international markets in November, an increase of 3.6 percent from October. Exports of manufactured goods accounted for 74 percent of all state exports in November, an increase of 1.8 percent. Exports of nonmanufactured goods went up 9 percent in November to \$1.36 billion. This group of foreign sales consists of agricultural goods, mining products and re-exports -- foreign goods that entered the state as imports and are exported in substantially the same condition.

FLORIDA LOBSTERS FIND A MARKET IN CHINA -- The U.S. lobster trade with China is growing rapidly, especially for the spiny lobster harvested in the Florida Keys. In 2013, the U.S. exported about \$7.3 million of spiny lobster to China, up from about \$3.2 million the previous year.

BOOMERS BECOMING ENCORE ENTREPRENEURS -- Gallup reports that many Baby Boomers, people born from 1946-1964 in the U.S., are looking for what the Small Business Administration describes as an "encore" career. These Boomers are choosing to start a business because it allows them to be independent, pursue their interests, or increase their income. For information go to: tinyurl.com/ovy84f3.

WEBINAR ON SOCIAL MEDIA CRISIS COMMUNICATIONS -- Social media is an essential crisis communications tool. A free webinar will cover creating a social media crisis communications plan. The free webinar is February 20 from 2 - 3 p.m. It is being co-hosted by Agility Recovery and the U.S. Small Business Administration. To register go to: owl.li/laOyc.

SCORE TO PRESENT WORKSHOP ON BUSINESS FINANCIAL ASPECTS -- The local SCORE chapter will present a free seminar on business financial aspects. The easy-to-understand workshop is for business startups or business owners who want to understand the financial basics of a successful small business. The session will be February 19 from 6 - 8 p.m. at the UCF Business Incubator at Daytona Beach International Airport. To register go to: score87.org or call 386-255-6889.

NEW BUSINESSES NEED AN EMPLOYER ID NUMBER -- One of the key requirements for most new businesses, or businesses that are restructuring, is obtaining an employer identification number (EIN) from the Internal Revenue Service. An EIN is a unique nine-digit number that identifies a business for tax purposes. The easiest way to apply for an EIN is online via the IRS EIN Assistant at <https://sa.www4.irs.gov/modiein/individual/index.jsp>.

1 MILLION CUPS SESSION THIS WEEK -- Community Entrepreneur Network is hosting a 1 Million Cups discussion Wednesday from 9 - 10 a.m. at Sweet Marlays' Coffee, 214 S. Beach St., Daytona Beach. There will be a short presentation by Hotel English Online, a service where hotel employees can learn English. The session is open to the public and the coffee is free.

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.