



November 6, 2017

ONLINE VERSION AT FLORIDABUSINESS.ORG

SMALL BUSINESS SATURDAY – The first-ever Small Business Saturday®, launched by American Express, took place on Nov. 27, 2010, to encourage people across the country to support small, local businesses. In 2011, the U.S. Senate passed a resolution of support for Small Business Saturday. According to American Express, shoppers in 2016 reported spending \$15.4 billion at independent retailers and restaurants. This year, small business firms can use marketing ideas and materials available at www.americanexpress.com/us/small-business/shop-small/ to promote their business for Small Business Saturday Nov. 25, 2017.

EMERGENCY BRIDGE LOAN PROGRAM DEADLINE EXTENDED – The Florida Small Business Emergency Bridge Loan Program application deadline has been extended to Nov. 30. The program provides short-term, interest-free loans to businesses damaged by Hurricane Irma. Administered by the Florida Department of Economic Opportunity in partnership with the Florida SBDC Network, the program helps businesses bridge the gap between the time damage is incurred and when a business secures other financial resources, including payment of insurance claims or longer-term Small Business Administration loans. Eligible small businesses with two to 100 employees may apply for short-term, interest-free loans for \$1,000 to \$50,000 for 90- or 180-day terms. To be eligible, a business must have been established before Sept. 4 and demonstrate economic injury or physical damage as a result of Hurricane Irma. Applications will be accepted through Nov. 30, contingent on fund availability. Visit www.floridadisasterloan.org for full details.

DAYTONA BEACH INTERNATIONAL AIRPORT UPDATE – Passenger traffic at Daytona Beach International Airport (DAB) increased 10.9 percent for August in comparison with August of last year. During the month, 65,781 passengers flew in or out of the county-operated airport, compared to 59,307 passengers last August. For the 12 months ending Aug. 31, total passenger traffic at DAB increased 6 percent with 679,623 passengers traveling through the facility last year compared to 718,371 passengers this year. For more information, contact Business Development Director Jay Cassens at 386-248-8030, ext. 18309.

THOMPSON PUMP FULL-DAY WORKSHOP – Thompson Pump, in partnership with Daytona State College, announces a one-day workshop on Nov. 8, combining six courses approved by the Florida Board of Professional Engineers, the Construction Industry Licensing Board, the Florida Rural Water Association and the Florida Well Water Association. The workshop will provide hands-on demonstrations and classroom training from recognized industry experts. All course materials will be provided along with lunch and morning and afternoon breaks. The workshop will take place from 9 a.m. to 4 p.m. at 1200 W. International Speedway Blvd., Building 150, Room 305, Daytona Beach. Tuition is \$225. To reserve your space, please contact Joanne Parker at 386-506-4224 or Joanne.Parker@DaytonaState.edu.

FLORIDA AEROSPACE & DEFENSE WORKFORCE/STEM SUMMIT – Save the date for the Summit Nov. 15 and 16. Join leadership from industry, government and academia to discuss Florida's growing aerospace and defense industry and opportunities for the current and future workforce talent. For information or registration, visit <http://tinyurl.com/y8uafmdt>.

INCREASING REVENUE: SALES STRATEGIES AND TECHNIQUES – SCORE will present a free seminar, "Increasing Revenue: Sales Strategies and Techniques," from 6 to 8 p.m. Thursday, Nov. 9. This workshop will focus on setting realistic goals, tracking progress, measuring the success of your revenue generating activities related to your existing customers, and how to implement a strategic plan for sustainable revenue growth. The seminar will be held on the Daytona State College campus, UCF Building 150, Room 100, Daytona Beach. Reservations can be made at <https://volusiaflagler.score.org> or by calling 386-255-6889.

SINGAPORE AIRSHOW 2018 – The Singapore Airshow, scheduled for Feb. 6 to 11, 2018, is Asia's largest aerospace and defense exhibition. In 2016 the airshow hosted 1,040 exhibitors from 48 countries, with more than 48,000 visitor attendees. There were major announcements from 51 companies, a 16 percent increase from 2014 figures. This trip, led by Enterprise Florida Inc. (EFI), provides exposure in the Asia-Pacific region for Florida aviation and aerospace companies. EFI has multiple booth options including private meeting rooms and a lounge area. Target Sector Trade Show Grants are available to help offset your exhibition cost in this show. For more information, contact Virgil Kimball at 386-248-8048 or ykimball@volusia.org.

SMALL BUSINESS DATA BREACHES RISING – As reported in USA Today, a Verizon Data Breach Investigation Report states 61 percent of breaches hit smaller businesses last year, up from the previous year's 53 percent. According to UPS Capital, cyberattacks cost small businesses between \$84,000 and \$148,000, 60 percent of small businesses go out of business within six months of an attack, and 90 percent of small businesses don't use any data protection for company and customer information.

NEWS ITEMS WANTED! – Please send your business news items to Joanne Magley, Volusia County Community Information director, at jmagley@volusia.org. If you wish to be removed from this weekly broadcast, please let us know.