



April 9, 2018

ONLINE VERSION AT FLORIDABUSINESS.ORG

FREE TOUR OF THE ADVANCED TECHNOLOGY COLLEGE – Technology is changing the world. It's also changing education, and today, many jobs require technology training. That's why Daytona State College's Advanced Technology College (ATC) was created. The ATC provides local residents with advanced technological training that meets the current and future needs of area industry. A free tour will be offered from 9 to 10 a.m. April 18 at the ATC, 1770 Technology Blvd., Daytona Beach. Participants will see the machinery, meet the teachers, and learn about the training programs and the coming additive and advanced manufacturing programs. Register online at <http://vmaonline.com/events/178/tour-advanced/>.

ACADEMY OF ENGINEERING – The academy at New Smyrna Beach High School provides training in the engineering and technology career cluster through the national *Project Lead The Way* program. Activities are hands-on and project-based with an emphasis on robotics and automation, culminating with the Computer Integrated Manufacturing course. For more information, contact Academy Director Dennis Humphrey at mdahumphr@volusia.k12.fl.us.

INCORPORATING VIDEO INTO YOUR ONLINE MARKETING STRATEGY – Video advertising is becoming increasingly affordable and widespread. It's use is growing because of technological advances and ease to spread it across the globe. Making marketing videos for your business requires creativity and a knowledge of human psychology. Creative and emotionally charged video advertising can go viral in a matter of days. SCORE is hosting a free workshop from 6 to 8 p.m. Thursday, April 12, in the UCF Building, Room 101, at Daytona State College, 1200 W. International Speedway Blvd., Daytona Beach. For more information, call 386-255-6889. To register visit <https://tinyurl.com/yagknc8x>.

MONEY SMART WEEK IS COMING – The Volusia County Public Library will host more than 70 financial programs in recognition of Money Smart Week, April 21 to 28. The free programs will address a variety of topics including budgeting, investing, retirement and cybersecurity. Money Smart Week, sponsored by the Federal Reserve Bank of Chicago and the American Library Association, is a national public awareness campaign designed to help consumers better manage their personal finances. For a list of programs, visit <http://volusialibrary.org/Special/MSW/VCPL-MSW.html>.

TECHNOLOGY RECYCLING EVENT – Vann Data is sponsoring a technology and electronics recycling collection event from 10 a.m. to 2 p.m. Thursday, April 19, at 1801 Dunn Ave., Daytona Beach. This annual event provides a valuable opportunity for residents and businesses of Volusia County to dispose of their old electronics for free, knowing their devices will be properly handled by one of the state's leading certified e-recyclers. Accepted electronics include computers, servers, LCD and CRT monitors, printers, phones, office equipment, stereo systems, and circuit boards. Televisions will not be accepted.

NHE DEMONSTRATION GRANT PROJECTS – The U.S. Department of Labor has issued Training and Employment Guidance Letter No. 12-17 to announce the continuing availability of up to \$21 million for National Health Emergency demonstration grant projects for program year 2017. These grants will enable eligible applicants to serve or retrain workers in communities impacted by the health and economic effects of widespread opioid use, addiction and overdose. To learn more, visit <https://tinyurl.com/y8zo3muq>.

COMMUNITY CONNECT BROADBAND DEPLOYMENT GRANT PROGRAM – The U.S. Department of Agriculture will host a webinar April 10, that focuses on the Community Connect Grant Program. This program helps fund broadband deployment into rural communities where it is not yet economically viable for private sector providers to deliver service. Participants will learn about the major eligibility and regulatory requirements of the program and receive detailed guidance on how to submit a successful application. There will also be time for participants to ask questions about the application process. To register, visit <https://tinyurl.com/ydyys2nv>.

FREE ONLINE BUSINESS RESEARCH TOOL – The U.S. Census Bureau now provides anyone planning or starting a new business with easy access to information about potential customers and industry concentrations within a chosen location. The interactive Census Business Builder: Small Business Edition (CBB:SBE) cloud-based tool combines industry and demographic census data with an ArcGIS mapping platform to allow users to create customizable and dynamic report content down to the local geographic level. CBB:SBE users will find information about demographics, employment, housing, spending, education and much more on this versatile data product. Learn more at <https://tinyurl.com/y94kmjru>.

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.