



On the Economic Scene



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

December 16, 2019

ONLINE VERSION AT FLORIDABUSINESS.ORG

EMPLOYERS SOUGHT FOR “CAREER MELT” JOB FAIR JAN. 25 – The West Volusia Branch NAACP, in partnership with CareerSource Flagler/Volusia, will host Career MELT: A Common Sense Career Fair from 10 a.m. to 1 p.m. Saturday, Jan. 25, at The Center at Deltona. This event is open to all businesses at no charge. The organization is seeking participation from corporations of all sizes, small local businesses, and companies with skilled trade jobs. Employers with programs to pay for education, training, licenses and certifications are welcome to participate as well. Space is limited. [More information is available online or to register your business.](#) Learn more by calling [386-795-2343](tel:386-795-2343).

EXHIBIT IN BRAZIL AT THE INTERMODAL SOUTH AMERICA 2020 – The [Intermodal South America Show](#) is a leading international logistics industry trade fair in Latin America. The event will take place in Sao Paulo, Brazil, from March 17 to 19, 2020. Global exhibitors will present the logistics industry’s latest products, services, technology, equipment and technological innovations. Enterprise Florida is offering Trade Show Grants to eligible companies. For more information, contact [Carlos Guerre](#).

SBA OFFERS FIVE SIMPLE STEPS TO QUICKLY BUILD BUSINESS CREDIT – When you register a business (LLC, LLP or corporation) it becomes recognized as a separate legal entity with the ability to enter into contracts. Whether you operate as a limited liability company or corporation, your business has the ability to establish a credit file separate from you as an individual. However, as a sole proprietorship, it’s important to understand there is no legal or financial separation between you and your business. To keep your business and personal finances separate, the first step is to start building credit in your company’s name. [If you want to build business credit quickly, here are the five simple steps.](#)

LIVE WEBINAR ON BUSINESS GROWTH HACKS – Growth hacking is about doing more in less time, on a limited budget, to see the maximum results. Applying the strategies to achieve this goal is easier than you may think. SCORE will present the webinar titled “Growth-Hacks - Quick Wins and Great Tools for Your Business to Gain Traction” at 11 a.m. Dec. 19. Join this free one-hour webinar where Taylor Ryan – a six-time startup founder, growth hacker, mentor and international keynote speaker – will demonstrate a few short processes and give you insights on fast wins across multiple channels for any business. [Visit the SCORE web page to register.](#)

HEALTH CARE ACADEMY – This Gold Level academy at Pine Ridge High School provides training for students interested in any of the three following career areas: athletic training and advanced sciences, first responder, and fire rescue services. Students are rigorously prepared through integrated projects in core and CTE courses and through the academy’s unique partnership with AdventHealth. For more information, [email academy directory Renae Lee](#).

FROM GREASE & GRIME TO TECHNOLOGY & TALENT – Earlier this year, the Associated Industries of Florida, CareerSource Florida, Florida Chamber of Commerce, Florida Manufacturing & Logistics Council, and FloridaMakes hosted the second annual “Make More Manufacturing Summit” in Orlando. Florida TaxWatch has released a summary of this important summit, which discussed the challenges and opportunities facing Florida’s Manufacturing sector. [Click to view the summary of the Make More Manufacturing Summit.](#)

FLORIDA AG WEBSITE PROMOTES “FRESH” – In Florida, you are never far from where local farmers, fishermen and ranchers grow and harvest their goods. Florida has an extraordinarily broad assortment of locally produced fruit, vegetables, meat, seafood and other products. If you cannot easily reach a farmers market location, you can still buy Florida products at the local grocery by looking for “Fresh From Florida” labeled products. Visit the [State of Florida Department of Agriculture and Consumer Services “Fresh From Florida” website](#) to learn about Florida-grown agriculture, discover exciting agritourism destinations and browse delicious recipes.

2020 NATIONAL SMALL BUSINESS WEEK AWARDS – Are you SBA’s next winner? Are you a small business owner with an amazing success story to tell? If so, submit your nomination today for SBA’s National Small Business Week awards. Since 1963, National Small Business Week has served a salute to the nation’s small business owners, who create two of three new jobs for Americans. All nominations must be mailed or hand delivered to the nearest SBA office by 3 p.m. Jan. 10. Winners will be announced during National Small Business Week, May 4 to 10, 2020. [Visit the SBA website for nomination forms and further details.](#)

RECORD 115 MILLION AMERICANS WILL TRAVEL THIS HOLIDAY SEASON – According to AAA’s recent annual forecast, more Americans than ever on record – 115.6 million – will travel this holiday season, from Saturday, Dec. 21, through Wednesday, Jan. 1. That is the most in nearly 20 years since AAA began tracking in 2000 and represents an increase of 3.9% over last year, or 4.3 million more people packing up their sleighs for a holiday getaway. More than 104 million of those holiday travelers will drive to their destinations. [Learn more on holiday travel here.](#)

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