



July 30, 2018

ONLINE VERSION AT [FLORIDABUSINESS.ORG](http://FLORIDABUSINESS.ORG)

**TROPICAL STORM SEASON PEAK** – August starts the peak period for the Atlantic Basin hurricane season. The best time to make sure your business is prepared is before a storm approaches Florida. Visit Volusia County Emergency Management's website at [www.Volusia.org/emergency](http://www.Volusia.org/emergency) for disaster planning checklists, maps and links to other emergency resources. For further business preparedness assistance direct from FEMA, go to its easy-to-use Ready Business Hurricane Toolkit at <https://tinyurl.com/yaogotqz>. The toolkit offers step-by-step guidance to help you develop business continuity plans on such topics as critical staff communications; structure protection; and mitigation activities for electrical, fuel and water systems.

**THREE "3" THINGS LEADERS MUST KNOW!** – SCORE announces a new workshop on leadership to be presented by Wendy Sellers, COO and co-owner of BlackRain Partners LLC, prominent author, sought-out speaker and human resources expert. Leadership styles and behaviors have significant effects not only in small businesses but also in the world's largest corporations. The workshop will focus on people, performance and profit. It's scheduled for 6 to 8 p.m. Thursday, Aug. 9, at Daytona State College, UCF Building 150, Room 100, Daytona Beach. Register at <https://volusiaflagler.score.org> or call 386-255-6889.

**ACADEMY OF MARKETING AND PROMOTION** – The academy at Atlantic High School is designed to prepare students for employment and advanced training in the marketing and sales industry. Students develop hands-on skills in advertising, sales, event management and entrepreneurship through school-based enterprises. For more information, contact Academy Director Jeremy Ossler at [jossler@volusia.k12.fl.us](mailto:jossler@volusia.k12.fl.us).

**VMA PRESENTS INVENTORY & PRODUCTION COSTS SEMINAR** – The VMA Finance Accounting Division is taking a deep dive into manufacturing finances and presenting a two-day seminar series on inventory costing and the impact on the profit and loss statement. This program will help production managers and other personnel involved in managing production obtain a more comprehensive understanding of inventory costs, costs that production can and can't control, effects on cash management, and working capital. Mike Sibley, CPA, a partner with James Moore CPAs, will present the seminar from 7:30 to 10 a.m. Fridays, Aug. 10 and 17. The Aug. 10 session will be at Embry-Riddle Aeronautical University (ERAU), College of Business, Room 19. The Aug. 17 session will be in ERAU's Willie Miller Instructional Building, Room IC201. RSVP by noon Aug. 7. To register, go to <https://tinyurl.com/ydyq5qrh>.

**MEDICA 2018 TRADE SHOW** – The premiere global life sciences/medical trade show known as MEDICA 2018 is scheduled for Nov. 12 to 15 in Düsseldorf, Germany. Last year's show attracted 130,000 visitors from nearly 120 countries; 40 percent were from countries other than Germany, and 45 exhibiting companies were from Florida. Many of Florida's top medical companies will promote their goods and services from the Florida Pavilion for the 24th consecutive year. Individual booths are being offered to Florida companies to co-exhibit within the pavilion. Target Sector Trade Show Grants are available to help offset show costs. For more information, visit <https://www.medica-tradefair.com/>.

**FLORIDABUSINESS.ORG DEMOGRAPHICS UPDATE** – Updated demographic and income profiles are now available on the Volusia County Division of Economic Development website, [www.floridabusiness.org](http://www.floridabusiness.org), for Volusia County and all 16 of its incorporated municipalities. Each profile contains census information and the latest Esri forecasts for population, households, income, age and housing. Want to know about population by age group, owner- or renter-occupied housing units, the number of families, average household income or median age in your community? Then visit <http://www.floridabusiness.org/data/demographics.stml> today.

**FLORIDA SALES TAX HOLIDAY WEEKEND 2018** – Florida's 2018 Sales Tax Holiday begins at 12:01 a.m. Friday, Aug. 3, and will end at midnight Sunday, Aug. 5. Throughout the weekend, Floridians will be able to purchase specific school supplies, clothing and footwear without paying state and local sales taxes. The tax exemption applies to specific items of clothing and footwear that cost \$75 or less, as well as certain school supplies that cost \$15 or less. Shoppers and retailers can find additional tax program details and a full list of tax-exempt items in the Florida Department of Revenue's publication at <https://tinyurl.com/y7e3b8kk>.

**FDOT'S BLUE SIGNS** – Annual revenue from the Florida Logo Sign Program is approximately \$3.5 million, which goes to the Florida Department of Transportation's general fund for transportation projects, according to the agency spokesman. Florida's program provides information to motorists about available services at interstate interchanges and is run by Interstate Logos, a nationwide private contractor. Florida uses a four-pronged calculation for its sign permit fees, using the annual average daily traffic at an interchange, the surrounding area's population, market conditions and administrative costs. The maximum charge for space on the blue signs is \$3,500 in urban areas and \$2,000 in rural areas. Visit <https://tinyurl.com/yvcv8sdvo> to learn more.



# On the Economic Scene Make it Volusia

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

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