



February 18, 2019

ONLINE VERSION AT FLORIDABUSINESS.ORG

SOCIAL MEDIA 101 – The Small Business Development Center at Daytona State College will present a workshop on social media basics, Social Media 101, from 9 to 11 a.m. Thursday, March 7. This is a crash course in today's social media landscape, overviewing the essentials of the main platforms, purposes of each, typical user demographics, and other information designed to give attendees a solid grasp of the social media options available to them. This free workshop will be held at Daytona State College, 1200 W. International Speedway Blvd., Building 150, Room 305. Pre-registration is required as seating is limited to 30 attendees. To register, contact Tracy Martin at 386-506-4723 or go to <https://tinyurl.com/yymhgswd>.

SPACE FOUNDATION BUSINESS WORKSHOP –Embry-Riddle Aeronautical University will host a Space Foundation Workshop Feb. 26 at its Daytona Beach campus. Partnering with the Minority Business Development Agency, the Space Foundation is hosting one-day workshops for minority business leaders and other aspiring space industry entrepreneurs around the country. Each workshop session will address the most common challenges companies face as they enter this dynamic marketplace. Register today to learn more about doing business in the rapidly growing commercial space industry. Register by going to <http://tinyurl.com/yyn37kvc/>.

INCREASE YOUR EXPORT SALES – Enterprise Florida can help your company increase export sales through international product registrations and markings. The International Registration Grants program was just launched to help small to medium sized manufacturers offset the costs of obtaining international product registrations, certifications or markings that may be required to do business overseas. Qualified applicants will be reimbursed 50 percent of the international registration/certification application fee, up to a maximum of \$10,000. To learn more, contact Virgil Kimball at Vkimball@volusia.org or visit <http://tinyurl.com/y6mfk2jd>.

HEALTHCARE ACADEMY – The Healthcare Academy at Pine Ridge High School provides training for students interested in three career areas, including 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, contact Academy Director Renae Lee at RALee1@volusia.k12.fl.us.

ALICE PROJECT REPORT – The United Way ALICE Project provides a framework, language and tools to measure and understand the struggles of a population called ALICE — an acronym for Asset Limited, Income Constrained, Employed. ALICE is the growing number of households in our communities that do not earn enough to afford basic necessities. This research initiative partners with state United Way organizations to present data that can stimulate meaningful discussion, attract new partners, and ultimately inform strategies for positive change. To access the 2018 report, ALICE: A Study of Financial Hardship in Florida, visit the United Way Volusia-Flagler website at <https://www.unitedwayvfc.org/alice>.

WINDOWS 7 SUPPORT ENDING IN EARLY 2020 – Windows 7, Windows Server 2008 and Windows Server 2008 R2, will no longer be supported by Microsoft after Jan. 14, 2020. This means there will be no further software updates or security patches; continuing to use the operating system could place you out of compliance with industry standards. Microsoft customer service will also no longer be available for Windows 7. Cyber attackers often target unsupported operating systems because they no longer receive software updates or patches to fix flaws and vulnerabilities.

COST OF LIVING INDEX – As reported, a survey of businesses on the pricing of their goods and services has resulted in a report to the nonprofit Council for Community and Economic Research, which is based in Arlington, Virginia. The council compiles information on groceries, housing, utilities, transportation, health care, and miscellaneous goods and services, which are all weighted differently, and provides that data to its member communities for city-by-city comparisons through its cost of living index. On the index, 100 is the average of the prices reported for all consumer goods and services in the participating areas. In Florida, Tampa Bay, Daytona Beach and Jacksonville had the lowest cost of living last year, while Fort Lauderdale had the highest. Nationally, Raleigh, North Carolina, had the next-lowest cost of living, while Denver was the most expensive place to live.

THE FLORIDA SCORECARD – At a recent Florida Chamber Foundation 2019 Economic Outlook & Jobs Summit, it was predicted Florida will create 150,000 new jobs in 2019 – with low chances of a recession. To track the job prediction, visit www.TheFloridaScorecard.org, which measures Florida's leading index – the expected number of jobs that will be created in Florida over the next six months – and tracks Florida's probability of recession, currently a 20.6 percent chance over the next nine months. Florida's targeted industries are also expected to grow, with healthcare and manufacturing remaining strong, and construction expected to see the largest bump in percentage growth.

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.