



August 12, 2019

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

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**A PRACTICAL APPROACH TO SMALL BUSINESS BUDGETING** – SCORE will present a live one-hour small business budgeting webinar at 1 p.m. Thursday, Aug. 29. Maintaining an annual budget is considered a best practice for growing a business, yet many small business owners do not engage in the budgeting process. This webinar, presented by CPA Terry Bishop, a managing partner for Core Financial Outsourcing, will outline ways to organize your financial goals and apply budgeting as a tool to improve your business. The key budget topics to be addressed include choosing the proper budget format for your business, setting goals, creating a budget, the budgeting process, results based budget evaluations, and how to use the budget planning process in working with advisors and partners. For information and registration, go to <https://tinyurl.com/y4s7urpx>.

**GROW YOUR BUSINESS AT THE WEFTEC 2019 GLOBAL WATER & WASTEWATER CONFERENCE**– WEFTEC 2019, the Water Environment Federation Technical Exhibition & Conference, is recognized as the world's largest annual water and wastewater exhibition and conference. It serves as an unparalleled forum supporting international business transactions. The U.S. Commercial Service (UCSC), in collaboration with the Water Environment Federation, is pleased to offer U.S. exhibitors at WEFTEC the opportunity to meet international buyers and obtain market intelligence from their international specialists on the show floor via their B2B Matchmaking and Showtime counseling programs. WEFTEC 2019 will be held from Sept. 23 to 25 in the McCormick Place Convention Center in Chicago. The expansive show floor provides convenient and direct access to the latest cutting-edge technologies in the field. Consider attending this conference as a key strategy to grow your international sales by participating in this USCS program that connects U.S. suppliers with foreign buyers. In addition, U.S. embassy industry experts will be available to counsel U.S. exhibitors before, during and after the conference. Registration is required to take advantage of these free services while attending. To learn more, visit <https://tinyurl.com/yxevz2ea> or contact Virgil Kimball at [vkimball@volusia.org](mailto:vkimball@volusia.org).

**TEACHING, EDUCATION AND LEARNING ACADEMY** – This academy at Atlantic High School allows students to explore a career that needs them now more than ever – teaching! Students take coursework related to teaching theory, practice and early childhood development. Contact the academy director, Carli Bryan, at [cdlucia@volusia.k12.fl.us](mailto:cdlucia@volusia.k12.fl.us) or Linda Schultz at [ldschult@volusia.k12.fl.us](mailto:ldschult@volusia.k12.fl.us). The numerous Volusia County Schools career academy programs provide industry sector focused preparation and student engagement. As part of our community's emerging workforce, academy students gain early career knowledge, skill development and workplace exposure. Business owners are encouraged to consider the advantages of participating with career academies.

**GBI ANNOUNCES RELEASE OF NEW AMERICAN NATIONAL STANDARD** – After four years of work, the Green Building Initiative (GBI) announced release of Green Globes 2019 as a revised American National Standard. A 501(c)(3) nonprofit organization, the GBI is dedicated to accelerating the adoption of building practices that result in energy-efficient, healthier and environmentally sustainable buildings. Advances in the standard's revised content include language on resilience, life cycle cost analysis, moisture control analysis, health and effectiveness, and other market advances such as higher efficiency plumbing fixture specifications and greatly expanded lighting and acoustic comfort sections. The final approved standard can be found at <https://www.thegbi.org/ansi>.

**E-COMMERCE GROWTH CONTINUES** – Based on Nielsen Co. e-commerce measurements for the 52 weeks that ended Jan. 31, the average American shopper is spending over 24% more online than they were two years ago. Total U.S. e-commerce is already valued at over \$435 billion, and growing. Specific to the Consumer Packaged Goods (CPG) industry, online sales accounted for \$65 billion and constitute a growing e-commerce segment. You will find details on this and other consumer economy updates in Nielsen's Total Consumer Report 2019 at <https://tinyurl.com/y6be6ahp>.

**2019 INTERNATIONAL COASTAL AND HALIFAX/INDIAN RIVER CLEANUP** – Protecting our environment enhances our quality of life and economy. Volusia County residents and visitors can think globally and act locally during the 2019 International Coastal Cleanup and Halifax/Indian River Cleanup set for 8:30 a.m. to 11:00 a.m. on Saturday, September 21 at various locations around Volusia County. Individuals and groups are welcomed. The first 1,500 registered volunteers will receive a cleanup giveaway, so register early for your site. Registration will close at 11:00 a.m. on August 31. For information and registration, visit <https://tinyurl.com/yxbeva4j>.

**VOLUSIA COUNTY ECONOMIC DEVELOPMENT QUARTERLY WINS CONSTANT CONTACT'S ALL STAR AWARD** – The Volusia County Economic Development Quarterly has been named an All Star Award Winning publication by Constant Contact, the email distribution service through which the e-magazine is distributed. Only 10% of Constant Contact customers receive this award, which is presented in recognition of unmatched audience engagement. Economic Development Quarterly audience engagement has exceeded the national average every edition since the publication became digital. It is e-published by the Volusia County Economic Development Division. If you wish to receive the Quarterly and the weekly On the Economic Scene publications, email [doed@volusia.org](mailto:doed@volusia.org).

**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.