



On the Economic Scene



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

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ONLINE VERSION AT FLORIDABUSINESS.ORG

LIVE SCORE WEBINAR: FUNDING OPTIONS FOR VETERAN ENTREPRENEURS – Veterans and military spouses face unique issues when seeking funding for their small businesses. Determining the best financing options and how to find the money can be daunting. To address this, SCORE Certified Mentor and Vietnam veteran Walter Abbott will present a live webinar at 1 p.m. Tuesday, Sept. 24. He will explain how veterans and their spouses can secure funding that will be best for their businesses, as well as how to translate military skills into business success. Topics to be covered include why veterans have trouble getting capital, when funding is needed, identifying funding sources, how to gather the necessary information, and what can be done to improve the chances of getting capital. For additional information, call [386-255-6889](tel:386-255-6889) or [complete the webinar registration form](#).

FLORIDA TREND'S MOST INFLUENTIAL BUSINESS LEADERS – As reported, *Florida Trend* magazine recently published its Florida 500 list. The list highlights the state's 500 most influential executives in different economic sectors using a brief biographical format. The Florida 500 is a year-long research project organized by using U.S. Department of Commerce Bureau of Economic Analysis categories. Four business leaders in the Volusia County region made the second annual edition of the Florida 500 list. International Speedway Corporation CEO Lesa France Kennedy led the \$400 million renovation of Daytona International Speedway and the development of One Daytona. ICI Chairman and CEO Mori Hosseini founded his company in 1979; today, ICI builds homes in a large expanse from Northeast Florida through Central Florida to Tampa. Security First Insurance President Locke Burt, once a Florida senator, opened the company in 2005; this year, the company will open a \$32 million headquarters in Ormond Beach. John Albright became president and CEO of the Consolidated-Tomoka Land Company in 2011. Today, the company has approximately 50 income properties comprising about 2.3 million square feet. [You can access the entire list online](#) and learn the methodologies behind determining which Florida business leaders were included.

ACADEMY OF COMMUNICATIONS AND MULTIMEDIA TECHNOLOGY – This academy at Mainland High School offers a comprehensive and integrated approach to preparing students for careers in the print, web, broadcast communication and photographic design career fields. Content divisions within the academy include digital video production, digital multimedia design, gaming and simulation animation, and digital photography. Students have the opportunity to work in studio labs with dedicated industry quality equipment. For more information, [contact Academy Facilitator Dan Lundy](#).

BEST PRACTICES FOR BUILDING A WINNING WEBSITE – Your website is often the first impression a person has of your business. Is your website a good representation of your company, or does it miss the mark? Discover the answer by attending a live SCORE webinar led by digital marketing expert Sherry Bonelli at 2 p.m. Sept. 26. You will learn what to consider and implement as you build or update your website. The webinar will provide an overview of popular web development platforms and cover such topics as search engine optimization strategies, measuring site performance, writing engaging content, and how to increase visitors and engagement. Call [386-255-6889](tel:386-255-6889) for details or [register to attend](#).

EDUCATION LEVEL CONTRIBUTES TO NEW MOMS IN THE LABOR FORCE – The “opt out” revolution of high-earning women exiting the labor force to have babies, widely publicized in the early 2000s, may have been overstated. Recently released historical fertility tables from the U.S. Census Bureau show that [most women with a recent birth are in the labor force](#) — especially those with an advanced degree. Highly educated women with a graduate or professional degree who gave birth recently are more likely to be employed — either working or on leave — and less likely to be unemployed or out of the labor force entirely, compared to all other women with a recent birth. In addition, only 18.1% of women with graduate or professional degrees were not in the labor force, compared to 48.9% of women with a high school degree or less. Among women with a bachelor's degree who gave birth in the past year, 60.9% were employed and at work, 8.2% were employed but on leave, 2.3% were unemployed, and 28.6% were not in the labor force. More than four out of five (81.9%) women with a graduate or professional degree who gave birth in the last 12 months were in the labor force: 71.2% were working, 9.2% were on leave, and 1.5% were unemployed. [To learn more, see the U.S. Census fertility table package](#).

GRANT WRITING TRAINING IN DAYTONA BEACH – Grant Writing USA® will present a two-day grant writing workshop Sept. 19 and 20 at the offices of the River to Sea TPO in Daytona Beach. This training is for grant seekers across all disciplines in the public and private sector. Class participants will learn how to find grants and write winning grant proposals. Answers to frequently asked questions and complete event information including costs, learning objectives, class location and online registration are [available on the Grant Writing event details webpage](#). For more information, contact [Pamela Blankenship](#) at [386-226-0422](tel:386-226-0422) x20416.

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.