



May 28, 2018

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

**MEMORIAL DAY OBSERVED** – This year, Memorial Day is observed on May 28. It is believed the origin of Memorial Day dates back to the mid-19th century as a somber day of remembrance. In 1966, Congress and then President Lyndon Johnson declared Waterloo, New York, the “birthplace” of Memorial Day. In December 2000, Congress passed and the president signed into law the National Moment of Remembrance Act, which encourages all Americans to pause wherever they are at 3 p.m. local time for a minute of silence to remember and honor those who have died in service to the nation.

**ACADEMY OF ENTERTAINMENT AND SPORTS MARKETING** – The Academy at New Smyrna Beach High School develops a solid foundation of marketing, financial and business skills through the use of hands-on activities and a project-based curriculum. Students gain print media skills through the use of Adobe Creative Suites software (Photoshop, Illustrator, Premiere and InDesign) and in producing entertainment and sports papers, promotional videos and media guides. For details, contact Academy Director Denise Johns at [dcjohns@volusia.k12.fl.us](mailto:dcjohns@volusia.k12.fl.us).

**RED CROSS OFFERS MOBILE APP** – A mobile app offered through the American Red Cross called Emergency: Alerts, combines severe weather and emergency alerts providing real-time, customizable information. It provides disaster updates and includes step-by-step directions on how to make a family emergency plan. The app allows you to monitor the people and places you care about with real-time local alerts for severe weather and hazards including earthquakes, tornadoes, hurricanes, flood, tsunamis, thunderstorms, extreme heat, wildfire and many more. For more information, visit [www.redcross.org/prepare/mobile-apps](http://www.redcross.org/prepare/mobile-apps) and click on the Emergency! disaster app.

**PLAN NOW TO ATTEND GLOBAL LIFE SCIENCE TRADE SHOW** – According to Enterprise Florida (EFI), MEDICA is the premiere global Life Sciences/Medical trade show. Many of Florida’s top medical companies will promote their goods and services in Dusseldorf, Germany Nov. 12-15. Last year, MEDICA 2017 attracted 130,000 visitors from nearly 120 countries and featured 5,000 exhibitors. EFI has already secured space for a Florida Pavilion and individual booths are being offered for Florida companies to co-exhibit within the pavilion. Turnkey booth packages include direct marketing promotion and on-site support including an interpreter. Space is limited and available on a first-come, first-served basis. Target Sector Trade Show Grants are available to help offset your exhibition cost in this show. To learn more, contact Virgil Kimball at 386-248-8048 or [Vkimball@volusia.org](mailto:Vkimball@volusia.org).

**NEW REPORTS** – The Florida Council of 100 has released two reports: “Best Practices in Business-Academic R&D Collaboration” and “100 University Ideas for Enhancing Business-University Collaboration in Florida.” Florida’s academic R&D of \$2.4 billion annually generates an estimated 55,000 jobs and \$7.6 billion of economic activity, which leads to an estimated \$2.5 billion of follow-on private-sector R&D. Visit <http://www.fc100.org/> to access the complete reports.

**SPACE HOTEL** – As reported, Aurora Station, the brainchild of Orion Span based in Houston and Silicon Valley, recently sold four months of reservations within 72 hours of being announced. The hotel will host six people at a time including two crew members. Guests would get a 12-day journey for \$9.5 million. The refundable deposit of \$80,000 is required to reserve a spot in the yet-to-be-built 43.5-foot-long hotel. It would have a diameter of 14.1 feet and allow guests to float in zero gravity. While in space, Aurora Station guests will soar 200 miles above the Earth’s surface in a low earth orbit. Before strapping into a spaceship, tourists would visit Houston to train for their trip.

**FLORIDA HIGH SCHOOLS** – A state-by-state breakdown of the 2018 Best High Schools by U.S. News finds Florida ranked as the #4 best state in the nation. These gold and silver medal awards reflect which schools are most successfully preparing students for college, based on students participating in and achieving passing scores on Advanced Placement and International Baccalaureate tests. Massachusetts was ranked as #1, with 25.7 percent of their eligible schools earning gold and silver medals. California came in second with 25.4 percent. Maryland, the winner for the previous three years, finished third with 24.1 percent, and Florida came in fourth with 23.4 percent. To learn more, visit <https://tinyurl.com/lsfucyk>.

**DAB’s GOLD CARD CLUB FOR SENIORS** – Senior citizens, those 62 or older, are valued and significant customers at Daytona Beach International Airport (DAB). To show its appreciation, DAB offers membership into the Gold Card Club, a discount program for airport concessions. Members receive a membership card entitling them to a 10-percent discount on parking, gifts and refreshments at DAB. To receive a Gold Card, visit the airport information booth on the first floor of the terminal located at 700 Catalina Drive. Participants must show proof of age (driver’s license or Medicare card) at time of sign up. A Gold Card membership is good for life.

**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.