



November 13, 2017

ONLINE VERSION AT FLORIDABUSINESS.ORG

PAYCHECKS FOR PATRIOTS HIRING EVENT – CareerSource Flagler Volusia will host the fifth annual Paychecks for Patriots hiring event from 10 a.m. to 2 p.m. Thursday, Nov. 16, at the Veterans of Foreign Wars Post 3282, Elmer J. Hawkins Banquet Hall, 5810 S. Williamson Blvd., Port Orange. The first two hours are reserved for veterans and eligible spouses. The event will be opened for public participation from noon to 2 p.m. Twenty-five employers will be in attendance. Paychecks for Patriots is a statewide hiring event created in partnership by the Florida Department of Economic Opportunity, the Florida National Guard, and the Florida Department of Veterans Affairs. Contact Christine Sikora at 386-323-7082 or christinesikora@careersourcefv.com.

ACADEMY OF GAMING AND SIMULATION – This academy at Atlantic High School explores the video game industry and the skills needed to become successful in this highly competitive industry. Working with the latest technologies, students encounter the fast-paced world of computer games and 2D and 3D animation. They also engage in designing and developing game concepts and assets. For more information, contact Academy Director Rick Bowrosen at rbowrose@volusia.k12.fl.us.

VOLUSIA COUNTY BUSINESS INCUBATOR CLIENT SHOWCASE – Save the date for this exciting entrepreneur showcase introducing 20 innovative, early stage companies to Volusia County and Central Florida investors. The free showcase will be held from 4 to 7 p.m. Monday, Dec. 4, at the Volusia County Business Incubator, Powered by UCF, at 601 Innovation Way at Daytona Beach International Airport. It will offer business networking, incubator tours, and the Entrepreneur of the Year and incubator Graduate of the Year awards. This event is open to the public. For information and to RSVP, call [386-872-3100](tel:386-872-3100) or email ruth.griggers@ucf.edu.

HOW TO USE VIDEO MARKETING TO ATTRACT NEW CUSTOMERS – SCORE will present a free workshop, “How to Use Video Marketing to Attract New Customers,” from 6 to 8 p.m. Thursday, Nov. 16, at the Daytona State College campus, UCF Building 150, Room 100, Daytona Beach. This workshop is designed to give you the skills necessary to create your own videos to post on your website, YouTube, Facebook, Twitter, LinkedIn, etc. Reservations are required. For more information, go to www.volusiaflagler.score.org or call 386-255-6889.

2018 TRADE MISSION TO COSTA RICA – Enterprise Florida will lead an Export Sales Mission to Costa Rica from Feb. 26 to March 1, 2018. Bilateral trade between the United States and Costa Rica totaled \$10.2 billion in 2016, when Florida was the leading state for two-way trade. Costa Rica ranks as Florida’s 12th largest merchandise trading partner with nearly \$3.6 billion in total trade and nearly \$2.5 billion in exports in 2016. Some of Florida’s leading export industry sectors to Costa Rica include medical device manufacturing; civilian aircraft, engines and parts; renewable energy; food packaging; and beauty products manufacturing. Registration is required by Friday, Dec. 15. To learn more, contact Virgil Kimball at [386-248-8048](tel:386-248-8048) or vkimball@volusia.org.

LENDING INDEX UPDATE – According to data released by PayNet, in August 2017, Florida’s small firms borrowed on par with the previous month. Coming in at 81.7, the PayNet Small Business Lending Index (SBLI) for Florida performed similarly to last month’s state level, but was 17.7 percent beneath this month’s national SBLI level (99.3). Of the 18 major industries, nine rose and nine fell in Florida. The three Florida industries with the greatest improvement in lending activity over the past year were accommodation and food services (13.8 percent), construction (11.4 percent), and educational services (10.8 percent). Nationally, accommodation and food services grew by 5.9 percent year over year, and airport traffic was up 11 percent.

GIS DAY TECHNOLOGY DEMONSTRATIONS – Come celebrate GIS Day for free and see fascinating demonstrations applying Geographic Information Systems (GIS) technology to the real world. Volusia County’s GIS employees will be your hosts; they will be joined with exhibitions by GIS professionals from the River to Sea TPO, the East Central Florida Regional Planning Council, Lynx and the Central Florida GIS Workshop. GIS Day activities will run from 9 a.m. to noon Wednesday, Nov. 15, in the second-floor training room of the Historic Courthouse, 125 W. New York Ave., DeLand. For more information, call GIS Section Manager Al Hill at 386-736-5973, ext. 13470.

A LOOK AT THE EVOLVING E-COMMERCE LANDSCAPE – As recently reported by nielsen.com, while e-commerce represents, at best, roughly one-tenth of the total \$28 trillion global retail market, it’s growing so rapidly that it’s driving most of the growth. Global fast-moving consumer goods retail – both online and offline – is a \$4 trillion sector, growing at just 4 percent, with signs of continuing sluggish performance in developed markets. However, total retail e-commerce is predicted to grow by 20 percent (combined annual growth rate) to become a \$4 trillion market by 2020. In dollar terms, this is an additional \$2.1 trillion over the next four years, compared with \$0.7 trillion across the FMCG segment.

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.