



June 3, 2019

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

**JOB INSTRUCTION TRAINING SEMINAR** – How good is your on-job training? Need help improving your business's on-job employee training? The Volusia's Best Program at Daytona State College will present a hands-on course designed to improve the quality of your on-job training efforts. The course, Job Instruction Training, allows the business's primary process owner to see the major steps, key points and reasons for a specific job. It will also identify learning styles and behavior traits necessary to tailor this training to individual employees. Work standards then provide the foundation for employee engagement, continuous improvement and problem solving. The class will be held from 8:00 a.m. to 12:00 p.m. on June 25, 27 and July 2, at Daytona State College, 1200 W. International Speedway Blvd., Daytona Beach. The fee is \$95 and reservations are required. For further information, please contact Joanne Parker at 386-506-4224 or by email at [Joanne.Parker@DaytonaState.edu](mailto:Joanne.Parker@DaytonaState.edu).

**RED CROSS READY RATING PROGRAM** – The American Red Cross Ready Rating program is a free, self-guided program designed to help businesses, organizations and schools become better prepared for emergencies. Members complete a ReadyGo or ReadyAdvance assessment and access tools, tips and best practices to improve preparedness. This program helps business owners create an Emergency Action Plan (EAP) that shows how to create a plan for continuity of business operations. Resources include easy-to-use guidelines, forms and checklists. Go to <https://www.readyrating.org/How-It-Works> to learn more.

**ACADEMY OF ALLIED HEALTH** – This Academy at Seabreeze High School provides students with an opportunity to learn about and gain hands-on experience for careers in the health care industry, such as athletic trainer, dental hygienist, diagnostic medical sonographer, dietitian, medical technologist, physical therapist, and speech language pathologist. Students take a progression of courses including Medical Skills and Services, which offers CPR/AED and First Aid Certification; Health Science Anatomy and Physiology; and Allied Health 3. Senior level courses provide students with real-world experiences through health care partnerships and an opportunity to earn industry certifications. For details, contact Academy Director, Brian Eschen at [bpschen@volusia.k12.fl.us](mailto:bpschen@volusia.k12.fl.us).

**CONSUMER DEMAND FOR CONVENIENCE SOLUTIONS RISING WORLDWIDE** – The Nielsen Company's 2018 report on the Quest for Convenience in the Fast Moving Consumer Goods (FMCG) market researched the increasing demand for convenience by consumers worldwide. The features of ease, utility and simplicity are in demand for the entire consumption, shopping and engagement spectrum. The report found six key drivers shaping the clamor for convenience solutions - rapid urbanization, smaller households, crowded transport, evolving gender roles, generational needs, and the uptake of technology. In an increasingly "on-demand" environment, consumers desire more control to customize, personalize and summon products and services. Overall, busy consumers are demanding products, places, spaces and processes to help overcome everyday obstacles to effortless living.

**VENTURE CAPITAL INDUSTRY STARTS STRONG IN 2019** – After setting an all-time high in 2018, U.S. venture capital (VC) investment maintained its momentum in the first quarter of 2019, according to the [PitchBook-NVCA Venture Monitor](http://PitchBook-NVCA Venture Monitor). This quarterly report is jointly produced by PitchBook and the National Venture Capital Associate (NVCA). With \$32.6 billion invested, 2019 is anticipated to reach a level rivaling the high-water mark set in 2018. Increased investor competition and the prevalence of VC funds over \$500 million drove elevated total capital investment across fewer transactions. Valuations have again climbed to unprecedented levels and corporate VC activity as a share of overall VC activity reached a new high, doubling over the past six years. Although fundraising in the first quarter of 2019 has cooled compared to 2018 levels, it appears primed to accelerate throughout the rest of the year. Visit <https://tinyurl.com/y2etxyyq> for further information.

**BEBR'S VOLUSIA COUNTY POPULATION PROJECTIONS** – The University of Florida Bureau of Economic and Business Research (BEBR) recently released the Florida population projections by county for 2020-2045. From an estimated April 1, 2018 average population of 531,062, their Florida Population Studies report provided forecasts in three categories – low, medium and high – for the five year intervals from 2020 to 2045. BEBR's medium estimate projects Volusia County's population to grow to 571,700 in 2025; 613,600 in 2035; and 644,600 in 2045.

**PUTTING ECONOMIC RISKS IN CONTEXT** – There are more risks this year than last year for the Material Handling Equipment Manufacturing (MHEM) industry. Trade risks, political risks, geopolitical risks and risks to global growth have all increased as noted in a recent 2019 market forecast by [www.mhisolutions-digital.com](http://www.mhisolutions-digital.com). Despite strong U.S. economic growth in 2018, risks at the beginning of 2019 were elevated. The risk of slower growth and a decline in the pace of U.S. material handling activity, remain significant through the rest of 2019 as well as in 2020. Nationally, 2018 was a boom year for material handling and U.S. GDP growth. There were record levels of MHEM new orders, shipments, unfilled orders, and domestic demand for material handling equipment. Even if they fall from the 2018 all-time record highs, the absolute level of MHEM is are likely to remain near historically high levels.

**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.