



# On the Economic Scene Make it Volusia

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

August 21, 2017

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

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**BEHIND THE SCENES AT THE EOC** – Volusia County’s Emergency Operations Center is opening its doors for the public to come in and learn about what goes on behind the scenes in preparation for and during a disaster. Visitors can discover what happens when emergency officials gather to coordinate disaster planning and response. They will see the high-tech facility’s operations room where the county, cities and key agencies collaborate in making lifesaving decisions. Visitors can also learn how to prepare their home and family for a hurricane. The event is hosted by Volusia County Council Vice Chair Deb Denys. The public has two sessions to choose from – 6 p.m. Thursday, Aug. 24; or 9 a.m. Friday, Aug. 25. RSVP to Deb Somerford at [dsomerford@volusia.org](mailto:dsomerford@volusia.org) or [386-740-5224](tel:386-740-5224).

**11TH ANNUAL MANUFACTURERS SHOWCASE** – There is still time to sign up for the We Make It Here! /11th Annual VMA Manufacturers Showcase on Sept. 13. Join more than 100 exhibitors and demonstrate your company’s capabilities, find work and make sales, and inspire the future workforce. Don’t miss the Sixth Annual Robotics Competition and this year’s newly added feature of on-stage speakers on such topics as cybersecurity, 3-D printing applications and digital marketing. The showcase will be held from 11 a.m. to 7 p.m. at the Embry-Riddle Aeronautical University ICI Center, 521 S. Clyde Morris Blvd., Daytona Beach. For more information, visit [www.VMAonline.com](http://www.VMAonline.com) and click on the showcase icon.

**ACADEMY OF MARKETING AND PROMOTION** – This academy at Atlantic High School is designed to prepare students for employment and advanced training in the marketing and sales industry. Students develop hands-on skills in advertising, sales, event management and entrepreneurship through school-based enterprises. For more information, contact Academy Director Matt Dixon at [mpdixon@volusia.k12.fl.us](mailto:mpdixon@volusia.k12.fl.us).

**GO GLOBAL LIKE A PRO! COMING TO ORLANDO** – Enterprise Florida Inc., in partnership with the U.S. Commercial Service and the Florida Small Business Development Center Network, invites interested businesses to take part in the multi-city Go Global Like a Pro! Exporting Assistance & Trade Grants Roadshow. Michael Schiffauer, Enterprise Florida’s vice president for international trade development, will be the featured speaker at the Orlando show, which will be held from 8:30 to 11 a.m. Sept. 13 at the Embassy Suites Orlando Downtown. Enterprise Florida has an extensive international trade network filled with resources to help companies go global the right way. To learn more, contact Virgil Kimball at [ykimball@volusia.org](mailto:ykimball@volusia.org) or 386-248-8048, option 2.

**HOW TO USE VIDEO MARKETING TO ATTRACT NEW CUSTOMERS** – SCORE will present a free seminar for anyone thinking about starting a business or already in business and wanting to improve marketing opportunities through video marketing. It is designed to give the skills necessary to create your own videos to post on your website or major social media sites. The seminar will be from 6 to 8 p.m. Thursday, Aug. 31, at Deltona City Hall, 2345 Providence Blvd., Deltona. Register at [www.score87.org](http://www.score87.org). For more information, contact SCORE at 386-255-6889.

**CREDIT CARD DEBT** – U.S. credit card debt has reached a new high – above \$1.02 trillion, breaking the old mark set just before the economic crash of 2008. Among people of all ages, Florida’s average credit card debt stood at about \$5,754 per household by this past year or approximately \$50 more than the national average. When credit card debt is compared to median income in each state, Floridians carry one of the nation’s top five heaviest burdens on plastic. To learn more about this and other types of consumer credit debt levels, visit [www.federalreserve.gov/releases/g19/current](http://www.federalreserve.gov/releases/g19/current).

**ECONOMIC IMPACT OF WOMEN’S BUSINESS OWNERSHIP** – Female entrepreneurs continue to be a vital part of the American economy with women-owned businesses contributing over \$1.4 trillion in sales and 8.4 million jobs in 2012. This according to the U.S. Census Bureau’s Survey of Business Owners (SBO) as reported by the Small Business Administration Office of Advocacy on May 31. The SBO is produced every five years in years ending in 2 and 7. The 2012 SBO was released in early 2016 and provides the most up-to-date data on business-owner demographics. Additionally, the survey found women in equal business partnerships with men added another \$1 trillion in sales and 6.5 million jobs to the economy. For more details, visit <http://tinyurl.com/y9qfxf5>.

**LANDLINES GIVING WAY TO NEWER TECHNOLOGY** – According to a Florida Public Service Commission report, telephone landlines have experienced significant reductions in recent years. This information is included in the recently released Report on the Status of Competition in the Telecommunications Industry. The state had nearly 3 million wirelines in 2016, with business lines totaling about 1.8 million and residences making up 1.2 million. That is down from nearly 4.58 million lines in 2013, 3.8 million in 2014 and 3.27 million in 2015. An estimated 51 percent of homes in the state were wireless-only in 2015 while the number of traditional residential wirelines dropped 15 percent from 2015 to 2016. To access the complete report, go to <http://tinyurl.com/y786drxz>.

**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.