



On the Economic Scene Make it Volusia

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

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ONLINE VERSION AT FLORIDABUSINESS.ORG

ON THE ECONOMIC SCENE FAX DISTRIBUTION TO END JAN. 2, 2018 – The last edition of On the Economic Scene to be distributed by fax will be the Jan. 2 edition. The Economic Scene moves to an all-electronic e-mail format beginning with the Jan. 9 edition. If you currently receive the Economic Scene each week only by fax and wish to receive it in the future by e-mail, please e-mail us at doed@volusia.org requesting that your e-mail address be added to the distribution list.

TRADE MISSION TO MEDICAL JAPAN 2018 – Medical Japan is one of Asia's leading medical exhibitions. The show had 1,067 exhibitors and 29,311 visitors in 2017. Organizers are expecting 1,520 exhibitors and 40,000 visitors in 2018. For foreign companies to succeed in Japan, it is important to build good contacts with importers and distributors and also to promote products and services to end users. By gathering importers, distributors and end-users together, Medical Japan enables you to meet all the necessary industry members at the same time. Enterprise Florida Inc. has secured space for a Florida section, and individual booths are being offered for Florida companies to exhibit within the USA Pavilion. Target Sector Trade Show Grants are available to help offset your exhibition cost for this show. For more information, contact Virgil Kimball at 386-248-8048 or Vkimball@volusia.org.

SCALABILITY: FROM STARTUP TO SMALL BUSINESS TO INDUSTRY GIANT – Scalability is not a vague concept, but a real world problem for most companies. At its core, a business that can scale has the ability to adapt rapidly to increasing demand without compromising performance or losing revenue. There are many hurdles that can slow down your business, such as rapidly changing market conditions, an unexpected cash crunch, or finding the right people to drive key initiatives. The goal is to remain nimble enough to successfully adapt and respond. For more on this, go to <https://tinyurl.com/ycm8nunh>.

THE 2018 BEST PLACES TO RETIRE – As reported in www.usnews.com, U.S. News and World Report's online survey has revealed the latest preferences for places to retire. The outcomes offer a comprehensive evaluation of the country's 100 largest metropolitan areas. Sarasota, Florida, tops the list this year at No. 1 due to high scores in the overall happiness of its residents. Lancaster, Pennsylvania, follows at No. 2; and San Antonio, Texas, took third on the list. At No. 7, Daytona Beach, Florida, made the top 10 ahead of Pittsburgh, Austin and Washington, D.C. Evaluations were based on how well they met Americans' expectations for retirement, with measures including housing affordability, health care and overall happiness. Visit <https://tinyurl.com/y8xmv7v4> for more information.

MICROSOFT EXCEL AND OFFICE 365 CLASSES START IN JANUARY – Daytona State College will offer Microsoft classes beginning in January. All courses will be from 8 a.m. to 5 p.m. at the main campus in Daytona Beach. These are hands-on courses, and each participant will have their own computer. Students are encouraged to bring their own device to the Office 365 course. For more information and to register, email Joanne.Parker@DaytonaState.edu or call Daytona State College at 386-506-4224.

CREDIT CARD SKIMMERS – The Florida Department of Agriculture and Consumer Service has estimated that a credit card skimmer will steal information from about 100 people before it's discovered — costing each victim an average of \$1,000. More than 500 credit card skimmers were found on Florida gas pumps in the first 10 months of 2017, twice as many as the previous two years combined. Credit card skimmers have been found in 42 Florida counties this year. To learn more, visit <https://tinyurl.com/yqs4nqhp>.

FLORIDA MAKES THE TOP 5 IN POPULATION GROWTH – According to the most recent State Population Estimates released by the U.S. Census Bureau, Florida is one of only two states in the nation to make both the numeric growth and percentage growth top five ranking. Florida's population, now estimated to be 20,984,900, is up 327,811 — the second highest growth of any state in the country. That increase represents a 1.6% growth rate, which places Florida in a tie for fifth place in the nation.

U.S. CONSUMER CONFIDENCE RISES – The third quarter of 2017 saw yet another uptick in national consumer optimism. Well above the global average of 105, U.S. consumer confidence climbed an additional three points from last quarter, reaching new heights with an index score of 121. Americans felt positive heading into the final stretch of the year, so it's perhaps not surprising that many took that confidence directly to stores to start their holiday shopping early. This year, 26 percent of surveyed U.S. consumers began their holiday shopping as early as September — more early shoppers than has been observed over the past five years. Learn more at <https://tinyurl.com/yd74m53h>.

FLORIDA DO NOT CALL LIST – Florida residents who do not wish to receive sales calls or sales texts may have their residential, mobile and paging device telephone numbers included on the Florida Do Not Call List. Business numbers are not included on the list. Florida's Do Not Call List has grown to include more than 1 million phone numbers since Commissioner Adam Putnam worked with the Legislature in 2012 to remove the fee to join. You can join the Florida Do Not Call List by going to www.fldnc.com.

NEWS ITEMS WANTED! – Please send your business news items to Joanne Magley, Volusia County Community Information director, at imagley@volusia.org. If you wish to be removed from this weekly broadcast, please let us know.