



# On the Economic Scene



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

July 11, 2016

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

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**ONE NATION: AMERICAN INNOVATION** — On July 13 at Port Canaveral Cruise Terminal No. 1, Florida Today and USA Today Network will host One Nation, part of a series of 10 events being held throughout the country to dig deep into the issues that matter for the nation's future. For more information, contact J. Saggio at [321-242-3665](tel:321-242-3665) or [JSaggio@floridatoday.com](mailto:JSaggio@floridatoday.com).

**SEVEN SECRETS TO INCREASE SALES** — SCORE will present a free seminar on secrets and techniques to increase sales from 6 to 8 p.m. Thursday, July 21, at Daytona State College. Reservations are required and can be made online at [www.score87.org](http://www.score87.org) or by calling [386-255-6889](tel:386-255-6889).

**ACADEMY OF SIMULATION AND ROBOTICS** — The Academy at Mainland High School offers various courses to prepare students in the simulation, gaming and robotics fields. Students also have an opportunity to compete in robotics competitions. Tracks within this academy include visual game design, programming, audio-visual effects and robotic engineering. For more information, call [386-258-4665](tel:386-258-4665)

**SOCIAL MEDIA MARKETING MADE SIMPLE** — SCORE will present a free seminar from 6 to 8 p.m. Thursday, July 28, at Daytona State College on understanding social media marketing and why it's important. Reservations are required and can be made online at [www.score87.org](http://www.score87.org) or by calling [386-255-6889](tel:386-255-6889).

**BIZFEST FOR ENTREPRENEURS** — Business owners, employees students and anyone wanting to start a business are invited to participate in SCORE BizFest from 11:30 a.m. to 7 p.m. Sept. 15 at the Bethune-Cookman Performing Arts Center in Daytona Beach. Meet policymakers, bankers and business leaders; take part in round table discussions; and enter the Pitchfest contest for the best business ideas. General admission tickets are \$10; students are \$8. More information will be available soon at [www.score87.org](http://www.score87.org).

**FERTILIZER BAN IN EFFECT** — In Florida, summer rains wash fertilizers with nitrogen and phosphorus into lakes and rivers, damaging what makes the state so beautiful. That's why it's illegal in Volusia County to use fertilizer with nitrogen or phosphorus during the summer rainy season, and why slow-release fertilizer is required the rest of the year. Volusia County's fertilizer ordinance applies to all homes and businesses, except those in Deltona and DeBary, which have their own fertilizer ordinances. Gardens and compost are exempt. The Volusia County Council passed the fertilizer ordinance last year in response to growing environmental concerns in the state's waterways, particularly the Indian River Lagoon system, where algal blooms and animal deaths have raised concerns. For more information, visit [volusia.org/fertilizer](http://volusia.org/fertilizer).

**EXPORT CREDIT INSURANCE** — EXIM Bank provides U.S. businesses with solutions to protect against foreign export risks and in turn support the export of more American-made goods and services. One product it offers is Export Credit Insurance, which provides businesses with protection against foreign buyer nonpayment. It insures a business' foreign accounts receivable against commercial and political risks. It also assures U.S. exporters that their business' bottom line will be protected. For information, visit [www.exim.gov](http://www.exim.gov).

**VOLUSIA MAGAZINE** — Volusia Magazine is a weekly public information television program produced by Volusia County Government. It airs at 5 p.m. Sundays and 7:30 p.m. Mondays on WDSC-TV15. The program includes county news of the week, business and feature segments, and actions by the Volusia County Council. All subscription television providers in Volusia County carry WDSC TV-15. Back issues of the program are available online at [volusia.org/news](http://volusia.org/news).

**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.