



On the Economic Scene



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

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ONLINE VERSION AT FLORIDABUSINESS.ORG

JUMP START YOUR BUSINESS THROUGH DIGITAL MARKETING – SCORE will present a free marketing workshop at Daytona State College from 6 - 8 p.m. Thursday, Oct. 13. This workshop will explore the trends in digital marketing and offer some simple ideas for taking advantage of them for your small business. These trends include digital marketing, current marketing and mobile trending, among others. Reservations are required. Call [386-255-6889](tel:386-255-6889).

FLORIDA BANK RATINGS IMPROVE – Bauer Financial rates financial institutions on a five-star system, with five stars indicating superiority and two stars and below indicating a problem. In its latest report, 75 percent of Florida banks made the "recommended" cut while only 6.6 percent were considered "troubled and problematic." That's up from a year ago, when 66.5 percent were recommended and 9.6 percent were rated as troubled. Nationally, the numbers were 85.6 percent recommended and 2.8 percent troubled. Florida credit unions beat the national average with a more than 91 percent recommended rating. For more information, visit <http://www.bauerfinancial.com/home.html>.

TRADE PROGRAMS – Earlier this year, Florida Technical College (FTC) launched its New American Force Trade Programs to fill in-demand jobs in plumbing, welding, electricity and construction. The programs are a direct response to Florida's booming construction industry, which needs skilled labor. Students receive classroom instruction and on-the-job training. Apprenticeship programs can provide a gateway to higher paying jobs and future advancement in the construction industry. FTC has six campuses in Florida including DeLand. To learn more, visit <http://www.ftccollege.edu/trade.html>.

FLORIDA AGRICULTURE – About 1.56 million Floridians worked full or part-time in agriculture, natural resources and food industries in 2014, according to a new University of Florida Institute of Food and Agricultural Sciences economic report. That's an increase of about 40,000 workers from 2013 and nearly 29 percent from 2001. Direct employment in agriculture and natural resources accounted for 13.8 percent of jobs statewide. Employment in these same sectors grew from 1.24 million jobs in 2001 to a peak of 1.34 million in 2008 before the recession, then recovered to 1.56 million in 2014, the latest year for which information is available.

GLOBAL EXPORTING WORKSHOP – Over 70 percent of the world's purchasing power and 95 percent of its population are found outside the United States. At 98 percent, nearly all goods-exporting companies in the U.S. are small to medium sized businesses. Exporting companies typically grow 15 percent faster and are 12 percent more profitable than those solely operating domestically. But attending SBDC's interactive Oct. 7 workshop can help prepare businesses for globalization. Participants will leave with tools, insights and knowledge of this growing profit opportunity. For more information, visit <http://sbdcorlando.com/goglobal/>.

A CHANGING TREND IN BUSINESS PAYMENTS BY CHECK – According to a recent electronic payments report, 51 percent of business to business (B2B) payments continue to be made by check. Although the use of checks in B2B payments had been steadily declining since 2004, there has been a mere one percentage point increase in check usage since 2013. This represents a definite and surprising break in the historical trend. While not trending downward, at 51 percent the use of checks for B2B transactions is still significantly less than the 81 percent and 74 percent reported in 2004 and 2007, respectively. Go to <http://tinyurl.com/zuzha3b> for additional information.

PROFIT MASTERY TRAINING – The SDBC will present Profit Mastery programs Oct. 18, 20, 25 and 27. These four half-day sessions will show how money moves through businesses. Attendees will learn the valuable skills that have made Profit Mastery one of SDBC's cornerstone A-rated programs. For more information, e-mail sbdc@daytonastate.edu or call Tracy Martin at [386-506-4723](tel:386-506-4723).

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.