



June 19, 2017

ONLINE VERSION AT FLORIDABUSINESS.ORG

REGISTER FOR THE SPECIAL NEEDS SHELTER PROGRAM -- Volusia County Emergency Management and the Florida Division of Emergency Management are coordinating efforts to provide assistance to individuals with disabilities during a disaster through the Functional/Special Needs Registration Program. The program is designed to assist individuals who may have physical, mental or other functional needs and may need help in evacuating and sheltering. To learn more, visit <https://snr.floridadisaster.org/Signin?client=volusia>

ACADEMY OF VETERINARY SCIENCE -- The academy at New Smyrna Beach High School prepares students for careers in agriscience, horticulture, veterinary assisting and aquaculture. Through the school farm and area marine environments, students have opportunities to connect with local projects in agricultural sciences. For more information, email Academy Director Jaime Davis at jmdavis1@volusia.k12.fl.us

MANUFACTURER ASSOCIATION AWARDS -- Nominations are open for Manufacturer Association of Florida (MAF) Business of the Year awards. Any person or entity can nominate a company in Florida, and companies may self-nominate. Any MAF member or affiliated Regional Manufacturing Association member is eligible to compete. Award judging will include evaluations on topics such as leadership, strategic planning, operations and knowledge management. The application deadline is July 31. Winners will be announced in November. MAF leadership and judges will honor winners with a local celebration of their excellence, allowing employees, legislators, media and customers to attend. To learn more and to nominate a local manufacturing company, contact Jeff Littlejohn at jml@wsourcegroup.com, call 850-363-9644 or visit www.mafmfg.com/manufacture-of-the-year.

SIMPLE STEPS TO GREAT MARKETING SEMINAR/WEBINAR -- The Florida Small Business Development Center at Daytona State College will present Simple Steps to Great Marketing from 9 to 11:30 a.m. June 23. In a class setting or through the webinar, attendees will learn how to identify their business' key differentiators, build an ideal target audience, develop targeted ads, and build long-term customers. To register, visit www.bit.ly/ProjectMgmtJul20 or call Tracey Martin at 386-506-4723.

FLORIDA PSC REPORTS INCREASED RENEWABLE USE -- Compared to water and pool solar heating systems, only a fraction of Floridians own an interconnected solar power system. The number of Floridians who own renewable energy systems, such as solar panels, that are interconnected to electric utilities and generate power stood at 15,994 at the end of last year. Continuing an upward trend, customer-owned renewable energy generation increased approximately 38 percent last year, according to utility reports filed with the Florida Public Service Commission. In 2016, there were 15,994 renewable energy system interconnections, up from 11,626 in 2015 and 8,571 in 2014.

WORLD ECONOMY GROWTH -- As reported in USA Today, the World Bank is forecasting the world economy will pick up speed this year and next, helped by steadier commodity prices and a pickup in global trade. The agency predicts 2.7 percent global growth this year and 2.9 percent in 2018, improving on 2016's 2.4 percent expansion. The bank sees the U.S. economy growing 2.1 percent this year, up from 1.6 percent in 2016, and the 19-country Eurozone expanding 1.7 percent.

FINANCIAL BASICS WORKSHOP -- SCORE will present the new Financial Basics workshop from 6 to 8 p.m. June 29 at the Daytona State College Campus-UCF Bldg. 150, room 100, in Daytona Beach. This workshop covers the financial basics from budgeting to reporting. For registration and information, contact Bobbi Stanton with SCORE Volusia/Flagler at 386-255-6889.

OBESITY IN THE U.S. -- The rate of obesity in the United States continues to increase, according to the latest report from the Centers for Disease Control and Prevention. The report contains data from the 2015 survey, which included more than 100,000 people and shows that 30.4 percent of Americans age 20 and older said they were obese, up from 29.9 percent in 2014. This continues a trend that has been going on since the mid-1990s, when researchers began using the current survey and only 19.4 percent of Americans said they were obese. The National Health Interview Survey has been conducted since 1957 asking Americans 18 and older about their health and the health of family members.

2017 CEO SURVEY REVEALS UPBEAT OUTLOOK -- KPMG's recent survey of 400 U.S. chief executives reveals a surge in CEO confidence. Results show most have a positive outlook on growth over the next three years. An increasing number of CEOs are getting more comfortable with rapid, technology-driven change, appreciating the value of disruption and the potential that accompanies it. Speed to market ranks highest on their list of strategic priorities, followed by digitizing business, becoming more data-driven, and building public trust. Cybersecurity investment is expected to increase as more see it as an opportunity to find new revenue streams and innovate. CEOs also see trust, values and culture will be keys to future sustainability.

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.