



September 3, 2018

ONLINE VERSION AT FLORIDABUSINESS.ORG

CUSTOMIZED EXPORT MARKETING PLANS – Over 95 percent of the world's customers are located beyond U.S. borders. American companies that export have an easier time riding out fluctuations in the U.S. economy and are statistically more likely to stay in business. Enterprise Florida, in partnership with the Florida SBDC Network and the U.S. Commercial Service, offers qualified Florida manufacturers and services providers the development of a customized Export Marketing Plan to identify overseas growth strategies for the company. Applying to receive a customized Export Marketing Plan will help your company target key markets, focus on successful country launch strategies, and expand overseas promotion campaign options. If selected, the cost of an Export Marketing Plan is \$4,000, but qualifying companies are eligible for a \$3,500 scholarship, making the final cost to your company only \$500! To learn more, contact Virgil Kimball at Vkimball@volusia.org or [386-248-8048](tel:386-248-8048).

BLOGGING 101: YES YOU CAN! – A key to blogging success is developing and having an online presence. Blogging is one way to share your expertise and at the same time build an author platform. This SCORE workshop will guide you through the blogging process and address how to create and set up a blog, what makes up a blog, and much more. Jason Johnson of Social Media Technology will be the presenter. The workshop will be held from 6 to 8 p.m. Thursday, Sept. 13, at Daytona State College, Daytona Beach. For more information, call [386-255-6889](tel:386-255-6889) or visit <https://tinyurl.com/y7f7jywq>.

SEPTEMBER OSHA RECORDKEEPING WORKSHOP – OSHA recording and reporting of workplace injuries and illnesses is a complex and often confusing task. This workshop covers OSHA requirements for maintaining and posting records of occupational injuries and illnesses and reporting specific cases to OSHA, including new 2018 electronic reporting. Upon completion students will have the ability to identify OSHA requirements for recordkeeping, posting and reporting and to complete OSHA forms concerning injury/illness logs, summaries and incident reports. The workshop will take place in the Dennis R. McGee Room at the Daytona Beach International Airport from 8:30 a.m. to noon Wednesday, Sept. 12. Registration begins at 8 a.m. For information and registration, contact sherrie@racetosafety.com, call [386-846-0545](tel:386-846-0545), or visit <https://racetosafety.com/>.

ACADEMY OF DESIGN AND MANUFACTURING TECHNOLOGY – The academy at Mainland High School is designed for students interested in architecture, engineering, construction, drafting, computer aided manufacturing, electronics and interior design. Students have an opportunity to work in a small-scale fabrication lab with CNC machines, plotters, wood and metal working machines, and promotional products manufacturing equipment. The academy is affiliated with Project Lead the Way, a national pre-engineering curriculum. Opportunities are available for dual enrollment at Daytona State College. For more information, contact Suzanne Gibson at sgibson@volusia.k12.fl.us. The Volusia County Schools career academy programs provide industry sector focused preparation and student engagement. As the workforce of tomorrow, academy students gain early career knowledge, skill development and workplace exposure. Business owners are encouraged to consider the advantages of participating with career academies.

BEST SMALL CITIES TO START A SMALL BUSINESS – The Verizon Resource Center recently released its list of the best small cities in the country to start a small business. Staff researched and computed data on nearly 300 small cities to find the friendliest places for business opportunity. The data factors considered included population, education, travel time to work, income per capita, broadband access and loans per capita. Portland, Maine, took the top spot followed by Weston, Florida, at No. 2. Overall, eight Florida cities made the top 50 including No. 11, the City of Daytona Beach from Volusia County. To view the report, go to <https://tinyurl.com/yb6q3s3u>.

FORECLOSURE STARTS INCREASING – ATTOM Data Solutions released its July 2018 U.S. Foreclosure Market Report, which showed that foreclosure starts increased from a year ago in 96 of the 219 metropolitan statistical areas (44 percent) analyzed in the report. A total of 30,187 U.S. properties started the foreclosure process for the first time in July, up 1 percent from the previous month and up less than 1 percent from a year ago – the first year-over-year increase in foreclosure starts nationwide following 36 consecutive months of year-over-year decreases. Twenty-one states posted a year-over-year increase in foreclosure starts in July, including Florida (up 35 percent), California (up 3 percent), Texas (up 7 percent), Illinois (up 7 percent) and Ohio (up 2 percent).

\$60 BILLION BAMBOO INDUSTRY – Bamboo might be worth the climb for Florida farmers. Bamboo represents a \$60 billion global industry that is growing. The United States is the largest importer of bamboo products, importing \$519 million worth of bamboo shoots annually, which accounts for 95 percent of its current consumption. China is the largest exporter of bamboo, shipping \$32 billion annually. Bamboo is used in more than 1,500 products, and the demand for bamboo shoots and trunks is strong due to the surprising number of uses of the crop including food, bioenergy, textile, construction and paper. Florida happens to be a good location to raise the crop. Additional details are available at: <https://tinyurl.com/yqgbc3a>.

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.