



March 4, 2019

ONLINE VERSION AT FLORIDABUSINESS.ORG

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**IMPROVE YOUR DIGITAL PRESENCE FOR THE GLOBAL MARKETPLACE** – This important SCORE workshop offers a unique opportunity to learn how you can improve your digital presence and localize your website to be quickly found and understood in your target markets, all while globally growing your sales, brand and business. This session, led by industry experts, will help you create an action plan for an effective digital strategy using social media, SEO and more. The workshop will be held at the Daytona State College campus in Daytona Beach from 6 to 8 p.m. March 21. To register, go to <https://volusiaflagler.score.org> by March 20. For further information, call 386-255-6889 or send an e-mail to [info@score87.org](mailto:info@score87.org). The speakers can meet one-on-one with qualified companies before the event; please contact [Mindi.Hertzog@trade.gov](mailto:Mindi.Hertzog@trade.gov) to arrange a meeting.

**GRANT MANAGEMENT WORKSHOP** – Stetson University and Grant Writing USA® will present a two-day grant management workshop March 28 and 29 in DeLand. If your organization receives or plans to receive government grants, this class is for you. Beginning and experienced grant managers and administrators from city, county and state agencies as well as nonprofits, K-12 schools, colleges and universities are encouraged to attend. Seating is limited, and online reservations are necessary. For learning objectives, class fee and registration information, go to <https://tinyurl.com/yymuh6ps>.

**U.S. CARIBBEAN BUSINESS CONFERENCE 2019** – The U.S. Commercial Service, the South Florida District Export Council and Enterprise Florida are organizing the U.S. Caribbean Business Conference 2019 to help Florida companies access opportunities across this important region. The Caribbean represents a \$23 billion export market for U.S. firms. Participants at the conference, scheduled for June 5 and 6 in Miami, will receive up-to-date market intelligence and assistance in developing practical strategies for winning procurements and exporting their goods and services. The event is a great opportunity for U.S. firms interested in expanding their business in the Caribbean. For more information, contact Virgil Kimball at 386-248-8048 or visit <https://tinyurl.com/yy6e3l7d>.

**2019 NATIONAL SMALL BUSINESS ASSOCIATION EVENT** – Registration is now open for the 2019 Washington Presentation from June 10 to 11 in Washington, D.C. The presentation is the National Small Business Association's annual event where small-business leaders converge to lobby their senators and representatives on the important issues facing America's small businesses. The early-bird discount, which ends April 30, could save registrants up to \$100. Visit <https://tinyurl.com/y6b6we6m> to register or to review the schedule for this two-day event.

**ACADEMY OF FINANCE** – The academy at Spruce Creek High School of Finance prepares students with the analytical, mathematical and verbal skills needed for careers in the finance career cluster. In this Jump-Start Coalition program, students are trained for careers in banking, financial planning, accounting and money management through a rigorous curriculum and suggested internships in the local financial community. Students also have the opportunity to work at the student-run school branch of Launch Federal Credit Union. Contact Academy Director Nate Fincher at [nfince@volusia.k12.fl.us](mailto:nfince@volusia.k12.fl.us) for more information. The numerous 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.

**THE WORLD IS OPEN FOR BUSINESS: YOUR BUSINESS** – Today, it is more practical than ever for a company like yours, regardless of size, to sell goods and services across the globe. Ninety-five percent of the world's potential consumers are outside the United States, and the global affinity for Made in USA products and services is second to none. Many exporters continue to boost their bottom line and build their competitiveness by selling to world markets, and you can too. American small- and medium-sized companies – firms with fewer than 500 employees – account for 98 percent of the nearly 280,000 exporting businesses. The U.S. Commercial Service has published an online overview of the fundamentals in exporting, "A Basic Guide to Exporting." This guide is designed for small- to medium-sized companies that are considering finding new market segments overseas. To learn more, visit <https://tinyurl.com/yb3clmce> or contact Virgil Kimball at [vkimball@volusia.org](mailto:vkimball@volusia.org).

**NATIONWIDE 4Q'18 COMMERCIAL REAL ESTATE LENDING UP 14%** – A new report from the Mortgage Bankers Association shows that overall, commercial real estate lending was up in the fourth quarter, climbing 14 percent over the previous year. The fourth quarter saw a 61 percent year-over-year increase in the dollar volume of loans for health care properties, a 32 percent increase for multifamily properties, a 28 percent increase for industrial properties, and a 1 percent increase for retail properties. Originations fell for two segments: hotel property loans (down 4 percent) and office property loans (down 3 percent). Download the full 4Q'18 report at: <https://tinyurl.com/y6oers7n>.

**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.