



January 28, 2019

ONLINE VERSION AT FLORIDABUSINESS.ORG

DAYTONA BEACH HALF MARATHON VOLUNTEER OPPORTUNITIES – Volusia County Government and Daytona International Speedway are again partnering to bring this iconic race to the community, and volunteers are needed. Named one of the seven scenic half marathons in America by Active.com, this is one of the most unique courses in the running world. Whether you're a team of one or 20, there are many opportunities to get involved at the 2019 Daytona Beach Half Marathon. Let us know how your team or division can help out with this exciting event! Volunteers are needed for Saturday, Feb. 9, and for race day on Sunday, Feb. 10. In exchange for your time, all volunteers will receive a volunteer shirt, breakfast at the event, and a free entry to the Marine Science Center. Please register online at <https://tinyurl.com/yccb12cr>.

SCORE PRESENTS A SEARCH ENGINE OPTIMIZATION (SEO) WORKSHOP – If you have a business website or are planning on setting one up to expand your brand and/or grow your business, this workshop will help you reach your goal. A huge challenge for many companies is figuring out how to rank high in Google search results. The workshop will present the newest and most updated information on how to get to the top of Google searches for your business, how to conduct a local Search Engine Optimization campaign, and how to track results. The class, which consists of two one-hour sessions, will take place from 6 to 8 p.m. Thursday, Feb. 7, at the Daytona State College Campus, UCF Building 150, Auditorium, 1200 W. International Speedway Blvd., Daytona Beach. To register, go to <https://tinyurl.com/y7a5drzh> or contact Dorrie Myhre at dorrie.myhre@score87.org.

SKILLS FOR SUPERVISING COURSE AT DAYTONA STATE COLLEGE – The Center for Business and Industry at Daytona State College will present a four-session course on Skills for Supervising to be held from 8 a.m. to 5 p.m. on four successive Thursdays from Feb. 28 through March 28. Gaining a competitive advantage in a changing economy and marketplace is essential for business survival. That's why your supervisors need effective skills to propel your organization to new heights. Here is an opportunity to equip them to do the work it takes to make your organization successful. The course fee is \$495. It is scheduled to take place at Daytona State College, Building 150, Room 305, 1200 W. International Speedway Blvd., Daytona Beach. To register, contact Joanne Parker at 386-506-4224 or Joanne.Parker@DaytonaState.edu.

HEALTH SERVICES ACADEMY – The academy at Deltona High School prepares students for careers in the growing field of health care. Through strong partnerships with Florida Hospital and the local health care community, students participate in intensive medical preparation combined with career-related and core academics. Academy students take part in a unique learning environment that is focused on supporting and preparing them for direct entry into the field or into post-secondary training for this expanding industry. To learn more, contact Academy Director Brandy Meadows at bemeadow@volusia.k12.fl.us. The numerous Volusia County Schools career academy programs provide industry sector focused preparation and student engagement. As tomorrow's workforce, academy students gain early career knowledge, skill development and workplace exposure. Business owners are encouraged to consider the significant advantages of participating with career academies.

FLORIDA MANUFACTURING AND STEM WORKFORCE DEVELOPMENT RECOGNIZED – As recently reported in Site Selector Magazine, Florida's national top five ranking for high-tech employment was highlighted, along with the innovative education/employer partnerships within the state that were considered to be ahead of the curve in the area of STEM worker training. Partnerships around the state are cited as examples, including several UCF initiatives and those developing between Embry-Riddle Aeronautical University and the rapidly evolving space industry. To learn more about these innovative partnerships, go to <https://tinyurl.com/ybwaqt9>.

U.S. CENSUS BUREAU CONTINUES HIRING FOR 2020 CENSUS – The U.S. Census Bureau continues to recruit thousands of workers for temporary jobs available nationwide in advance of the 2020 Census. The Census website allows applicants to apply for a range of positions, including recruiting assistants, office operations supervisors, clerks, census field supervisors and census takers by completing a single application online. Opportunities are available nationwide and offer flexible work hours, including daytime, evenings and weekends. To learn more, visit <https://2020census.gov/jobs>.

CONNECTIVITY IMPROVES E-COMMERCE USAGE FOR CONSUMER GOODS – According to a recent Nielsen Insight report, 3.4 billion consumers connect to the internet daily and spend, on average, six-and-a-half hours online. They report global online sales in 2017 reaching \$2.3 trillion, representing 10.2 percent of total retail sales. Consumable product customers' considerable willingness to try different options for purchasing, payment and delivery has grown over the years. They are encouraged by features such as same-day replacement, free delivery for high-value orders and money back for incorrect orders.

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.