



# On the Economic Scene



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

Aug. 1, 2016

ONLINE VERSION AT [FLORIDABUSINESS.ORG](http://FLORIDABUSINESS.ORG)

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**QUARTERLY ECONOMIC BRIEFING** -- The next quarterly briefing from the Volusia County Economic Development Division is scheduled for 7:45 a.m. Friday, Aug. 5, in the Dennis R. McGee Room on the second floor of the Daytona Beach International Airport. Michael Zaharios III, program director of the Florida Virtual Entrepreneur Center, will be the featured speaker. For more information, call 386-248-8048.

**HOW SUCCESSFUL BUSINESSES MANAGE GROWTH** -- Learning about Business Process Management can help you prepare, understand and control your company's ability to successfully scale up in size and sales. This free seminar, hosted by the Volusia County/UCF Business Incubator, is from 9:30 to 11:30 a.m. Thursday, Aug. 11, at 601 Innovation Way, Daytona Beach. For more information or to register, call 386-872-3100 or email [ruth.griggers@ucf.edu](mailto:ruth.griggers@ucf.edu).

**MARKETING 101 WORKSHOP** -- 8 to 10 a.m. Thursday, Aug. 4 -- Learn how to identify your target market, determine an effective relative price point and create the ideal marketing message! To register, email [sbdc@daytonastate.edu](mailto:sbdc@daytonastate.edu).

**SBDC EXECUTIVE ROUNDTABLE** -- Call now to participate in the Florida Small Business Development Center's executive roundtable program serving progressive chief executives and business owners. Under the guidance of an expert facilitator, this confidential and collaborative group meets monthly to broaden business perspectives and discuss vital business issues. For more information, call 386-506-4723.

**ACADEMY OF DIGITAL MEDIA** -- The academy at Seabreeze High School provides students with the opportunity to combine concepts of print and web media for careers in graphic arts, web development and desktop publishing. Students take web design and/or digital design courses integrated with academic courses for a hands-on curriculum. For more information, contact Academy Director Gwen Coy at [glhousto@volusia.k12.fl.us](mailto:glhousto@volusia.k12.fl.us).

**INDEX COMPARES NEIGHBORHOOD LIVABILITY** -- The Livability Index is a unique web-based tool that measures community livability across the United States. The index also ranks housing, neighborhoods, transportation, environment, health, engagement and opportunity. Users can search the index by address, ZIP code or community. The site was developed by AARP's Public Policy Institute and can be found at <http://livabilityindex.aarp.org>.

**TROPICAL STORM SEASON** -- August starts the peak period for hurricane season. The best time to make sure you, your family and business are prepared for a storm or evacuation is before a storm approaches Florida. Visit Volusia County Emergency Management's website at [Volusia.org/emergency](http://Volusia.org/emergency) for disaster planning checklists, maps and links to other emergency resources. For further preparedness assistance, visit [www.redcross.org](http://www.redcross.org).

**FASTEST GROWING JOBS** -- With a projected increase of 108 percent, the occupation of wind turbine service technician is projected to have the fastest job growth in the country from 2014 to 2024. There were 4,400 technicians in 2014, and the outlook for 2024 is 9,200. Meanwhile, at 458,100 jobs, the personal care aide occupation is expected to add the greatest number of positions in this 10-year period. Source: U.S. Bureau of Labor Statistics.

**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.