



July 23, 2018

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

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**QUARTERLY ECONOMIC BRIEFING COMING AUG. 10** – Don't miss the next quarterly economic development briefing from the Volusia County Economic Development Division. It will take place at 7:45 a.m. Friday, Aug. 10, in the Dennis R. McGee Room at Daytona Beach International Airport. For more information, call 386-248-8048.

**TSA PRECHECK EVENT EXTENDED AT DAB** – TSA has added an additional week to its Precheck enrollment event. The dates are from July 23 through 27 in the baggage claim area at Daytona Beach International Airport (DAB). TSA Precheck allows participating low-risk travelers to experience a more efficient airport screening process by leaving on shoes, light jackets and belts and leaving laptops and compliant liquids in carry-on bags. Schedule your pre-enrollment at <https://www.identogo.com/precheck>. Visit the TSA Universal Enroll at <https://tinyurl.com/yaqxuzr4> to determine the required documents you will need to provide.

**MEDICAL ACADEMY** – The academy at New Smyrna Beach High School prepares students for a wide variety of health care careers, and students have the opportunity to participate in health-related training through the academy's unique partnership with Florida Hospital New Smyrna. The academy also has partnerships with the New Smyrna Beach and Edgewater fire/rescue/EMT/ paramedics. Students participate in job shadowing beginning in ninth grade and are offered internship experiences at local medical facilities in grades 11 and 12. For more information, contact Academy Director Kathleen Rich Zois at [kmrichzo@volusia.k12.fl.us](mailto:kmrichzo@volusia.k12.fl.us).

**2018 MARINE EQUIPMENT TRADE SHOW (METS)** – Companies in the Florida Marine Industry are invited to attend the 2018 METS to be held in Amsterdam, The Netherlands, from Nov. 13 to 15. The METS is the world's largest trade exhibition of marine equipment, materials and systems and technologies. Representatives from the U.S. Commercial Service and Enterprise Florida will be on-site to provide assistance. Eligible small- and medium-sized manufacturers and professional services providers can apply for a Target Sector Trade Show Grant to help offset exhibition costs. For details, visit <https://tinyurl.com/y9odmynyn>.

**SCORE WORKSHOP ON SUCCESSFUL EMAIL MARKETING** – With around 269 billion emails sent each day, there is a lot of competition for your audience's attention. To be truly effective with email marketing strategies, businesses should be focused on fostering recipient engagement and minimizing "unsubscribe," all while maintaining a strong brand image. Join SCORE for the next workshop in its Technology Series to learn how you can put together a successful marketing campaign. The workshop is scheduled from 6 to 8 p.m. Thursday, Aug. 2, at Daytona State College, UCF Building 150, in Daytona Beach. Register at <https://tinyurl.com/ydx5r4p9> or call 386-255-6889.

**NEW BANKRATE.COM SURVEY** – According to a new Bankrate study, South Dakota is the best state to retire, followed by Utah, Idaho, New Hampshire and Florida. Bankrate looked at seven relevant features in a retiree's life and used government and expert sources to compare states against one another. The seven categories and their weightings (in parentheses) are: cost of living (20%), taxes (20%), health care quality (15%), weather (15%), crime (10%), cultural vitality (10%) and well-being (10%). Bankrate weighted those rankings based on the importance given to them by respondents to a 2017 Bankrate survey, which found that 47 percent of Americans would consider moving when they retire. To review the complete list, visit <https://tinyurl.com/y9hj2smz>.

**TIPS TO IMPROVE YOUR INSTAGRAM MARKETING** – Instagram is a powerful tool for marketing yourself, your products and your business. But you have to use it correctly, and many entrepreneurs do not know how. As reported on [forbes.com](http://forbes.com), the right approach includes researching your market, creating a consistent theme, asking your audience to turn on post notifications, testing your hashtag use, and joining an Instagram community group. For more information on these tips, go to <https://tinyurl.com/ycpmfpmq>.

**HOW GREEN IS YOUR BUSINESS?** – Managing a business in the heat of a Florida summer can be a challenge, but it can also provide an opportunity to "go green" and improve efficiencies while supporting the environment. For example, when purchasing new products, look for the Energy Star logo to help reduce your electricity bill. Using green cleaning products can cut down on chemical usage and create a healthier business environment. For more information, visit [www.greenvolusia.org](http://www.greenvolusia.org) and click the link for green tips for your business.

**SAW PALMETTO** – The Florida Department of Agriculture and Consumer Services has adopted a new rule for harvesting and selling saw palmetto berries. A landowner harvesting saw palmetto berries for sale and a contracted harvester working on either public or private land must obtain a Native Plant Harvesting Permit from the Division of Plant Industry. Also, anyone who transports for sale, or sells or offers to sell the berries, must secure a Native Plant Harvesting Permit. In all instances, a permit application must be submitted 14 days before the intended harvest date. To apply for a native plant harvesting permit, visit <https://tinyurl.com/y9cxfm9g>.



# On the Economic \$cene



# Make it Volusia

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

**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.