



# On the Economic Scene Make it Volusia

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

July 15, 2019

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

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**SCORE WEBINAR WORKSHOP ON PROTECTING YOUR BRAND SET FOR JULY 30** – Your brand is your most valuable and important business asset — and at high risk for theft. Your brand, which includes your business name, product or service names, and logo is protected under trademark law. Trademark law is complicated and can be confusing. Vigilantly protecting your brand is a non-negotiable for all business owners, whether you're just starting or growing your company. This webinar will be presented by intellectual property attorney Kelley Keller, Esq., and will provide information on what a trademark is and why it matters to your business, how to choose a strong trademark you can protect, and why federally registering trademarks is an important step when growing your business. For more information or to attend this webinar at 1 p.m. July 30, visit <https://tinyurl.com/y5dxcou5>.

**DAYTONA STATE COLLEGE SBDC OFFERS NO-COST BUSINESS ASSISTANCE** – Are you experiencing difficulty managing employees, finding new customers at a low cost, handling cash flow to pay bills on time, or attracting talent? The Florida Small Business Development Center (SBDC) at Daytona State College has certified business consultants who can help you at no cost. You can get consultations on such topics as improving your marketing strategies using in-depth customer insights or squeezing more cash from existing sales using easy-to-implement cash flow analysis. SBDC business consultants are former bankers, business owners and lawyers with years of experience and advanced business degrees. Schedule your free consultation by completing the online request form at <https://sbdccdaytona.com/consulting/>.

**DIGITAL VIDEO ACADEMY** – The Digital Video Academy at Atlantic High School energizes and enhances the original thinking and creativity of participating students through the use of state-of-the-art, hands-on, HD video production. Students work with producers and directors who make real television shows, movies and web series. For more details, contact Academy Director Don Brunning at [dbrunnin@volusia.k12.fl.us](mailto:dbrunnin@volusia.k12.fl.us).

**LATEST MANUFACTURERS' OUTLOOK SURVEY SHOWS SUSTAINED OPTIMISM** – According to the latest Manufacturers' Outlook Survey from the National Association of Manufacturers (NAM), businesses continue to experience highly elevated levels of activity and expect the pattern to continue. For the first quarter of 2019, the survey reflects nine consecutive quarters of record optimism. It showed an average of 91.8% of manufacturers positive about their own company's outlook over that time frame, compared to an average of 68.6% across the two years of 2015 and 2016. Manufacturers' top concerns remain the inability to attract and retain a quality workforce, as well as concerns about the nation's crumbling infrastructure. To learn more about what company leaders are thinking, read the full 1Q19 NAM Manufacturers' Outlook Survey at <https://tinyurl.com/yxqqs2bl>.

**2019 HR FLORIDA CONFERENCE & EXPO** – Looking to take your business to the next level with an engaged and enthusiastic workforce? In this tight labor market, workforce concerns are at the very top of every industry's concerns. Consider strengthening your business by learning to increase engagement, improve retention, and stay ahead of workforce trends and compliance requirements by attending the 2019 HR Florida Conference & Expo, affiliated with the Society for Human Resource Management. This is one of the largest human resources conferences in the state attracting more than 2,000 HR professionals and vendors. It attracts a cross section of industries and businesses and provides opportunities to learn more about human resources and business success. It will be held Aug. 25 to 28 at the Gaylord Palms Resort & Convention Center, Orlando. For details, visit <https://hrfloridaconference.org>.

**TRUCKLOAD COST INDEX SHOWS MODERATING PER MILE RATES FOR 2019** – As reported by Supply Chain Digest at [scdigest.com](http://scdigest.com), there was a modest 1.2% year-over-year rise in the Cass Linehaul Index for May 2019. The index measures the latest developments in U.S. per mile truckload rates before fuel surcharges and other fees. The data is mixed – trucking costs having moderated after a torrid 2018, in which year-over-year gains were 5% or more each month. In 2019, rates are still up, but in the low single digits. Rates though have now been up every month since starting to rise in November 2017. At an index level of 135.3, it means rates are up 35.3% since the index's baseline month of January 2005. The index is considered highly credible, as it is based on approximately \$28 billion in client freight bills paid annually by Cass Information Systems, Inc. The May 2019 report can be accessed at <https://tinyurl.com/y6cdregy>.

**CHANGES TO COMMON SPACES DRIVING FUTURE OF WORKPLACES** – The evolution of the workplace is being driven by changing demands and the power of big data. This according to recent reporting by the Urban Land Institute on real estate and the future of work. The data is driving office developers to respond to new trends, such as a focus on wellness, flexible leasing, and meeting the aspirations of millennial workers. This includes the notion of “home” to “new home” – making the workplace a more welcoming space. To retain talent, companies continue to move beyond providing an office and desk to also wanting other spaces where workers can interact, generate ideas, or take time for themselves. Further information is available at <https://tinyurl.com/y2cqmvvt>.

**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.