



ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

Strategic Planning Begins for the Daytona Regional Chamber



Under the leadership of Nellie Lupoli, the Strategic Planning Committee met to begin the process of developing a Strategic Plan for 2022-2024.

Joining Ms. Lupoli on the Strategic Planning Committee are Andreose Bell, **Hard Rock Hotel-Daytona Beach**; John Carr, **R & R Industries, Inc.**; Tom Daly, **Small Business Development Center**; Dwight DuRant, **Zev Cohen & Associates, Inc.**; Kelly Parsons Kwiatek, **Halifax Health**; Leonard Marinaccio, **Bomar Construction, Inc.**; Bruce Page, **Intracoastal Bank**; Shailesh K. Patel, **Dredging & Marine Consultants**; Bob Rand, **Coldwell Banker Commercial Benchmark**; Heather Shubirg, **Team Volusia**; Mike Sibley, **James Moore & Co., P.L., CPAs & Consultants**; Michael Sznajstajler, **Cobb Cole**; Linda Webster, **Florida Power & Light** and Daytona Regional Chamber staff leadership Janet Kersey EVP & COO and Nancy Keefer, President & CEO.

Over the next four months the Daytona Regional Chamber will conduct survey's, focus groups and outreach, to engage as many members as possible in the formation of a strategic plan for the Daytona Regional Chamber over the next three years with the goal of presenting a document to the Daytona Regional Chamber's Board of Directors in December. As noted by Lupoli as the committee members were being sought, "broad membership engagement is important as we look towards our communities' future and the work of the Daytona Regional Chamber."

Unique, Exclusive Opportunity for Annual Awards Luncheon

There is a rare opportunity for a forward-thinking Daytona Regional Chamber member to claim the Presenting Sponsorship of the Annual Awards Luncheon, the only such availability across our entire signature event roster. The Daytona Regional Chamber will celebrate some of the top organizations and individuals in our business community on Wednesday, November 3rd from 11:30 am-1:00 pm.

The presenting sponsor of the Annual Awards Luncheon leverages incredible visibility by incorporating their business name into the name of the event. The branding aligns the member business with the best and brightest in our community, and showcases their commitment to improving the region by supporting the Daytona

Regional Chamber mission.

The Annual Awards Luncheon spotlights businesses and leaders earning distinguished honors as deemed by their peers, colleagues, and community, as they demonstrate best practices in their work. The prestigious awards recognized at this signature event include:

- Small Business of the Year
- Nonprofit of the Year
- Marvin Samuels Memorial Leadership Award
- Young Professional of the Year

Associate your business with this high-quality group by sponsoring the Annual Awards Luncheon. For more information, contact Ken Phelps, Vice President of Resource Development, at 386.523.3675.



BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

Join Us For Business After Hours

Be sure to join us on September 21st for another great in person Business After Hours event where you can safely re-connect with other business professionals to help grow your circle of influence.

This month we are delighted to have our hotel member, The Plaza Resort & Spa as host of this exciting, fun, and unique networking experience. For added safety this after-hours event will be limited capacity, to keep within guidelines of the CDC and local health department. So, let's mix and mingle and enjoy a one-of-a-kind networking experience you won't want to miss at The Plaza Resort & Spa from 5:30pm to 7:30pm. Pre-Registration is Required. Visit DaytonaChamber.com for details and to register. Admission is \$10 for Daytona Regional Chamber members and \$35 for future members.

Held monthly at a Daytona Regional Chamber member business location, these social gatherings are focused on connecting members with each other. Local businesses open their

doors to these sponsored events which feature networking, food, drinks, and prizes. Bring plenty of business cards and come ready to have fun!

Interested in being a host of these popular Business After Hours? Daytona Regional Chamber members can contact Shanna Coley Hughes, Program Manager, at 386.523.3672 for details.

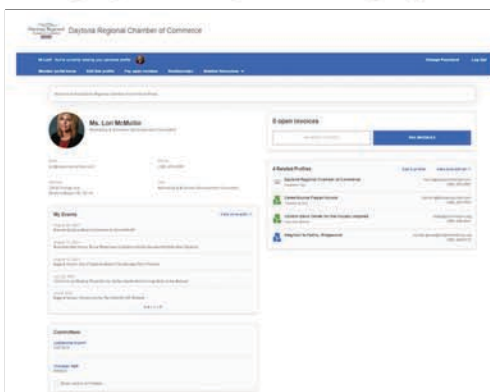


Guests enjoy August Business After Hours at Destination Daytona

There's A New Look for Your Member Portal

Your online listing on the Daytona Regional Chamber website is promoting your business 24/7/365. That's right with digital impressions sky high these days its important your listing is maximizing your visibility. With this new look and consumer interest we wanted to make sure you take just a few minutes to log into your Member Portal and make any changes or updates.

Its super easy and we hope you notice how the Daytona Regional Chamber has been working hard to bring this new, easy-to-use platform that offers you everything you need right into your personal portal. Features such as the ability to add a profile picture, uploading your business logo for certain levels of membership, adding available jobs to the Job Bank, entering your public events, paying open invoices, and a whole lot more. Our Daytona Regional Chamber Member Engagement Specialist, Jennifer Pipes, encourages businesses to visit their business



listing for accuracy. Not only is the information live, but our next Digital Directory launches on October 1st which is popular among the public and allows them to download and print the listings right from the Daytona Regional Chamber website.

If you are interested in finding out about the New Member Portal or ways to ensure you are maximizing all your benefits, contact Jennifer Pipes, Member Engagement & Database Specialist, at 386.523.3678.

Thank You for the Referral

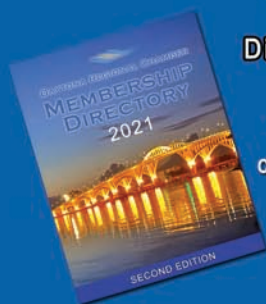
The Daytona Regional Chamber would like to thank Rufus Johnson, GEICO Local Office - Johnson Agency, Inc., and a Daytona Regional Chamber board member. Rufus introduced Monts Law, P.L. and they became a new member.

April Petterson, owner of Purely CBD. April introduced Bay Street Dawgs who also became a member.

As our membership grows, so does the strength of our voice as we advocate for a strong economic and business environment. If you know of a business to refer simply connect them with our Membership Team: Jennifer Pipes at 386.523.3678 or Lori McMullin 386.523.3680. Some of the best members come from our members, so thank you all for sharing the value of your Daytona Regional Chamber membership.

GET NOTICED

WITH 4 UNIQUE
ADVERTISING
OPPORTUNITIES



Digital Directory

Set yourself
apart from the
crowd beginning
at just \$200.



The Edge Newsletter

Reach your fellow
members for \$100 per
week or less.



Inside Volusia Business

Shared with more
than 10,000
combined emails
and followers on
social media,
rates are as low
as \$250.

Website

Get a year's worth of exposure
for as little as \$500.



CONTACT KEN PHELPS
386.523.3675

Daytona Regional Chamber Upcoming Events

Be sure to participate in the Daytona Regional Chamber's next events in order to learn more about issues that impact your business, as well as ways to grow within the community. Make connections and improve your circle of influence.

Annual Business Links Golf Tournament presented by Brown & Brown Inc.

Plantation Bay Golf & Country Club
Friday, September 10th Shot gun start at 8:30 am

Play is SOLD OUT, but select sponsorships remain, if interested contact Ken Phelps, Vice President of Resource Development 386.523.3675

Business After Hours: The Plaza Resort & Spa

Plaza Resort & Spa, Daytona Beach
Thursday, September 21st at 5:30 pm to 7:30 pm
Members \$10 / Non-Member \$35

For further information on events contact Program Manager, Shanna Coley Hughes at 386.523.3672

VYPG Upcoming Events

September Social

Persimmon Hollow, DeLand
Thursday, September 16th
6:00 p.m. to 8:00 p.m.

VYPG Members \$5 / Non-Members \$10

September Lunch and Learn

Brown & Brown Insurance
Wednesday, September 29th
11:45 a.m. to 1:00 p.m.

\$15 pp and includes lunch and beverage

Visit volusiaypg.com for more information and to register for the event.

Is a Daytona Regional Chamber Membership Right for Your Business?

Most certainly, the Daytona Regional Chamber delivers programs and solutions for all stages of business. Our personalized approach allows us to understand your business needs while suggesting customized solutions that fit your business best, such as:

Connections – The Daytona Regional Chamber is an excellent source for helping to build and foster connections throughout the region. According to recent studies by the American Chamber of Commerce Executives, consumers are 49% more likely to think favorably of a business and 80% more likely to purchase goods or services from a company that is a member of their local chamber. This means a membership with the Daytona Regional Chamber provides heightened credibility for your business. The people visiting our website or seeking business information from our team understand the value of our organization in a business community and look forward to engaging with and supporting your business.

Advocacy Did you know the Daytona Regional Chamber is continually advocating for area businesses regardless of membership status? That's right, we research, develop, and advocate a legislative agenda that reflects the needs of businesses in our region as a whole.

Targeted, Affordable Marketing – The Daytona Regional Chamber offers a variety of marketing platforms to new and current members. We maintain an impressive, varied audience for you to reach your desired market. We continually seek out effective alternatives that position you as an engaged, active members of our business community.

Whether you are seeking referrals, hosting an event, making an announcement, or hiring to be included within our varied marketing platforms can improve credibility and exposure for your brand to a highly engaged, professional audience.

Interested in learning more? Contact our Membership Team today. We'll arrange your no-cost, one-on-one membership consult with Lori McMullin, APR, Marketing & Business Development Consultant, 386.523.3680 or Jennifer Pipes, Member Engagement Database Specialist 386.523.3678.

ADVOCACY & ECONOMIC PROSPERITY

Daytona Beach Zone 2 Special Election Draws Four Candidates

Two weeks after former Daytona Beach City Commissioner Aaron Delgado resigned his seat due to a conflict with his residency requirements, four candidates have officially qualified to replace him.

The qualification period formally began on Monday, August 16th, 2021, and closed at noon on Friday, August 20th. Kristine Gray, Larry McDermott, Tony Servance, and Ken Strickland are the four candidates who officially qualified to fill the seat vacated by Delgado.

The special election primary will be held on September 21st. If no one candidate receives more than 50% of the votes, the top two candidates who receive the plurality of the votes will move onto the November 2nd general election. The Zone 2 race is a nonpartisan race open to any voter in Zone 2 who is registered to vote. The winner of the Zone 2 election will finish out the remaining three years of Delgado's four-year term. Voting for the primary and general election will be at the following Daytona Beach precincts:

- Precinct 607
Schneibly Recreation Center
1101 N. Atlantic Ave.
- Precinct 619
Allen Chapel A.M.E. Church
580 George W. Engram Blvd.

To vote by mail, requests can be made in person or by phone at the Supervisor of Elections Office at 1750 S. Woodland Ave. DeLand; 386-736-5930; or online at volusiaelections.org.

Please visit DaytonaChamber.com/advocacy for details and information on important issues related to advocacy for business in our community. If you have questions feel free to contact Shawn Richmond, Director of Advocacy at 386.255.7174.



Daytona Regional Chairman Len Marinaccio and Daytona Beach City Manager Deric Feacher speak to attendees of the Daytona Regional Chamber's regularly scheduled Eggs & Issues in August



Daytona Beach City Manager Deric Feacher address a full house at Halifax River Yacht Club for the Daytona Regional Chamber's regularly scheduled Eggs & Issues in August

NEW

Daytona Regional CHAMBER OF COMMERCE



ADVOCACY IN ACTION

Trending News Blog



Dr. McLeod Bethune
heads to D.C.



Medicaid Boost to
Florida



Florida's Workforce
Needs



Teachers Bonuses



State revenues are
surpassing expectations



Non-compete clauses and
occupational licensing

The Daytona Regional Chamber of Commerce has launched its new trending advocacy news blog. Our blog will focus on issues impacting our cities, county, state, and country.
daytonachamber.com/advocacy

GUEST COLUMN



Small Business Consulting?

By Tom Daly, Small Business Development Center at Daytona State College

It's true. Small Business Development Centers (SBDCs) provide free sales/marketing, financial analysis, capital acquisition, and industry research assistance to local entrepreneurs – all cost-free. We are a partnership between the U.S. Small Business Administration (SBA) and local colleges, with the sole charter to support small businesses to grow and succeed.

The first thing we often hear from our clients is something like, "I never knew you existed!" We are a well-kept secret and that's too bad, because the services we offer are often inaccessible or unaffordable to small companies.

We offer one-on-one consulting, mentoring, and training on a wide variety of high-demand business topics. In addition, we have access to robust research and analysis tools to help businesses gain competitive advantages.

We also have templates and expertise to help our clients build strategic and usable business plans to help them execute their visions and manage for success. Additionally, we have analysis tools that assess economic health and construct realistic financial projections for their businesses. Often these are required to secure bank loans (which we also assist with) but more importantly, they become the framework for growing their businesses profitably.

The next area we help with is sales and marketing. Without customer revenue, there is no business. Learning how to identify your target clients, create value propositions that satisfy their needs and solve their problems, and reaching those prospects with compelling messaging is critical. We have the tools and expertise to help there as well. In a mobile digital world, small businesses have had to up their customer online engagement game, and we guide them in those areas from website analysis to complete digital and social media outreach strategies.

Another area the SBDC assists with is business topic and skills training. This past year enabled us to grow our training offerings through webinar format, and as we exit the pandemic, we will offer more in-person

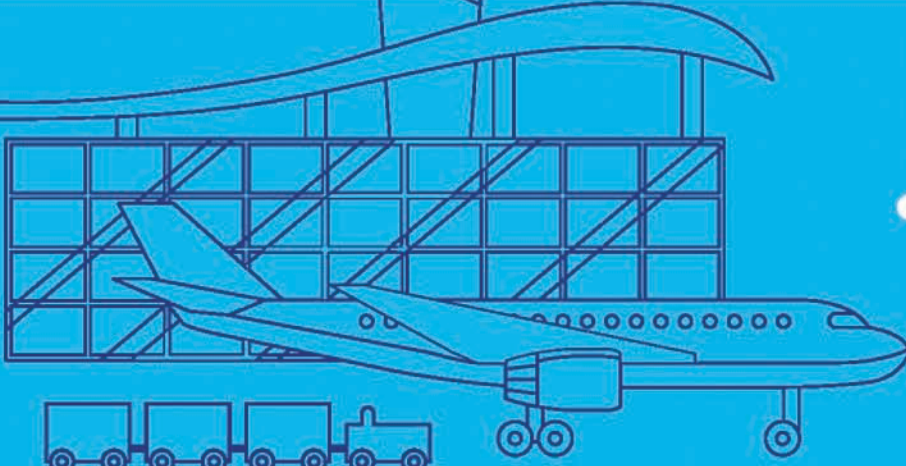
So, who do we help? We mentor pre-venture clients fully committed to starting their business journey and building their business plan. We help second stage companies grow in their early years toward financial stability. And we coach and assist mature small businesses, up to \$30M in revenues, with their strategic needs and business challenges.

The SBDC is flexible and ready to engage in any crisis. This past year we were charged with helping small businesses navigate the many state, local, and federal programs. We are proud that we had a hand in helping thousands of businesses survive the pandemic and look forward to helping them conquer their greatest achievements in the future.

And finally, we assist with specialty business needs such as government contracting, diversity programs, import/export trade, bank lending, and industry verticals. We have consultants that specialize in these areas and we often consult in




Tom Daly, Director of the SBDC at Daytona State College, is a seasoned business professional who coaches entrepreneurs to help them accomplish their business ambitions and reach new heights by molding dynamic organizations, driving sustained revenues, and developing exceptional teams.



READY TO FLY!

Air travel has changed and Daytona Beach International Airport (DAB) has made health and safety enhancements so passengers can feel more at ease when they are Ready to Fly. Don't drive over an hour to Orlando just to catch a flight. Fly out of DAB and skip the trip before the trip. With flights offered by Delta Air Lines and American Airlines, you can reach your destination from an airport that's only a few minutes away.

Right airport. Right here.SM



FlyDaytonaFirst.com

WORKFORCE AND INNOVATION

Soft Skills Youth Summit Highlights Growing Partnership with Volusia County Schools

The Daytona Regional Chamber is partnering with Volusia County Schools to address an employer need across the region regardless of industry sector or size of business...soft skills. Our newest partnership program, The Soft Skills Youth Summit is slated for Wednesday, October 6 from 9:00 am until 12:30 pm and will be held at Speedway Indoor Karting.

An estimated 100 high school juniors and seniors from across Volusia County are anticipated who will take part in the event to learn from community business leaders about the importance of attire, etiquette, work ethic, punctuality, and more.

The program consists of three parts with the first hour featuring students and business leaders

about the importance of attire, etiquette, work ethic, punctuality, and more.

The program consists of three parts with the first hour featuring students and business leaders engaging in 10-minute sessions on each soft skill. At the end of each session, business representatives will change tables and interact with a new set of students. Over the course of five sessions, students will learn about different soft skills from a variety of our industry leaders.

Following these soft skills sessions, attendees will then have the opportunity to check out Speedway Indoor Karting's operations and learn about the career paths possible in that industry as well as the technology utilized in the all-electric karts.

The event will conclude with a lunch that will afford students an opportunity to connect with attending business leaders in greater depth and immediately implement some of the skills they've learned, including etiquette, communication, and more in an actual sample of a business lunch setting.

To ensure the event's success, the Daytona Regional Chamber is also seeking volunteers from member businesses who are willing to share their time, talent, and expertise with the future of our local workforce. Additionally, there are sponsorship opportunities available to help make the event possible. Members interested in volunteering, sponsoring, or both, may contact Ken Phelps, at 386.523.3675.



#CHAMBERSTRONG

Leadership Daytona Class XLI listens in as Nancy Keefer, President & CEO of the Daytona Regional Chamber moderates an impressive CEO Panel at the MicaPlex at Embry-Riddle Aeronautical University

CAUGHT ON CAMERA



Volusia Young Professionals Group (VYPG), an affiliate of the Daytona Regional Chamber of Commerce, held their annual school supply drive during the August social held at Dahlia's Mexican Kitchen. All supplies collected went to the Futures Foundation and their Take Stock in Children (TSIC) program.

Welcome to our Newest Members

Academy Mortgage
Avenues 12, Inc.
Bay Street Dawgs
Boat and Yacht Masters of Florida
Camstar CBD
Chefs For Seniors
CLASH USA
Determined Pressures
Elements Mobile Fine Dining
Empty Mess, LLC
Fun Coast Tours
HEAL Community Inc
Helping Hands Family Chiropractic
Hope Fellowship Church, Inc
Kenneth Grant Inspirations
Little Blog Dress | The Volusia Mom
Mobile Homes 4 U
Monts Grimes Law
Myx International
Pinnacle Hospitality Systems
RWF Properties, LLC
Sharon's Locs of Caring
Steel Magnolias Staging & Interiors
The Blake at LPGA

Interested in becoming a member contact
Lori McMullin, Marketing & Business
Development Consultant at 386.523.3680 or
Member Engagement & Database Specialist
Jennifer Pipes at 386.523.3678.



KATHLEEN JACOBS

AUGUST 2021

DAYTONA REGIONAL CHAMBER
AMBASSADOR OF THE MONTH

