

## ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

# Looking Ahead to Challenge and Opportunity



Marinaccio

“One person’s challenge is another’s opportunity.” How many times have we heard this cliché from a self-help article, motivational speaker, or Hallmark movie of the week? Who is this “other person” that laughs in the face of adversity, harnesses discord and converts it into victory and power? Sounds like something out of the latest Avengers film, doesn’t it?

But in truth, as businesspeople we turn challenges into opportunities every day....often multiple times per day. Sometimes it does feel like a superhuman effort, and these last 18 months have tested the mettle of businesses

locally, nationally, and internationally as never before. While I am certainly not going to pen an article on the “bright side” of the pandemic -- there is no bright side we just have to get through it. Still I know that as with any challenge, there are things that we can learn from this experience that will improve ourselves, our businesses and simply the way we get things done.

For example, in my family’s business, the pandemic has forced us to embrace technology in a way we never have before. We had been dragging our feet, resisting changes such as virtual meetings, cloud-based technology and work from home opportunities, that have actually enabled us to work smarter, faster and more efficiently in 2021 while saving a few dollars in the process. As a construction company, we found that certain meetings can be substantially more effective in a virtual setting

in which dozens of people can view a set of plans simultaneously, changes can be sketched and discussed in real time and collaborative decisions can be made immediately. Without the adjustments required by the pandemic, we would likely have continued to live in the technological past, but now it hardly seems to make sense to host a meeting where a giant set of paper plans is rolled out and discussed in a setting where only a fraction of those in attendance can see the plans or effectively participate in the discussion.

At the Daytona Regional Chamber, we have similarly faced a host of challenges during this crisis period that we are turning into opportunity. Whether it be a rededication to sharing our story through social media, creating virtual and hybrid opportunities for our membership to learn, collaborate and share via

See CHAIRMAN, P2

## New Board Members Elected



Parsons Kwiatek

Incoming Chairperson of the Board, Kelly Parsons Kwiatek, *Halifax Health* is pleased to announce the new Directors joining the Board of

the Daytona Regional Chamber, based on the slate presented to the membership. The following Board members will serve a three-year term beginning, January 2022. Jeanette Duerr, *Synergy Billing*; Rick Durgin, *Lifestyle Realty Group/Acies Home Improvement*; James Lanni, *Brown & Brown*; Eric Lunde, *AdventHealth*; Mike Sznajstajler, *Cobb Cole* and Jack White, *Jack White Land Company*. Representing the Volusia Young Professionals Group, Emily Smith, *Halifax Health Hospice*.

See BOARD, P6

## Slate of Award Winners to Be Honored at Annual Luncheon Revealed

The Annual Awards Luncheon presented by **Foundation Risk Partners** and **Vystar** will honor some of the best and brightest from our business community on Wednesday, November 3<sup>rd</sup>. The 2021 slate of award winners includes:

- Small Business of the Year  
**Tom Cook Jeweler, Inc.**
- Nonprofit of the Year  
**Food Brings Hope**
- Marvin Samuels Memorial Leadership  
**Rep. Tom Leek**
- Young Professional of the Year  
**Kristina Circelli, Volusia Mall**

Small Business of the Year honoree **Tom Cook Jeweler, Inc.** is celebrating nearly 130 years in business led by five generations of the Cook family. With roots in Georgia, the jewelry

purveyor has been a staple of the Daytona Beach business community since 1947 when the store on Beach Street opened. During a 5-week closure in 2020 due to the COVID-19 pandemic, Tom Cook Jeweler kept serving their customers’ special gift needs by transitioning to curbside service.

**Food Brings Hope** earned Nonprofit of the Year honors due in part to their work combatting hunger among students in Volusia County.



Founded in 2007, by Forough Hosseini, Food Brings Hope began the work of feeding and providing academic support to students at impoverished schools beginning with one middle school and growing to 30 schools in 2020. The organization provides collaborative solutions for families with children

See AWARDS, P4



## ADVOCACY & ECONOMIC PROSPERITY

### Daytona Beach Zone 2 Run Off

On September 21<sup>st</sup>, four candidates went into the special election primary day with the hope of replacing former City Commissioner Aaron Delgado. No candidate received more than 50% of the total vote, with Ken Strickland and Larry McDermott the two top vote-getters. Ken Strickland and Larry McDermott were separated by only 13 votes, with Ken Strickland receiving 384 votes to Larry McDermott's 371. The general election will determine the final winner which is scheduled for November 2nd.



Daytona Regional  
CHAMBER OF COMMERCE

**2022 VOLUSIA DAYS**  
**Save the Date!**  
**January**  
**25 & 26**  
**RSVP TODAY!**  
**Shawn@daytonachamber.com**

### CHAIRMAN

From Page 1

Eggs & Issues and Elevate Daytona Beach, or turning our Annual Dinner Meeting into a Field Day at the Ballpark with live music and yard games, your Daytona Regional Chamber staff has not stopped working to provide seamless resources and assistance to our membership and to our community at large.

As we roll towards 2022, our work is only beginning. In the next few months, you will see the unveiling of our three-year Strategic Plan; the initiation of a third group of participants in our immensely successful Daytona Business United program; announcements of exciting new alliances with community partners and a surprise or two that promises to take the physical presence of the Daytona Regional Chamber to an entirely new level. I could not be more excited about the future of Daytona Beach, and as always, the Daytona Regional Chamber is leading the way.

On a personal note, I would be remiss if I did not reiterate what an honor it has been to serve as your Chairman of the Board for 2021. Our membership, our CEO & staff, and our volunteer Board of Directors have made it a year to remember. Thanks to each and every one of you for all you do for the Daytona Regional Chamber and for the great City of Daytona Beach.

One final reminder and request: PLEASE respond to the surveys and focus group inquiries you will receive in the coming days and weeks. The Strategic Planning cannot succeed without input from all segments of membership!

## POLITICAL BOOT CAMP



### Join us for the Daytona Regional Chamber's POLITICAL BOOT CAMP

The Daytona Regional Chamber of Commerce Political Boot Camp is a unique non-partisan, regional initiative designed to strengthen and develop the next generation of public leaders.

- Perfect for community leaders interested in exploring future public leadership.
- Non-Partisan, and no obligation required to run for office.
- All participants will receive a 100% scholarship for the program, thanks to the generous support of program sponsors.
- In-person attendance and participation are required.

Friday, November 12 | 9:00 am – 4:00 pm

### What you will learn

Preparing to run  
Building your political resume  
Learning the issues  
Running a campaign  
Fundraising  
Targeting  
Online campaigning

Voter contact  
Volunteers  
Organizing door-to-door  
Early voting strategies  
GOTV Get-Out-The-Vote!  
Campaign timeline  
Election laws & compliance

Contact Shawn Richmond to register at [shawn@daytonachamber.com](mailto:shawn@daytonachamber.com)



## WORKFORCE AND INNOVATION

# Innovative Talent Development Program Launching with Volusia County Schools

A new program for middle and high school students in Volusia County Schools has been designed to help students uncover their natural skill sets and identify potential career pathways using their innate abilities. The Daytona Regional Chamber and Volusia County Schools, with support from CareerSource Flagler Volusia, are providing YouScience, a nationwide innovative aptitude assessment program, for all students in grades six through 12 beginning with the 2021-2022 academic year.

By helping students identify their natural talents, teachers and guidance counselors may use the program to assess a wide range of career opportunities in which others have already been successful. Finding a career path which leverages what someone likes to do and for which they have natural talent provides a sense of hope, relevance, and purpose.

"The partnership between Volusia County Schools, Daytona Regional Chamber, and CareerSource Flagler/Volusia has offered a unique opportunity for students to experience YouScience. Helping students prepare for college, career, and life is the ultimate goal," said Dr. Scott Fritz, superintendent, Volusia County Schools. "YouScience is one of the tools to help students find a career path."

By identifying these career pathways early, students will be able to engage with the local business community to explore whether a given career field is truly interesting to them and something they would enjoy long-term. Through internships, apprenticeships, and job shadowing, students will be able to see the day-to-day experience prior to making a long-term commitment to classes supporting that career goal. Such career exploration also benefits local employers by connecting them with the future workforce and keeping talent within the community after their educational careers conclude.

"The workforce is most successful when their talent is aligned with the skills needed - whether that be future entrepreneurs or those who will work up the career path to be the CEO of any of

our local businesses," said Robin King, president & CEO, CareerSource Flagler Volusia. "Awareness is key, awareness of innate talent, awareness of opportunity and awareness of resources to get there. I am grateful that our local businesses understand the importance of their role in this endeavor."

Daytona Regional Chamber President & CEO Nancy Keefer agrees.

"Our businesses need a talented workforce to grow and thrive. By helping each student uncover their natural gifts, the YouScience program gives them purpose, passion, and hope," said Keefer. "Our community will benefit greatly by retaining the homegrown talent our schools are producing. We will all be the beneficiaries of the fulfillment and purpose students experience when each one knows they are valued and have something to contribute to our region."

In addition to the benefit students receive, local industry and economic development efforts will also improve by identifying the talents within students and showing students where those talents can lead them. Economic development and business growth and expansion will be supported by anonymized, aggregate data uncovering talent clusters within the school district.

"The Daytona Regional Chamber has long recognized that a successful public school system is imperative to economic development in the Daytona Beach region by ensuring an educated workforce to attract and retain business," stated Len Marinaccio, principal owner, and president of Bomar Construction, and 2021 Daytona Regional Chamber Chairman of the Board.

"The YouScience program will create a unique opportunity for area students to match their talents with their interests in determining the best career path for each individual. We believe that all area stakeholders will see immediate benefit from this innovative program," added Marinaccio.

After completing their YouScience assessment, students receive an individualized profile which provides in-depth information on their natural abilities, career fields which match those skills, along with the job outlook, average salary, post-secondary education requirements, and local



businesses that hire workers in those careers. The profile includes data on careers ranging from those which can begin with a high school diploma or trade certification to fields requiring advanced degrees. This allows students to choose the educational track that is best for them.

The partnership of the organizations involved also bodes well for the program's success.

"One of the key roles of the Daytona Regional Chamber is bringing together stakeholders who wish to improve our community. The partnership of these organizations in this initiative is a fantastic example of the synergy created by working collaboratively," said Keefer.

"CareerSource Flagler Volusia continuously seeks to meet our businesses needs of a talented workforce and under the umbrella of talent recruitment is the goal of keeping our graduates in our community," added King. "I am delighted our Daytona Regional Chamber, with meeting business needs at the core of their mission, stepped up to bring that voice to our schools and our students."

"As citizens of Volusia County, we all have a vested interest in the success of our students after graduating," added Fritz. "We want students to have a clear pathway to graduate, to get additional training or degrees, and to work right here."

"The Daytona Regional Chamber is excited to continue our longstanding partnership with the Volusia County School District as we work together to roll out the YouScience program to area students," said Marinaccio.





## BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

# Your Financial Future...Creating Value and Building Wealth

The Daytona Regional Chamber and the Small Business Development Center (SBDC) is once again finding great ways to help our local businesses succeed and grow.

In partnership with **Truist**, the SBDC is now certified to deliver Profit Mastery® training. This course is transformative for businesses working toward increasing profits and improving their businesses. Profit Mastery® provides real-world financial tools, delivered in plain English, to help businesses survive and thrive. "Small businesses are the heart of our local economy and **Truist** is proud to help deliver advice, guidance and best practices that will help them grow," said William Landreth, speaking on behalf of the **Truist** Foundation. By partnering with the Daytona Regional Chamber and the Small Business Development Center we are not only helping entrepreneurs, we are fulfilling **Truist's** purpose to inspire and build better lives and communities," stated Landreth, Market President, **Truist**.

The Daytona Regional Chamber will be accepting applications for a limited number of fully funded scholarships. We will accept up to

10 businesses per class. The current dates are:

### Class One

November 18 & 19 from 9:00 am – 4:00 pm

### Class Two

December 8 & 9 from 9:00 am – 4:00 pm

### What is Profit Mastery®?

- Two-day business financial management course written in the language of businesspeople
- Thousands of business owners have described Profit Mastery® as "the best program they have ever attended" and "they will never look at their businesses the same way again"
- Facilitated by the local, SBDC – local support for small business and active Chamber partner

### Why Profit Mastery®?

- Confidently learn what P&L and Balance sheet numbers and their relationships are saying about your business's health and cash flow
  - Manage by the numbers vs. guessing
  - Prioritize business priorities and initiatives
  - Learn to speak the language of bankers
  - Plan strategically; execute the right tactics
- Carmen Ruiz, FASTSIGNS, Daytona Beach

noted that she gained great value from the Profit Mastery Course. "The numbers don't lie but you have to know how to read the numbers to truly understand how they are impacting your bottom line. This course will help you do that so that you can effectively manage your cash flow, identify trends and manage healthy growth for a financially sustainable business."

Simply email Daytona Regional Chamber President & CEO, Nancy Keefer at [Nancy@Daytonachamber](mailto:Nancy@Daytonachamber) with your interest to participate and the preferred class date. Participants will be selected and notified of their acceptance up to 2-weeks prior to the class start with the location and more details.



## AWARDS

*From Page 1*

who experience hardships due to hunger, homelessness, and poverty including providing them healthy, nutritious food as a cornerstone of all programs.

When his name came forward in the nominating process, members of the Leadership Daytona Alumni Council had a hard time believing **Rep. Tom Leek** had not already been recognized as a recipient of the Marvin Samuels Memorial Leadership Award. Rep. Leek serves in both the public and private sectors. He represents the 25th District in the Florida House of Representatives, a position he has held since 2016. Leek is also a member of the leadership team at Foundation Risk Partners, where he serves as Chief Legal Officer and Executive Vice President. He is a past Chairman of the Board for the Daytona Regional Chamber and has also served Junior Achievement of Volusia

County and the Downtown Business and Professional Association.

**Kristina Circelli** is the 2021 Young Professional of the Year. In addition to serving as the Marketing Director of the Volusia Mall, she serves in the same capacity for other properties owned by CBL & Associates, including the Pavilion in Port Orange. Circelli is also a published author writing in the adult and young adult fiction genres. She will soon publish her 25th book. Circelli is a board member for the Volusia Young Professionals Group as well as Women United Volusia and Chairs a Regional Business Connections group for the Daytona Regional Chamber.

The Small Business and Nonprofit of the Year awards are selected following a nomination and application process. Once nominated, businesses complete an extensive application highlighting

their achievements and involvement in the community. The applications are judged by a panel of chamber executives and business leaders from outside the region to ensure impartiality in the selection process.

The Volusia Young Professionals Group selects the Young Professional of the Year from among their members.

The Marvin Samuels Memorial Leadership Award honors an alumnus of Leadership Daytona as nominated and selected by the Leadership Daytona Alumni Council.

Join us to help celebrate these fantastic community leaders. The Annual Awards Luncheon presented by **Foundation Risk Partners** will be Wednesday, November 3 from 11:30am – 1:00pm at the **Ocean Center**. For more information please contact Ken Phelps at 386.523.3675.





## BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

# Welcome New Daytona Regional Chamber Members

Congratulations to our newest members who made the recent decision to join:

Al Smith Business Coaching  
Cantina Louie  
Coffee News NE Florida, LLC  
Driftwood Printing  
Hugs N Hustle  
JBirney Financial, Inc.  
Little Italy  
Motel 6 Daytona Beach, FL – Speedway  
Mutual of Omaha - Marsha Smith  
Natural Health and Wellness  
Chiropractic, LLC  
Palm Tree Tech Center  
SpotOn  
Sprout Media Lab  
The Shelley Company, LLC  
Trust Public Adjusting Group

Your membership supports our efforts to strengthen the business community. The business owners and operators you work with through association with the Daytona Regional Chamber can be your clients and help grow your business. If you too are interested in becoming a member, contact Lori McMullin at 386.523.3680 or Jennifer Pipes at 386.523.3678.

# Tips to Maximize Your Daytona Regional Chamber Membership

## HELPFUL TIPS

Explore the many resources that the Daytona Regional Chamber provides to find out what fits your business needs best. Here are just a few quick tips on maximizing your business potential:

- Block out time to thoroughly review our online business directory and look for potential business connections. When reviewing connections look for those to also refer a business to them or to your own business friends.
- Tag the Daytona Regional Chamber in your business social media post to boost postings.
- Review the benefits you receive with your membership level. Explore ways to extend your brand through positioning with the Daytona Regional Chamber advertising opportunities such as website ads, weekly Edge newsletter placements, event sponsorship, and more.
- Attend and engage in a popular Daytona Regional Chamber event.
- Submit a member testimonial. You may be

featured on our website, email, promotional material and/or social media.

- Review your membership ROI (return on investment). Are you meeting the goals you set for joining Daytona Regional Chamber? Reach out to our membership team to find out important information related to the business community and your business
- Invite a potential member to join Daytona Regional Chamber or bring a person to Daytona Regional Chamber event where you can grow your network
- Have additional questions or feedback, be sure to contact us so together we can provide solutions to your business needs.

Get to know your Daytona Regional Chamber Membership Team today by reaching out to either Lori McMullin, APR, Marketing & Business Development Consultant, 386.523.3680 and Jennifer Pipes, Member Engagement Database Specialist 386.523.3678.

# Thank You for the Referral

The Daytona Regional Chamber would like to thank:

**Daniela Beher, owner of Engaging Social Media.** Daniela introduced Al Smith Business Coaching, and they became a new member.

**Nina Guiglotto, Family Service Manager for Lohman Daytona Memorial Park & Funeral Home.** Nina introduced Coffee News NE Florida, LLC who also became a member.

**DJ Lebo, CEO of Early Learning Coalition.** DJ introduced JBirney Financial, Inc. and they became a new member.

**Terri Shurdom, Senior Sales Associate for Allstate - O'Quinn Insurance Agency, Inc.** Terri introduced Little Italy, and they became a new 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 Daytona Regional Chamber 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 with your colleagues. We value the positive referral that you make.





# Daytona Regional CHAMBER OF COMMERCE

ACCREDITED

AdventHealth 

 VyStar  
Credit Union

*You are invited*

*to the  
Graduation Ceremony  
of*



## LEADERSHIP DAYTONA CLASS XLI

### KEYNOTE SPEAKER



**FOROUGH HOSSEINI**

**FRIDAY, OCTOBER 22**  
**11:30 AM - 1:00 PM**  
**LOCATION**



\$25 cost to attend  
RSVP at  
[Daytonachamber.com](http://Daytonachamber.com)

## Daytona Regional Chamber Upcoming Events

### Soft Skills Youth Summit

Speedway Indoor Karting

Wednesday, October 6th

9:00 am to 12:30 pm

Invitation only. To volunteer as a business mentor, contact Ken Phelps, VP of Resource Development, 386.523.3675.

### Eggs & Issues: Jared Perdue, FDOT

District 5 Secretary

Halifax River Yacht Club, Daytona Beach

Thursday, October 14th

7:30 am to 9:00 pm

Members \$17 / Non-Member \$35

### Business After Hours: Gary Yeoman's Lincoln

Gary Yeoman's Lincoln, Daytona Beach

Tuesday, October 19th

5:30 pm to 7:30 pm

Members \$10 / Non-Member \$35

### Leadership Daytona Class XLI Graduation

Hard Rock Hotel-Daytona Beach

Friday, October 22nd

11:30 am to 1:00 pm

Members/Leadership Daytona Alumni \$25

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

## VYPG Upcoming Events

Mark your calendars for the October VYPG social at Pictona! This event will include a tour of the grounds and even a demonstration by pro players, as well as light apps and a cash bar.

Please note that the October social will be held a week before our usual socials, on Thursday, October 14th.

### September Social

Pictona, Holly Hill

Thursday, October 14th

6:00 p.m. to 8:00 p.m.

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

Visit [volusiaypg.com](http://volusiaypg.com) for more information and to register for the event.

## BOARD

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Elected to return for another three-year term are Mark Chastain, *Barwick Banking Company*; Randy Dye, *Daytona Dodge Chrysler Jeep RAM Fiat*; Steve Farmer, *Brown & Brown*; Dr. Scott Fritz, *Volusia County Schools*; Harold Goodemote, *Coleman Goodemote Construction Co.*; John Guthrie, *Halifax Health*; Philip Maroney, *Root Company*; Chris Mavronas, *Steve's Famous Diner*; Stephanie Mellenberndt, *AdventHealth*; Bob Rand, *Coldwell Banker Commercial Benchmark*; Bobby Thigpen, *Ritchey Automotive*; and Jim Weite, *TD Bank*.

Additionally, the remaining Board members continue their terms to serve. Shawn Abbatesse, *Brown & Brown Absence Services Group*; Chris Bowler, *Daytona Beverages*; Jim Carnall, *Command Medical Products*; Cheryl Coxwell, *NASCAR*; Kevin Craig, *AT&T*; Rodney Cruise, *Embry-Riddle Aeronautical University*; Nancy Guran, *The DAYTONA Hotel*; Brent Handshoe, *Wells Fargo*; Will Landreth, *Truist*; Jordan Jiloty, *NASCAR*; Rufus Johnson, *GEICO Local Office-Johnson Agency, Inc.*; Jane Katona, *Daytona Beach News-Journal*; Tom LoBasso, *Daytona State College*; Nellie Lupoli, *ICI Homes*; Len Marinaccio, *Bomar Construction*; LaQuetta McGill, *VYSTAR Credit Union*; Keith Norden, *Team Volusia*; Jack Palmorn, *Coca Cola Beverages Florida*; Carmen Ruiz, *FASTSIGNS of Daytona Beach*; Dave Shandel, *Florida Healthcare Plans*; Dean Schneider, *Ladies Professional Golf Association*; Mike Sibley, *James Moore & Company*; Jim Tobin, *Realty Pros Assured*; Chris Tolland, *Foundation Risk Partners*; Rose Ann Tornatore, *Wholesale Lighting*; Terry Tyler, *TCT Advantage*; Linda Webster, *Florida Power and Light*; Chip Wile, *Daytona International Speedway*; and Holly Zitka, *Cobb Cole*.

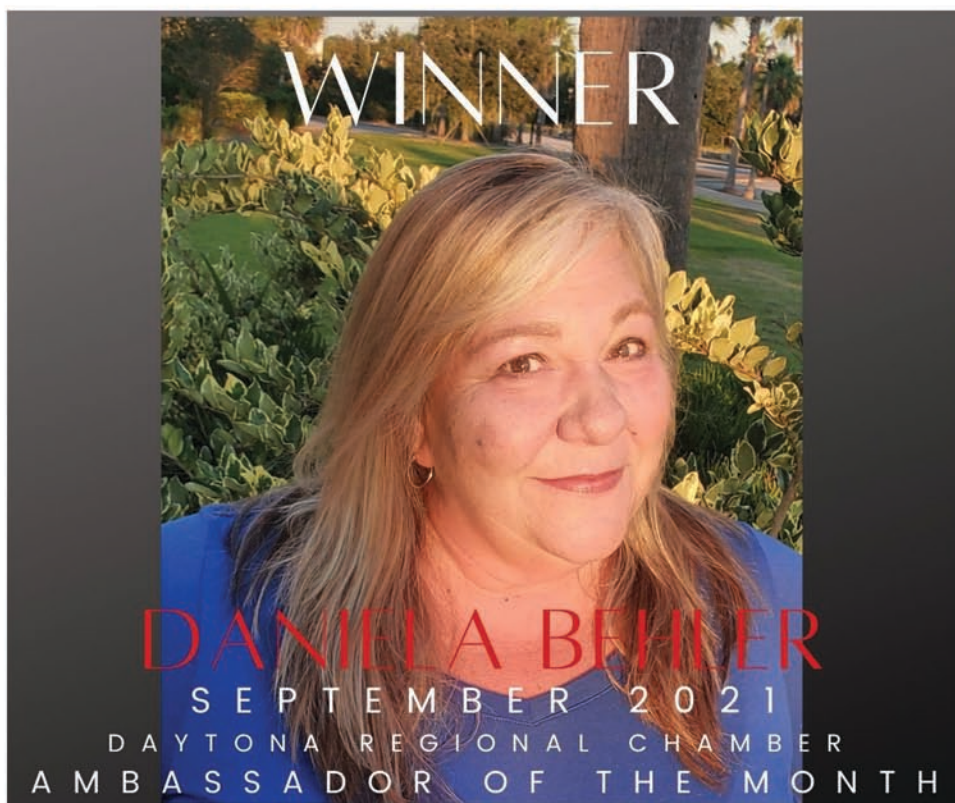
Kwiatek noted, "I am pleased to lead a strong leadership team representing a cross section of our membership who give of their time, talent and treasure to ensure a strong Daytona Regional Chamber of Commerce."



# CAUGHT ON CAMERA



Dr. Scott Fritz, Superintendent of Volusia County Schools, joins fellow Daytona Regional Chamber Board members discussing YouScience partnership



ENGAGING SOCIAL MEDIA



Daytona Regiona Chamber leadership takes YouScience assessment

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produced by the Daytona Regional  
Chamber of Commerce  
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# ADVOCACY & ECONOMIC PROSPERITY



## Eggs & Issues



### Transportation Round Table

Please join the Daytona Regional Chamber of Commerce for a special Eggs & Issues round table discussion and question and answer session about our transportation needs. We are pleased to have FDOT District 5 Secretary Jared Perdue and CEO/President of Ghyabi Consulting and Management Maryam Ghyabi-White.

Join the Daytona Regional Chamber on October 14th, 2021, at **Halifax River Yacht Club** for our Eggs & Issues program. This month's program will feature FDOT District 5 Secretary Jared Perdue and CEO/President of Ghyabi Consulting and Management Maryam Ghyabi-White.

Breakfast is served at 7:30 AM. The program will start at 8:00 AM.

\$17 for Daytona Regional Chamber members and \$35 for non-members. You will need your member portal username and password to access the member rate.

Eggs & Issues is sponsored by **Halifax Health and Daytona Beach News-Journal.**

[Register Here!](#)



**HALIFAX  
HEALTH**



THE DAYTONA BEACH  
**NEWS-  
JOURNAL**  
NEWS.JOURNALONLINE.COM