



## ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

### Daytona Regional Chamber Announces New Marketing & Business Development Consultant



McMullin

Beginning June 9th, you'll see a new team member with a familiar face joining our Daytona Regional Chamber. President & CEO Nancy Keefer is pleased to

announce the selection of Lori McMullin, APR as the new Marketing & Business Development Consultant for the Daytona Regional Chamber of Commerce. Lori is well known in the Daytona Chamber as both an active past member in the organization and through her previous service as Chair of the Leadership Daytona Alumni Council. Accredited in Public Relations Lori's experience lends to the Daytona Regional Chamber's forward momentum in redesigning key areas designed specifically to support the mission of the organization through new and successful membership offerings. Her previous work with area non-profits provides Lori with the distinct advantage of familiarity with our community, local businesses, and workforce.

Keefer noted, "With Lori so experienced and a well known member of our community it will provide us with a starting advantage that will allow her to hit the ground running in shifting the way we position membership offerings and services. Lori will also oversee development of the Ambassador and Leads Group programs for the Daytona Regional Chamber. She will be a great asset to our organization with her previous marketing, committee management and community involvement experience; all important skills to bring to this new position."

You will be able to reach McMullin at 386.523.3680.

## 101st Annual Meeting Goes Extra Innings



When the 101st Annual Meeting was held virtually in January, we promised an in-person celebration once it was safe to gather. With the new data showing COVID case numbers declining and increasing vaccines being provided, the Daytona Regional Chamber of Commerce is ready to offer the first major opportunity to celebrate business with each other after a long separation.

We are inviting all to join us for the 101st Annual Meeting presented by Halifax Health: Extra Innings Bash at the Ballpark that will take place on Thursday, July 22, from 5:00 - 8:00 p.m. at Jackie Robinson Memorial Ballpark. We'll all take the field on the historic baseball venue which will feature musical entertainment, games, food & drink, and the best social interaction that attendees have come to know and love about this signature event.

See INNINGS, P2

## Official Bike Week Motorcycle Awarded

Congratulations to the winners of our Daytona Beach Community Foundation 2021 Official Bike Week Motorcycle, Thomas & Karen Rogers from Tennessee. Thomas dreamed of owning another motorcycle one day and has participated in the drawing for several years. He also had an amazing look-a-like Franklin Mint motorcycle on his desk dreaming about that day when he could get another one. Lucky for him the winning ticket, pulled by our Bike Week Official Motorcycle Partner, Shelly Rossmeier Pepe from Daytona Harley-Davidson® made those dreams come true. He and his wife picked up the motorcycle in May and as you can see by the picture were grinning from ear to ear. The Rogers look forward to returning to the area for an official visit to Bike Week on their Official brand new Harley-Davidson® 80th Anniversary custom Bike Week motorcycle. Check out the winning ticket pull and prize winner pick up



Pictured from Left to right, Janet Kersey EVP & COO of the Daytona Regional Chamber, Shelly Rossmeier Pepe, General Manager of Daytona Harley-Davidson® and Thomas & Karen Rogers of TN with their beautiful new official motorcycle

videos on our officialbikeweek and DaytonaChamber Facebook pages. Congratulations to all who entered too for supporting the Bike Week Festival through this fundraising project.



## ADVOCACY & ECONOMIC PROSPERITY

### Highlights from the 2021 Florida Legislative Session

Keeping a close eye on important issues which may impact our business community is one of the ways the Daytona Regional Chamber Advocacy efforts work to help keep important issues in front of our members. We have highlighted below a quick recap of this year's session:

On April 30th, the Florida House and Senate met to close the 2021 legislative session. At the start of the last week, only 77 bills were sent to the Governor's desk, but at adjournment, that number topped 275. Due to COVID-19, the legislative session was like no other. The capital was practically locked down, leading to almost everything being virtual, including the Daytona Regional Chamber's Volusia Days event. Although the 2021 Florida session officially ended on April 30th, the legislative work was not complete. Before the traditional hankie dropped, the House Speaker and the Senate President announced that a special session would be scheduled to hash out Florida's gambling compact.

**Bills:** In the 2021 session, 3,096 bills were filed, 275 passed, and so far, Governor DeSantis has signed 30. Zero vetoes to date. Despite the state capital being largely closed down during the legislative session, we saw the 5th highest bill passage rate of 8.85%.

**Budget:** Florida's 2021-2022 budget eclipsed \$100 billion for the first time in our history, with the total budget sent to Governor DeSantis at \$101.5 billion, including \$10.2 billion from the federal government. Florida's General Revenue Fund represented \$36.3 billion, and Florida's trust funds made up \$65.2 billion. The budget included such things as a much-needed one-time bonus for first responders and teachers, increased school spending, state-wide flooding, and sea-level resilience.

COVID-19 reshaped the world, and it did not spare the 2021 legislative session. The House and Senate adhered to stringent protocols from face covering, social distancing to rules on in-person meetings and public participation. Florida also saw some excellent pro-business

legislation come out of the 2021 session. One example was Senate Bill 72, which created protections for individuals, businesses, governmental entities, and to a lesser extent, healthcare providers against COVID-19 related claims.

**Florida's Special Session:** The week of May 17th, the Florida legislature was back in Tallahassee, deliberating the future of gambling in Florida. The final approval with the Seminole Tribe of Florida would be a 30-year deal with the state. The deal or compact will bring an estimated \$20 billion to the state over the 30-year agreement. The tribe will be allowed to expand its operations to allow sports betting and would receive other benefits, including craps and roulette at its casinos.

The 2022 legislative session will begin in early January, where redistricting will be a hot topic for us to watch.

### Volusia Delegation Scheduled for Advocacy in Action

Do you want to hear firsthand from our Volusia Delegation on the 2021 Legislative Session? Find out what bills passed and what should have passed. Join the Daytona Regional Chamber for this Legislative Session wrap-up event to discover directly from our House and Senate members what actually happened during the 2021 Legislative Session. June 8th, 3:30 pm – 5:00 pm at The Shores Resort & Spa (2637 South Atlantic Avenue, Daytona Beach Shores).

Volusia's Legislative Delegation Speakers will include: Sen. Jason Brodeur, Sen. Travis Hutson, Sen. Tom Wright and Rep. Tom Leek, Rep. Elizabeth Fetterhoff, Rep. Webster Barnaby, and Rep. Paul Renner.

Admission is \$25 with advanced registration, \$35 on the day of the event. Parking included.

This Daytona Regional Chamber Advocacy in Action event is sponsored by AT&T,

NASCAR, and the Daytona Beach News-Journal. For more information on this event contact Shawn Richmond, Director of Advocacy at 386.523.3672. For registration information contact Shanna Coley Hughes, Program Manager at 386.523.3672.

*Thank you to our sponsors*



### INNINGS


*From Page 1*

Attire will be quite different from the typical annual meeting. Attendees are welcome to dress casual or business casual, or even wear their favorite baseball gear. Let's see those team jerseys and ballcaps!

We'll also feature a brief program to celebrate this reunion of the business community and revisit the highlights of the virtual event held this past January. We will also hear from 2021 Chairman of the Board Len Marinaccio, **Bomar Construction**. The focus of the night however will be the celebration of our business community in-person for the first time in more than a year.

Other member businesses interested in sponsoring or attending the 101st Annual Meeting presented by Halifax Health: Extra Innings Bash at the Ballpark are asked to please contact Ken Phelps at 386.523.3675. We look forward to seeing you there.





## BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

### Join Us for the June Business After Hours At S.R. Perrott, Inc

Be sure to join us on June 15th 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 member **S.R. Perrott, Inc.** 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 at S.R. Perrott, Inc. from 5:30pm to 7:30pm. Pre-Registration is Required. Visit [DaytonaChamber.com](http://DaytonaChamber.com) for details and to register. Admission is \$10 for Daytona Regional Chamber members and \$35 for future members.



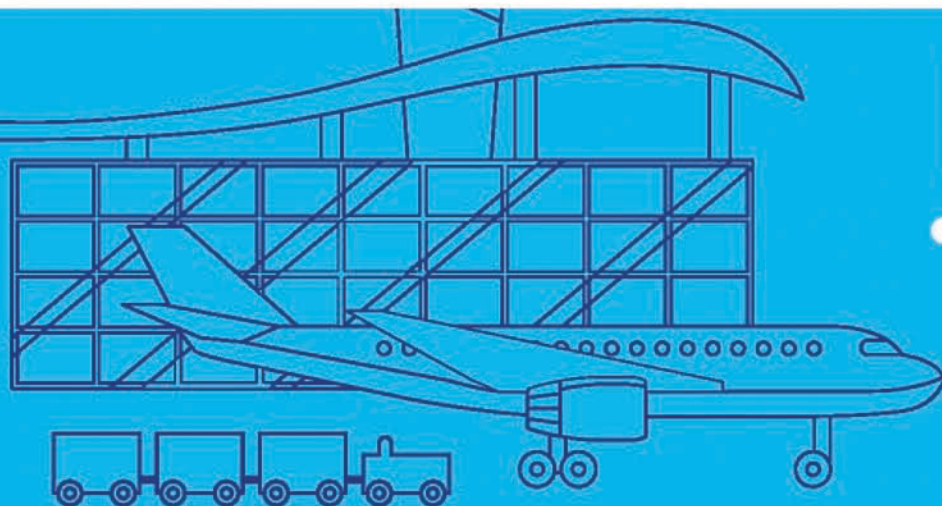
Held monthly at a Daytona Regional Chamber member business location, these social gatherings are focused on connecting members with each other. Local businesses open their doors to these sponsored events which feature networking, food, drinks, and prizes. Bring plenty of business cards and come ready to have fun!

Interested in hosting a Business After Hours? Daytona Regional Chamber members contact Shanna Coley Hughes, Program Manager, at 386.523.3672 for details.

### Thank You for Your Referral

The Daytona Regional Chamber would like to thank **Terry Sabiston**, Senior Account Executive at **Southern Stone Communications, LLC.** for connecting us with **Joe Miller's Mulch**, and they became a member. We also thank **Jonny Magill**, CEO at **Jonny Nomad Media, LLC.** He referred **New Journey Chiropractic** 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 that would benefit from a membership, connect them with our sales team members Jennifer Pipes, Membership Engagement and Database Specialist 386.523.3678 or beginning June 9th Lori McMullin, Marketing and Business Development Consultant 386.523.3680. Some of the best members come from our members, so thank you all for sharing the value of a Daytona Regional Chamber membership.



# 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.<sup>SM</sup>**



[FlyDaytonaFirst.com](http://FlyDaytonaFirst.com)



## WORKFORCE AND INNOVATION

# Leadership Daytona Class XLI Readies for Start

With a new start date for the fall time frame and the ability to once again get out into the community the Leadership Daytona XLI class schedule has shaped up to be an exciting and informative one with an opportunity to visit with and learn from some of our communities most engaged, and important industries and leaders. Designed specifically for those preparing for community leadership roles these classes offer participants a wide array of behind the scenes

views of the inner workings of what makes a community so successful when everyone can work together. Personality assessments and a true test of what it's like to work with different people and industries for the betterment of the community is a focus of the courses which will begin on August 19th and end on October 22nd. The class will also complete a special Daytona Regional Chamber Chairman Challenge which will have them develop an important community initiative needed in the community for that

real life experience and a chance to showcase their talents. Class members will also engage with the Leadership Daytona Alumni to hear from the 40 other classes about the special bond created by each one that often will last them a career lifetime.

To apply visit our [DaytonaChamber.com](http://DaytonaChamber.com) website. Application deadline is July 8th, 2021 at Noon. For program information contact Janet Kersey, EVP & COO at 386.523.3676,



## FPL Takes Smart Technology Underground

By Mike Mazur for

Florida Power & Light Company

For more than a dozen years, smart technology used on the traditional overhead energy grid has played a key role in Florida Power & Light Company's ascension as one of the nation's leading energy providers.

With more than 5 million smart meters and over 155,000 intelligent devices installed along the grid since 2006, FPL has achieved a nearly 40% improvement in reliability during that time for its 5.6 million customers. And now, with a continued eye on the future, the company is taking these intelligent technologies in a whole new direction.

Downward. As in underground.

Just as FPL currently installs about 90% of its new power lines underground, it is deploying automated feeder switches and fault current indicators across key areas of the underground grid, strategically placing them where they can most efficiently help prevent outages for thousands of customers.

"It's been a very logical extension of smart technology," says Rick Teigland, FPL's grid automation manager, who's been involved with smart-device undergrounding since its beginnings in 2019. "These newer designs are now providing the same benefits to the underground system."

Fault current indicators identify faults on underground lines, greatly narrowing troubled areas so crews can more efficiently locate and fix problems; automated feeder switches are self-powered and more self-healing in nature, says Teigland, able to redistribute power and avoid customer outages when problems do occur.

Underground smart devices may actually prove to be more impactful than overhead devices over the coming years and decades.

"Through the overhead system, repair crews can often physically see what the problem is, but with an underground system, although problems occur much less frequently, they can be harder to identify since the lines are buried," explains Robert Gaddis, FPL's general manager of reliability. "So, these devices will likely be even more impactful on an underground system where it's always been harder to locate the true problem."

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The underground system itself will continue to expand, as well.

In addition to FPL's increased placements of new power lines beneath the surface, the company's Storm Secure Underground Pilot Program is helping to determine cost-effective ways to replace existing overhead lines with more reliable underground lines in select neighborhoods based on past hurricane outage performance, a history of vegetation-related interruptions and other reliability factors.

"Underground power lines perform better than overhead lines in good weather and bad weather," says Jerry Cook, FPL's senior director of project development, who oversees the undergrounding program. "Continuing to develop these smart underground devices will further enhance reliability."

All of which should spell a continued reduction of outages, shorter periods without power and a better overall experience for customers from an increasingly resilient and intuitive energy grid.

Which begs the ultimate question: What will that grid of tomorrow look like?

"Perhaps drastically different," Gaddis says. "Undergrounding the lines is what the future of our system is going to look like. We are always looking to innovate, and there's much more to come."



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**CONTACT KEN PHELPS**  
**386.523.3675**

## Welcome to our Newest Members

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

Ace Daytona Gymnastics  
Attract Technologies  
Back Porch Communications  
Buff City Soap  
Courtyard by Marriott DeLand Historic  
Downtown  
GaJa Consulting  
Guided Solutions  
Hampton Inn Daytona Shores Oceanfront  
Jim Cameron Consulting, LLC  
Life's A Beach Rentals  
Lifestyle Realty Group  
Practical Solutionz, LLC  
SIA - Syndicated Insurance Agency  
Solar Flex  
Sweet Shelia's Funnel Cakes  
Synergy Billing  
The Ice Queen Truck LLC  
The Running Elements  
Wood Enrichment Services, LLC



Are you interested in becoming a member or  
know a business who is? Your membership  
supports our efforts to strengthen the business  
community. The business owners and  
operators you meet through association with  
the Daytona Regional Chamber can be your  
clients and open doors to other companies to  
help grow your business. If you are interested  
in becoming a member, contact Member  
Engagement & Database Specialist Jennifer  
Pipes at 386.523.3678 or starting June 9th  
contact Lori McMullin, Marketing & Business  
Development Consultant at 386.523.3680.

## Daytona Regional Chamber Upcoming Events

**Advocacy in Action: 38th Annual  
Volusia County Legislative  
Delegation Welcome Back**  
Thursday, June 8th at 3:30 to 5:00  
p.m.  
The Shores Resort and Spa  
Members \$25 / Non-Members \$35

**Business After Hours: S.R. Perrott**  
Tuesday, June 15 at 5:30 p.m. to 7:30  
p.m.  
Members \$10 / Non-Members \$35

**Non-Profit Roundtable**  
Friday, June 25th at 8:00 a.m. to  
9:30 a.m.  
Via Zoom  
Free to Non-Profit Members to  
Participate.

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

## CAUGHT ON CAMERA



[Left to Right] Maria Maillo, Linda Bowers, Yvette  
Gonzalez Ferrell, and Efrain Vargas pose for a photo  
while visiting the Daytona Regional Chamber office.

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produced by the Daytona Regional  
Chamber of Commerce  
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