

A Message from The Chairman of the Board



Len Marinaccio
2021 Chairman of the
Board

It is hard to believe that more than a third of 2021 is already in the rearview mirror. Given the monotonous pace at which 2020 dragged along during the throes of the pandemic, I'm sure that we all feared 2021 would bring more of the same. But as distribution of the various vaccines has expanded and members of our community have literally rolled up their sleeves to take the 'jab', we can see the light of the end of tunnel getting brighter and brighter. And I'm glad to say that it finally does not seem to be attached to the business end of a locomotive!

In fact, I'm pleased to report that the Daytona Regional Chamber is emerging from the abyss even stronger than it entered. Our finances are solid, our membership is engaged, and we continue to #LeadByExample as we steer our business community along the path to what we have labeled "Responsible Normalcy".

What do we mean by "Responsible Normalcy"? I can assure you that this is not merely a catch phrase we have invented to provide cover for a return to business as usual without consequence. I know that I speak for the entire Daytona Regional Chamber staff, as

well as for myself in my role as Chairman, when I say that we continue to make the safety of our members our top priority. At the same time, we recognize that the social aspects of the Daytona Regional Chamber are of paramount importance to a significant segment of our membership. Virtual fellowship can only take us so far.

It is with this in mind that over the past several weeks we have begun a return to 'in person' events. We are proceeding cautiously, holding hybrid events such as our recent Eggs & Issues at the Halifax River Yacht Club. Thanks to the yeoman's work of our respective staffs, we have been able to provide safely spaced live meetings for those anxious to emerge from their attics and basements, while simultaneously providing a virtual option to allow those of our members who are not yet comfortable meeting in person to attend online. These "hybrid" options will continue for the near future, but our goal is to gradually reduce the "virtual" portion of our gatherings and encourage our members to come together in person as soon as they feel it is safe to do so.

And I am pleased to announce that we plan to celebrate the Daytona Regional Chamber's return to "in person" gatherings at Jackie Robinson Memorial Ballpark on July 22 with 2021 ANNUAL DINNER: EXTRA INNINGS!!

As you know, we held "Part One" of our 2021 Annual Dinner Meeting in January in a virtual setting, at which we installed our new Board of Directors and I accepted the Chairman's gavel from my good friend, Immediate Past Chairman Bob Lloyd. For those of you who missed that event, it was a great production with important information and recognition of our annual award recipients, along with some fun celebrity segments and entertainment. You can view that production on the Daytona Regional Chamber website at DaytonaChamber.com.

For Part Two of our 2021 Annual Dinner, please join us at "The Jack" to revisit old acquaintances and spark some new ones. Watch for more details within this publication and the weekly E-News Brief delivered every Monday.

I look forward to seeing all of you there on July 22 for some good old-fashioned Fun and Fellowship!

Let's continue to #LeadByExample on our favorite local ballfield. That's right folks, it's time for all of us at the Daytona Regional Chamber to finally yell: "PLAY BALL !! " in 2021.

Curious about more details please feel free to reach out to Ken Phelps, Vice President of Resource Development for the Daytona Regional Chamber at 386.523.3675.

ADVOCACY & ECONOMIC PROSPERITY

Eggs & Issues to Feature President of ERAU



Butler

With the ever-expanding space industry in Florida, how does our state, our local community, and the world's leading institution of higher education focused on aviation and aerospace –

Embry-Riddle Aeronautical University – play a role in it? Join the Daytona Regional Chamber on May 13th, 2021, at Halifax River Yacht Club for our Eggs & Issues program. This month's program will feature ERAU's

President, Dr. Barry Butler, to discuss growth and expansion.

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

Since its opening in 2017, the 50,000 square-foot Mica Engineering and Aerospace Innovation Complex (MicaPlex) has been the ERAU Research Park's cornerstone. The Research Park and the MicaPlex has generated 104 high-paying full-time jobs with an annual average salary of \$67,000 served by 22 companies that have called it home. Join the

Daytona Regional Chamber and ERAU's President, Dr. Barry Butler, to find out what growth and expansion means to our area, state, and the future of space.

Price is \$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.

WORKFORCE AND INNOVATION

GUEST COLUMN



Workforce Resources

By Robin King, CareerSource Flagler Volusia

Everyone reading this guest column has workforce needs, and those needs are as unique as your company. You need specific skill set(s) for your business to thrive. No one can walk in your door and do exactly what you need. They need to know how your company will use their skill set and that learning is continuous as your company grows. Your best asset, your employees, need to grow too. Right?

This is the reason that our approach to helping recruit or develop talent for your company is not a 'one size fits all'. To help craft solutions with you for recruiting, hiring, and developing talent, we ask a lot of questions to better understand your needs. Effective immediately, we are going to be asking some new questions to help us determine:

What sets you apart... as an employer?

You know why your company is a fantastic place to work and we want to share your story! Plus, we (all of us) have a job to do.

Our (Flagler/Volusia) unemployment rate is 5.1%. That number tells part of the story. That reflects the percentage of our labor force who want to work and are unemployed. There is another group that have withdrawn from the labor pool and that pool has grown by 8,519 people in the past year. And no, all of them are not home collecting benefits rather than working. For the vast majority, unemployment benefits ran out months ago.

Our two-county area has suffered a lower participation rate than the state and nation for years. Today for individuals 16 years old, the

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New Partnership to Retain Talent Launched

With a focus on developing and retaining the top young talent in the region, the Daytona Regional Chamber and Volusia County Schools, with support from CareerSource Flagler Volusia, are preparing a new program that will help students identify their natural abilities. The partnership will be the first of its kind in the state using the digital platform, **YouScience**, to align the region's talent pipeline needs with the school's career and guidance counseling efforts. The program will be available to each middle school and high school in Volusia County.

"It is very exciting to embark on this initiative which will help each student reach their individual potential," said Ken Phelps, Vice President of Resource Development for the Daytona Regional Chamber. "Importantly, the resources supporting this program allow us to make it available to Volusia County Schools at no cost to the district."

Using the YouScience platform, middle school and high school students across the entire county will assess their innate skills, uncover which career fields best match those skills, and gain insight on post-secondary requirements, employment outlook, average salaries and more. Studies have shown the YouScience program exposes students to myriad career paths, without



and new jobs come into existence through evolving technology, the databases across which students' skill sets are measured will evolve as well. This will keep Volusia County at the forefront of guidance and career counseling as new industries emerge.

"The jobs our kids are going to have haven't even been created yet," Volusia County Schools Superintendent Dr. Scott Fritz recently told the Daytona Regional Chamber's Community Advisory Group. "That's why this is so important."

Planning is underway for the training and implementation of the YouScience program and will continue into the summer. Student participation will begin early in the 2021-2022 academic year.

For more information on the partnership, contact Ken Phelps, Vice President of Resource Development, at 386.523.3675.

Next Slate of Elevate Daytona Beach Presenters Sought

Auditions are open for the 9th edition of Elevate Daytona Beach presented by AdventHealth. This inspiring, enlightening, and entertaining event will present 15 speakers making 5-minute presentations accompanied by a 20-slide PowerPoint that automatically advances slides every 15 seconds. The result is a show full of fast-paced speeches on a wide variety of topics.

Audition times remain available for May 6 and May 27, 2021. Individuals selected to present for the August 26, 2021 event must be able to meet specified rehearsal attendance requirements. Audition sign-ups and additional information on presenting at Elevate Daytona Beach presented by AdventHealth can be found online at ElevateDaytonaBeach.com.

For more information on Elevate Daytona Beach, contact Ken Phelps, Vice President of Resource Development, at 386.523.3675.

ELEVATE
Daytona Beach



BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

Join Us for the May Business After Hours at Dave and Buster's

Be sure to join us this May for another great in person Business After Hours event where you can safely re-connect with other professionals and grow your circle of influence. This month we are excited to have our member **Dave and Buster's** host 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 network and play a few games at Dave and Buster's on May 18th from 5:30pm to 7:30pm. Pre-Registration is Required! 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. and come ready to have fun!

Local businesses open their doors to these sponsored events which feature networking, food, drinks, and prizes. Bring plenty of business cards and come

Interested in hosting a Business After Hours? Members can contact Shanna Coley Hughes, Program Manager, at 386.523.3672.

One of Today's Greatest Challenges

BUSINESSES ARE
SHORT-STAFFED

Please remain
**KIND &
GENEROUS**



GET NOTICED

WITH 4 UNIQUE
ADVERTISING
OPPORTUNITIES



Digital Directory

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



Business e-Brief

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.

Maximize your Membership

Tuesday, May 11th at 1:00 p.m.

Via Zoom

Free to Past and New Members to Participate.

Eggs and Issues: The Growth and Expansion of Embry – Riddle Aeronautical University

Featuring Dr. Barry Butler, President
Tuesday, May 13th at 7:30 a.m. to 9:00 a.m.

Hybrid: Limited In-Person Halifax River Yacht Club / Virtual via Zoom
Members In-person \$17 Virtual \$10 / Non-Member In-Person/Virtual \$35

Business After Hours: Dave and Buster's

Tuesday, May 18th at 5:30 p.m. to 7:30 p.m.

Members \$10 / Non-Members \$35

Non-Profit Roundtable:

Friday, May 28th 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.

VCARD Upcoming Events

2021 Annual Real Estate Values Forum

Wednesday, June 3rd at 9:00 a.m.

Halifax River Yacht Club

\$40 / per person

Breakfast is included

For further information contact Kerry Karl, Executive Director of the Volusia County Association for Responsible Development (VCARD) at 386.320.6292.

New Members Invest in Daytona Region

As the area continues to get Back in Business Safely, the following companies have chosen to invest in this community with a membership in the Daytona Regional Chamber of Commerce. Their commitment to quality community growth is evidenced by their investment into the organization. Additionally, these companies will find plenty of opportunity to make business connections:

Able Academics
Bluegreen Vacations
HD Flooring, Inc
Joe Miller's Mulch
New Light Media Productions
Office of Will Roberts - Tax Collector, Volusia County
OneCare
Placement Labs
Storms Carpet Care
Sunscape Daytona Beach
Superb Handyman Services, LLC
Sutton Properties
Data Communications
Yahuch's Tower and village
Virtual Benefits Solution



Find out how you can both expand your business opportunities while supporting an organization that works to improve the business climate for the greater Daytona Beach region. Contact Jennifer Pipes at 386.523.3678 or visit daytonachamber.com.

WORKFORCE

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the rate is 52%, it gets better if we look at only 'prime age' labor, ages 25-54, where the rate is 78.6%.

What we need are campaigns to entice those who have withdrawn from, or maybe never entered, the workforce. Your stories are a tool in those campaigns.

CareerSource Flagler Volusia also has a few tools to help; Especially if your company wants to expand its pool of potential hires.

To aid in recruiting, CareerSource Flagler Volusia has the ability to post your position, provide for job fairs, and other recruiting strategies. We also can provide resources to help you determine a competitive wage and write a good job description.

Hiring someone who needs training? On-the-Job Training may cover up to 50% of the wage of your new hire for a time determined by the skill set your new employee is learning. To help you determine the potential new employee's skill set, we offer a vast variety of assessments which we can administer.

Want to keep your employees? Invest in their continued development! We can share the cost of the training.

We welcome the opportunity to work with you. To learn more and to have a conversation about your talent needs, drop us a line: businessservices@careersourcefv.com or call: 386.323.7079.

CareerSource Flagler Volusia is your local workforce development board. What does that mean? It means we receive federal funding, through a contract with the State, to support training, either in a classroom or work-based, for our adult workforce in high-demand occupations with the potential of a career path. It also means listening to and serving our business community by investing in training that you value.

When I talk or write about our services, I generally do not bring up the mechanism that provides for our funding. However, it is important to recognize the stewardship required and provided by our Board of Directors. CareerSource Flagler Volusia invites community leaders to participate on one of the board committees that provide guidance and input into the services we provide. Interested? Please drop me a line at robinking@careersourcefv.com or 386.323.7077.



Robin King is the President & CEO of CareerSource Flagler Volusia, providing services to job seekers seeking employment and helping businesses find and develop talent.

CAUGHT ON CAMERA



Carmen Ruiz speaks to a safely-distanced Daytona Regional Chamber Board



Congratulations to Ms. Maggie's South Country Inn Ribbon Cutting



Members of VCARD drop by at Jim Cameron's Open House to wish him well on retirement and thank him for his integral role in the organization's start



Len Marinaccio, 2021 Chairman of the Board, looks on as Joanne Magley of Daytona Beach International Airport presents at Eggs & Issues



The Volusia County Chamber Alliance stop by to thank Jim Cameron for all the years of advocating for our businesses

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