

## ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

### Chairman's Perspective



Robert W. Lloyd  
Daytona Regional Chamber Chair

2020 is finally and inexorably coming to an end. As we prepare for the holidays, it's time to dig out the Christmas movies, whether your family members want to see them again or not. I am truly partial to the classics, old and new, like Christmas Vacation, A Christmas Story and Elf. But in reflecting on our year and my stint as Chairman of your Chamber, I will revive my tradition and replay It's a Wonderful Life. The Frank Capra Christmas classic will have special meaning in 2020.

For those more modern, less sentimental out there, It's a Wonderful Life stars Jimmy Stewart, Donna Reed and Lionel Barrymore (granduncle to Drew Barrymore for all you young folks) and tells the story of a common man, George Bailey (Stewart), who lived and worked in his hometown, married his wife (Reed), raised his children and toiled in the old Bailey Building & Loan to provide working families in Bedford Falls "a couple of decent rooms and a bath." The story follows George from his childhood, through the Spanish Flu pandemic, the Great Depression and World War II and chronicles the highs and lows of his life. The real message of the story comes when George Bailey becomes hopeless and discouraged and contemplates suicide, only to be saved by his guardian angel, Clarence, who shows him what life would be like if old "Mossback George" had never been born. George Bailey returns to his family on Christmas Eve supported by his friends in Bedford Falls, content with the knowledge that family and friends are the true reward of his lifetime.

As I think about my hometown of Daytona Beach and serving as your Chairman in 2020, I

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### 2021 Input Sought at Daytona Regional Chamber Forums

Designed to help us, help you we invite you to participate with us in this first open virtual forum specifically for our Daytona Regional Chamber members. Engage in conversation with our leadership team as we develop a new business plan adjusted to the changing environment that specifically addresses your needs for doing business.

Following are our four Centers of Influence. Pick one, or as many as you like. What is most important is we hear your voice and your input...for our 2021 business plan.

- Center for Organizational Excellence & Fiscal Growth - Dec 14 - 3:30 p.m.
- Center for Advocacy & Economic Prosperity - Dec 15 - 1:00 p.m.
- Center for Workforce & Innovation - Dec 16 - 8:00 a.m.
- Center for Business Development & Community Awareness - Dec 18 - 8:00 a.m.

Register by visiting the calendar link on the home page of [daytonachamber.com](http://daytonachamber.com) or direct any questions to Shanna Coley Hughes, Program Manager (386) 523-3672.



### Equity, Diversity & Inclusion Pilot Program Approved by Board

At its November meeting, the Daytona Regional Chamber's Board of Directors approved a pilot EDI program, named Daytona Business United. The objective of the program is to provide opportunity to minority small business to grow through membership, education, mentorship and relationship building by participating in a comprehensive and custom scholarship program. The program is being funded by private sector companies. AT&T became our first corporate sponsor.

The new program will be produced through the Chamber's new Equity, Diversity & Inclusion Council (EDI), Chaired by Carmen Ruiz, FASTSIGNS Daytona Beach. In her presentation to the Board of Directors, Ruiz noted that the idea for the program was initiated as the Chamber Board reaffirmed their policy on Diversity, Equity & Inclusion (DEI). As



Ruiz

Chairman of the Board, Bob Lloyd, Brown & Brown stated, "Our Chamber culture has always expressed the importance of DEI and this program

amplifies the commitment to more formally put into action, the DEI statement of the Chamber."

Joining Ruiz on the new EDI Council are; Owen Chittenden, Geri Westfall Real Estate; Thomas Daly, Florida SBDC at Daytona State College; Ashley Garrett, Realtor Lifestyle Team at Realty Pros; Rufus Johnson, Geico Insurance; Kathryn Nagib, Halifax Health Foundation; Christos Mavronas, Steve's Famous Diner and Vinod Sagrani, CenterState Bank. Serving as leadership advisors are Kevin Craig, AT&T, Bob Lloyd, Brown & Brown; Len Marinaccio, Bomar

See EQUITY, P3





## BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

### 3rd Annual Market Watch Business Summit to Provide 2021 Economic Forecast

Presented by **Bank of America**



Parrish

Next year may be the most anticipated year in a generation, if only because it means 2020 is behind us. While forecasting the coming year may be difficult, the Daytona Regional Chamber of Commerce and Team Volusia Economic Development Corporation are joining forces once again for the **3rd Annual Market Watch Business Summit** presented by Bank of America on Tuesday, December 15 from 8:00-9:30 a.m.

A panel of local experts will share their expectations for 2021 as well as industry changes resulting from the COVID-19 pandemic that include a presentation on utility development by Crystal Stiles, Senior Director of Economic Development, **Florida Power & Light**, and a discussion of digital business transformation by Matt Fehrmann, Vice President of Business Development, **Zgraph**.

Following the local outlook, a statewide, national, and international perspective will be presented by **Dr. Jerry Parrish**, Chief Economist and Director of Research for the **Florida Chamber of Commerce**. In that role, Parrish is responsible for conducting in-depth analyses on the Florida economy and on solutions to help secure Florida's future.

Dr. Parrish previously was the Chief Economist and Director of the Center for Competitive Florida at Florida TaxWatch. Prior to that position, he served as the Associate Director of the Center for Economic Forecasting & Analysis (CEFA) at Florida State University and has many years of experience in the private sector in management roles at international manufacturing companies.

Individual virtual admission is \$25 for Daytona Regional Chamber and Team Volusia members, \$35 for non-members. A gift card for meals will be provided for all paid attendees at local eateries. For information on sponsorship, contact Ken Phelps at (386) 523-3675.

### Membership Online Directory Soars While New 2021 Digital Directory Readies for January Re-Launch

Valuable to businesses in getting the message to consumers and businesses alike, this incredible referral resource is gaining in popularity due to the increased demand for more on-line consumerism. Members of the Daytona Regional Chamber utilize this extremely cost-effective advertising platform to gain a higher level of connection to business while also garnering higher credibility among consumers. This affinity publication includes over 900 other community-minded businesses in the region. Whether a base member, a Mission Member, or a Trustee, this alliance with the best organizations in our region improves rankings in on-line searches due to the continuous activity within and to it. Both directories are found at



DaytonaChamber.com which is seeing record traffic from visitors, relocators, and locals seeking reputable area organizations to conduct business. This online and printable catalog is a tried and true method for

your business to make connections with multiple sources improving opportunities to garner potential customers and clients.

The next edition of the digital printable Business Directory is scheduled to launch on January 4, 2021. The last day to confirm your business listings are current will be December 16, 2020. Your business will be listed in the category or categories

**See DIRECTORY, P5**

### Mission Member Program Promotes Leadership Role of Businesses

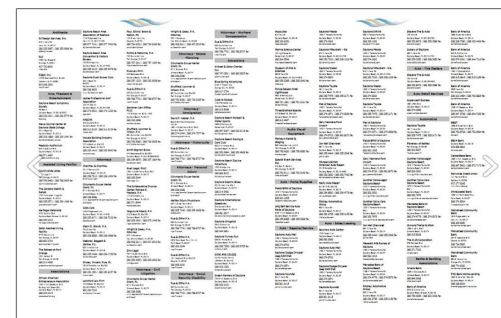
The Daytona Regional Chamber Mission Member program returns in 2021 with innovations borne out of the pandemic and an even greater value for those member businesses interested in branding themselves as a community leader.

Designed to align members with the Daytona Regional Chamber Centers of Influence which work to provide the influence needed in the business community including: Workforce and Innovation, Advocacy and Economic Prosperity, Business Development and Community Awareness, Organizational Excellence and Fiscal Growth.

While the primary focus is supporting this work, noteworthy benefits exclusively for our Mission Member partners are:

- Visible programming alignment with all leading supporting businesses
- Collective program member recognition in numerous marketing initiatives within the membership directories, Inside Volusia Business, E-Brief weekly e-newsletter, and social media platforms
- Collective program member exposure at virtual and in-person events such as Business After Hours, Let's Connect Virtual Networking, Eggs & Issues, in addition to our high-profile signature events
- Complimentary admissions to select events
- Feature in an exclusive video interview, showcased in a weekly E-Brief, YouTube channel and social media platforms.

The member investment for this program is \$500 annually. For more information please contact Ken Phelps at (386) 523-3675.





## ADVOCACY & ECONOMIC PROSPERITY

### Supporting a Local Business Helps Them Remain Open



With the shopping season I full affect now is the perfect time to show your support for our many local businesses who need to ensure a profitable end of year just to stay open.

Since the pandemic many of our own local businesses have used various ways to let customers know they are still operating at their locations as well as through a variety new on-line pickup and delivery services. Many

businesses are operating on deficits and they are looking for the local support.

While on-line shopping has become much more accepted, we encourage all to lookout for shopping deals or services offered by our many local businesses. Our local businesses offer a personal touch that you cannot get anywhere else. With many small businesses too, they not only provide most jobs in this country, but they also employ our family members, friends, and neighbors. Keeping these dollars local, helps someone pay their rent, feed their family, afford childcare and more.

At the same time, many are big supporters of the hundreds of nonprofit organizations that serve our communities' needs. Shopping local gives us more tax revenue for our local communities to build parks, schools, roads and needed infrastructure. Lastly, shopping locally is

a form of entertainment.

While COVID-19 restrictions may impede our plans to browse the many shops for gifts, however there are ways to support our local businesses by buying gift cards or gift certificates to be used when things get better. Buy a staycation for your family and friends from a local accommodator or think outside the box for needed items such as gas cards, dry cleaning services, lawn care, and other not so frilly, but much needed items that also helps our many local businesses and their employee's.

Be sure to visit our Daytona Regional Chamber Directory for ideas and listings of many these locations where you will find easy connections to on-line shopping , curbside pickups, and tasty delights this season.

## CHAIRMAN

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I feel like Frank Capra cast me in a modern-day version of *It's a Wonderful Life* (without the suicidal ideation in the plot). I graduated from Father Lopez High School with notions of seeing the world and shaking the dust of this town off my wandering feet. But fate and opportunity brought me home to Daytona Beach to work for Cobb Cole law firm and then Brown & Brown. I met my extraordinary, beautiful wife of 25 years here and raised my two children – the fourth generation of Lloyds to call Daytona Beach home. I watched my five siblings call this area home and raise their children here. I have been blessed to have my grandparents and parents supporting and encouraging me throughout my life. I have only had two career jobs since returning to Daytona Beach in 1991 and both have given me opportunities that I could never have imagined when I graduated from high school. But interwoven in this idyllic existence in my own version of Bedford Falls were the tough times – the times that teach indelible lessons. There was the national agony of 9/11, the setback of a catastrophic Hurricane

Frances loss of our home in 2004, the bewilderment of the Great Recession, and now, most recently, the bizarre, surreal trauma of the COVID-19 pandemic. I have grieved with the passing of family and friends and watched Daytona Beach endure plenty of bad with its good.

But, as we prepare to leave 2020 behind, and as I prepare to pass the gavel to your next Chairman, my friend, Len Marinaccio, I cannot help but think about the storyline of *It's a Wonderful Life*. With all its vexations, troubles, challenges and setbacks, our community is pressing ahead with hope, vigor, vitality and optimism. It is because of all of you, your families and your friendship. You make the Daytona Beach area special and a place where life is worth living. Your leadership and support have made it possible for a hometown kid to make a life here and to create an environment where my kids might be able to return someday and make their own lives. I am grateful beyond words to all of you and will never forget that it truly is a wonderful life.

## EQUITY

*From Page 1*

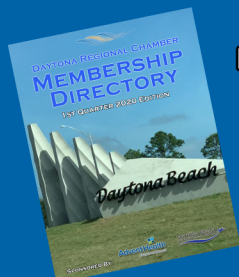
Inc. and Daytona Regional Chamber President & CEO, Nancy Keefer.

"The EDI Council will meet to begin the process of developing the program content, potential minority small business participants and ensure funding for the program", noted Ruiz. She added that "the Small Business Development Center is a key partner in our program and will be very involved in business content for the education and mentoring component."

Companies interested in supporting the new EDI program should contact Daytoan Regional Chamber President & CEO Nancy Keefer for additional information. Additionally, we will be looking for minority businesses to apply for the new program, through an application process and would welcome referrals for follow-up by our EDI Council.

# 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**

## Welcome New Members Investing in Daytona Region

As the area works to get Back in Business Safely, the following have chosen to invest in this community with a membership in the Daytona Regional Chamber of Commerce.

Membership in the Daytona Regional Chamber ensures the potential to generate additional business in a cost effective manner by reaching the most prominent business leaders who collectively work for the business community, while joining forces with top companies to advocate for your best interest.

Your company is the backbone of the Daytona Region and the Daytona Chamber has got your back. Find out more on how to join or ways to improve your current membership right here.

Flagler Broadcasting  
Florida State Hearing Aids  
Michael Ciochetti, PLLC  
Singers Unlimited!  
Speedway Indoor Karting

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 Brian Miseveth, Business Development Consultant at 386.522.3680.

## Daytona Regional Chamber Upcoming Events

### Zoom into Washington/Tallahassee Speaker Series: 2021 Business Issues - Post Election Impact

Thursday, December 3 at 3:30 p.m.

Virtual via Zoom

Free to participate

### Member Forum: Center for Organizational Excellence & Fiscal Growth

Monday, December 14 at 3:30 p.m.

Virtual via Zoom

Free to participate / Members Only

### Market Watch Business Summit presented by Bank of America

Tuesday, December 15 at 8:00 a.m.

Virtual via Zoom

Member \$25 / Non-Member \$35

### Member Forum: Center for Advocacy & Economic Prosperity

Tuesday, December 15 at 2:00 p.m.

Virtual via Zoom

Tuesday, December 15

### Member Forum: Center for Workforce & Innovation

Wednesday, December 16 at 8:00 a.m.

Virtual via Zoom

Free to participate / Members Only

### Member Forum: Center for Business Development & Community Awareness

Friday, December 18 at 8:00 a.m.

Virtual via Zoom

Free to participate / Members Only

## VYPG Upcoming Event

The Volusia Young Professional Group (VYPG) will be hosting a Toy Drop-Off Drive on Thursday, December 17th, at Stonewood from 5:00 p.m. - 7:00 p.m. This is a drop-off only. Guests are welcome to stay for dinner at Stonewood after dropping off their items (Note: This is not an official VYPG social). Toys will be donated to the Beacon Center to be gifted out this holiday season.

## VCARD Upcoming Event

The Volusia County Association for Responsible Development (VCARD) will be hosting a STEM Toy Drive through Thursday, December 10th at 8:00 a.m. You can donate funds to be used to buy toys for the Salvation Army Angel Tree donations. Go to [responsibledvelopment.com](https://responsibledvelopment.com), Events, and click on Outdoor Social to donate today.



## PPE Kits Still Available

The Daytona Regional Chamber has a few more PPE Kits available to businesses in need of additional supplies. For those who have not previously received thermometers there is also a limited supply to share. Proof you are a business within Volusia County is also required through a copy of your active business license or business card. Visit our office at 126 E. Orange Ave, Daytona Beach to register and receive these items between now and the end of the year. For questions call (386) 255 0981.

## DIRECTORY

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related to your membership. Now is the time to get your business seen while also ensuring the information is correct. See the latest edition of the printable directory here: [daytonachamber.com/printable-member-directory](http://daytonachamber.com/printable-member-directory)

Not a member and want to take advantage of more value-based marketing like this? The application process is quick and easy! Call Brian Miseveth, Business Development Specialist (386) 523-3680 to learn about exclusive benefits offered to members.

## CAUGHT ON CAMERA

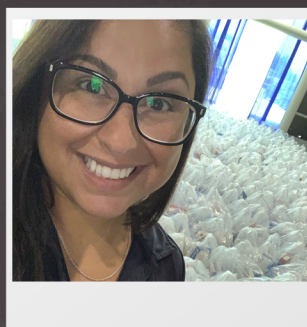


Daytona Regional Chamber President & CEO Nancy Keefer and Team Volusia President & CEO Keith Norden welcome Consul General of the Republic of Indonesia, Nana Yuliana Ph.D. (center seated) to Daytona Beach to discuss trade opportunities. Joining Consul General Yuliana were several colleagues representing Economic Affairs and Investment representatives.



Consul General Yuliana presents Daytona Regional Chamber President & CEO Nancy Keefer with plaque showing US Office located in Houston, TX.

*This monthly publication is produced by the Daytona Regional Chamber of Commerce*  
DaytonaChamber.com / [info@daytonachamber.com](mailto:info@daytonachamber.com) / O. 386.255.0981



Daytona Regional  
CHAMBER OF COMMERCE  
**ACCREDITED**

**OUR AMBASSADORS  
KEEP THE ORGANIZATION  
THRIVING**

THANK  
YOU