



INSIDE VOLUSIA BUSINESS

ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

Looking Forward: Now is the Time



2022 Daytona Regional Chamber Chair Kelly Kwiatek

Undoubtedly, the past couple years have brought unprecedented challenges, and while we continue working through those challenges in the year ahead, the exciting journey of 2022 has begun! With so many positive things happening in our community, we have an awesome opportunity to come together and work together, all of us. Now is the time to connect and collaborate with fellow residents, businesses, elected officials, and local governments. Now is the time to listen to, to talk to, and to be curious about each other and encourage each other's successes. Now is the time to spread the good news of all that is

happening in our community and celebrate where we live, work, learn, and play.

Will the Daytona Regional Chamber continue to deliver information and programming as innovatively as possible in 2022 – and maybe as innovatively as ever? Yes! Will we improve engagement and networking opportunities with our small business members? Yes! Will we be strong stewards of our members' investment to provide resources and support for businesses of all sizes, industries and geographic areas? Yes! Are we going to tap into the talents of our young professionals and our next generation of leaders and decision makers? You betcha! Will we actively advocate for the business community, addressing local, state and federal issues important to business – and follow through? Yes! Are we going to enhance our partnerships in the area of economic and workforce development? Absolutely!

Inside the Daytona Regional Chamber, as an organization, an incredible group of volunteers – chaired by Nellie Lupoli – completed our 3-year Strategic Plan – that, based on input from our businesses, will guide the Daytona Regional Chamber through 2024. Some of the specific initiatives include: transforming the Daytona Regional Chamber's headquarters to offer a hub for business; continuing our mission work, like student aptitude testing in partnership with the Volusia County School System with YouScience; focusing on our Diversity, Equity & Inclusion programming; and applying for re-accreditation with the US Chamber. But we won't stop there. We look forward to a bright year ahead in 2022, and I hope you join me in connecting and collaborating throughout the community.

102nd Annual Meeting presented by Halifax Health Slated for February

Mark your calendars for the business event of the year! The 102nd Annual Meeting of the Daytona Regional Chamber of Commerce will be presented by **Halifax Health** and hosted by **Daytona International Speedway** on Friday, February 4, from 5:30 pm – 9:30 pm. The theme for this year's signature business event is Driving Change, Come Along for the Ride.

In keeping with the theme, the event itself will change somewhat from past iterations. Following a reception at the outset of the event, attendees will enjoy a program featuring the presentation of the Daytona Regional Chamber's most prestigious business awards, the J. Hyatt Brown Enterprise Award and the Glenn Ritchey Leadership Award, a special Chairman's Award recognition, as well as remarks from 2022



Chairperson of the Board, Kelly Parsons Kwiatek of Halifax Health, and more.

Following the program, the Annual Meeting will transition to a lively, engaging celebration with food stations throughout the venue and the opportunity to catch up with fellow Daytona Regional Chamber members. Stay tuned for more details on this can't-miss business event of the year.

2022 Operating Budget Approved

At its December meeting, the Board of Directors approved an operating budget of \$1,433,000. Presented by Treasurer, Mike Sibley, James Moore & Company P.L., CPAs & Consultants, he noted that the budget anticipates revenue supported by 34% membership investment and 66% non-dues income. The budget predicts a "return to normal" operations mindset reflecting the Chambers leadership to support its members and the community with resources, events, advocacy, and training. The budget coincides with the organizations Business Plan for 2022.





2022 RBC Groups and New Open RBC

Each month the Daytona Regional Chamber offers its members an exclusive opportunity to enhance business development capabilities and gain facilitated referrals all while building strategic relationships with other active members. This added value to your membership is known as the Regional Business Connections (RBC) Groups.

Congratulations to the following 2022 chairs and co-chairs listed below. We appreciate your leadership of these dynamic groups:

- **Daytona Regional Chamber Tuesday Noon RBC** – Noon – 1:00 p.m. on the first and third Tuesday lunch hour each month at RE/MAX Signature, 5889 S. Williamson Blvd., Suite 1418, Port Orange
Co-Chair: Darin Burton, RE/MAX Signature
Co-Chair: Greg Martin, SOS Sign & Lighting Services
- **Daytona Regional Chamber Wednesday Noon RBC** – Noon – 1:00 p.m. on the first and third Wednesday lunch hour each month at Houlihan's, 1725 W International Speedway Blvd., Daytona Beach
Chair: Tom Daly, Small Business Development Center
Co-Chair: Nina Guiglotto, Lohman Daytona Memorial Park & Funeral Home
- **Daytona Regional Chamber Thursday Noon RBC** – Noon – 1:00 p.m. on the first and third Thursday lunch hour each month in the Daytona Regional Chamber Boardroom, 126 E. Orange Ave., Daytona Beach
Chair: Christine Watkins, Marco's Pizza
Co-Chair: Hyman Weaver, HD Flooring Inc.

Additionally, the Daytona Regional Chamber is pleased to announce the launch of an **Open RBC Group** meeting Wednesday, January 12, 8:00 a.m. - 9:00 a.m. for the first time at our offices, 126 E. Orange Ave., Daytona Beach. This group is open to all active members. There is no agenda and no business category restriction. We will offer this Open RBC Group the **second Wednesday morning of each month at 8:00 a.m. - 9:00 a.m.**

For more information on any of the RBC Groups, please contact Lori McMullin at 386.523.3680 or Jennifer Pipes at 386.523.3678.

January Business After Hours Hosted by Oil & Vinegar

Come enjoy a unique networking experience by joining us for the first Business After Hours event for 2022. Let's connect and get to know other professionals and enhance our circle of influence. This month's host are our member and friends at Oil & Vinegar. This event will be held on January 18, 2022, from 5:30 pm – 7:30 pm. 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. 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 may contact Shanna Coley Hughes, Program Manager, at 386-523-3672 for details on how to host this great event.



Thank You for the Referral

The Daytona Regional Chamber would like to thank **Echo Karras from Vision HR** for connecting us with Elevator, Inc. and Signarama, as they became members. We also thank **Nina Guiglotto from Lohman Daytona Memorial Park & Funeral Home** for referring The Senior Transition Experts, LLC who also became a member.

If you know of a business that would benefit from a Daytona Regional Chamber membership,

connect them with our membership sales team Jennifer Pipes, Member Engagement & Database Specialist, at 386.523.3678 or Lori McMullin, Marketing & Business Development Consultant, at 386.523.3680.

Thank You!



ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

Daytona State College, Mary Greenlees, and the Dr. Mary McLeod Bethune Statuary Fund, Inc. to be honored at 102nd Annual Meeting

Community changing impact describes each of these honorees to be recognized at the 102nd Annual Meeting of the Daytona Regional Chamber of Commerce presented by Halifax Health on Friday, February 4. The iconic Daytona International Speedway will serve as the venue for presentations of the J. Hyatt Brown Enterprise Award, the Glenn Ritchey Leadership Award, and a special Chairman's Award.

The **J. Hyatt Brown Enterprise Award** recognizes a company that has made significant contributions to the quality, vitality, and growth of our community. For its support of the many students enrolled at the institution, of the business community, and of the region it serves

with excellence, Daytona State College will receive the J. Hyatt Brown Enterprise Award.

Among the many achievements of 2021, Daytona State College President Dr. Tom LoBasso celebrates the ground-breaking of a new residence hall, which is scheduled to open to full occupancy for the Fall 2022 semester. The residence hall will provide more than 52,000 square feet of living space for up to 252 students and will feature all the amenities students have come to expect.

Additionally, Daytona State College attained many other honors and recognitions academically as well as athletically.

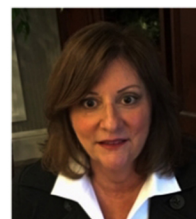
- Named for the fifth time one of 150 institutions eligible to compete for the \$1 million Aspen Prize for Community College Excellence, the nation's signature recognition of high achievement and performance among America's community colleges.
- Launched the state's first chapter of the Federation for Advanced Manufacturing Education (FAME) supporting students enrolled in the A.S. Engineering Technology program.

- Offered four new degree programs, including bachelor's degrees in Supervision and Management with concentrations in human resource management, supply chain management, and healthcare.
- Hosted the NJCAA Division I Women's Soccer and Women's Golf Tournaments. The Falcons competed in the women's golf tournament finishing as national runner-up.
- Recognized for the ninth consecutive year in U.S. News & World Report's annual rankings for Best Online Bachelor's Degree Programs, DSC is the highest ranked school among Florida's 28 state colleges and was also ranked in Best Online Bachelor's Programs for Veterans and for its online business degree program.
- As part of the College's Black History Month celebration, Daytona State College formally re-dedicated the J. Griffen Greene Center on the Daytona Beach Campus. The ceremony, honoring former Volusia County Community College (VCCC) President J. Griffen Greene, took place in front of the building bearing his name. A 35-foot timeline mural was also unveiled, highlighting his legacy and the history of VCCC, one of Florida's 12 Black junior colleges.

Daytona State College's six campuses serve more than 25,000 students each year in Volusia and Flagler Counties.

The **Glenn Ritchey Leadership Award** is given annually to an individual whose contributions to the Daytona Beach given annually to an individual whose contributions to the Daytona Beach region personify integrity, dedication, and hard work. The recipient is one who has made recent and consistent contributions to their community, state, or nation over a considerable period of time, and supports the goals of the Daytona Regional Chamber.

Mary Greenlees embodies the definition of a true leader. Greenlees, a partner at Olivari & Associates CPAs and Consultants with over 40 years of accounting, estate, tax planning, and



Greenlees

consulting experience, uses her expertise for the betterment of our community.

"Community involvement from the business sector is an essential component in making a difference," says Greenlees.

Throughout the COVID-19 pandemic, Greenlees assisted numerous businesses and organizations with navigating the rapidly changing legislation, funding, and relief programs initiated by the federal government to support businesses through an unprecedented public health challenge.

Currently the President of the Civic League of the Halifax Area, Mary has served on numerous Boards including Ormond Beach YMCA, Halifax Humane Society, Ormond Memorial Art Museum & Gardens, and Daytona Regional Chamber of Commerce. Her service extends to numerous fundraising campaigns and volunteering for many more community organizations including the Dr. Mary McLeod Bethune Statuary Fund, Inc., Halifax Health Foundation, American Heart Association, Easterseals, Vince Carter's Embassy of Hope Foundation, Children's Advocacy, Council on Aging, Pace Center for Girls, and the one that is dearest to her heart, the Futures Foundation for Volusia County Schools' Take Stock in Children Program.

In March of 2018, Florida Governor Rick Scott signed a law requesting the Joint Committee on the Library of Congress to approve the replacement of the statue of a Confederate general representing the State of Florida in the National Statuary Hall Collection with a statue of Daytona Beach's Dr. Mary McLeod Bethune, founder of Bethune-Cookman University.

ADVOCACY & ECONOMIC PROSPERITY

2022 Legislative Session: Bill Tracking

The Daytona Regional Chamber of Commerce understands the significance state policy-making has on our local businesses. Advocacy is a cornerstone of the Daytona Regional Chamber's efforts to ensure a vibrant and strong business environment.

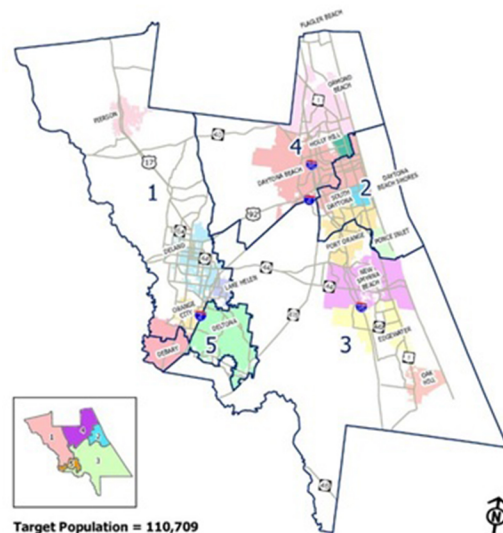
Therefore, the Daytona Regional Chamber has launched a bill tracking program to help follow legislation through the 2022 legislative session. The tracking program is located on the advocacy section of the Daytona Regional Chamber website, with clickable links to see the bill's progress, the entire bill text, and other helpful information.

The Daytona Regional Chamber works continuously to keep members updated on the status of these bills.

If you or your business is following legislation during the 2022 session and you do not see it on our watch list, please contact our Director of Advocacy, Shawn Richmond, at 386.255.7174.

Volusia County Council Approves New District Maps

On Tuesday, December 14th the Volusia County Council voted unanimously to approve the ordinance to adopt the new council boundaries for the next ten years. Redistricting is required to be executed every decade with the national census. The redistricting process ensures that districts represent the population as closely as possible. The plan known as FI-5B was picked among the 20 maps considered and will set the new districts for the Council's five seats. Next year, the new boundaries will take effect, and all districts will be up for election, note that the County Chair and at-large districts are not affected by redistricting, and the County Chair will not have an election in 2022. In the last ten years, the district's population grew from a range of 98,043 to 100,212 to a new range of 110,054 to 111,217. During the process of picking the new maps, the Council set goals that would preserve municipal boundaries, if possible, to keep intact large concentrations of minority populations, and communities with shared common social and



economic interests.

For more information on Government Relations activities contact Shawn Richmond, Director of Advocacy 386.255.7174



Join Us

March 4 - 13, 2022

OFFICIALBIKEWEEK.COM

Visit for official Bike Week information

ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

Board Leadership Ready for 2022

Under the leadership of Kelly Parsons Kwiatek as your **2022 Chairperson of the Board**, your Board is ready for an impactful year.


Voted on by the Board of Directors, joining Kwiatek on the Executive Board are: **Chairperson-Elect** Nellie Lupoli, *ICI Homes*; **Treasurer & Chairman 2024** Mike Sibley, *James Moore & Company P.L., CPAs & Consultants*; **Immediate Past Chairman** Len Marinaccio, *Bomar Construction*; **Legal Counsel** Mike Sznajstajler, *Cobb Cole*; **Vice Chair Center for Advocacy & Economic Development** Linda Webster, *Florida Power and Light*; **Vice Chair Center for Business Development/Community Awareness** Carmen Ruiz, *FASTSIGNS of Daytona Beach*; **Vice Chair Center for Workforce Development** Stephanie Mellenberndt, *Advent Health*; **Vice Chair Center for Organizational Excellence** Shawn Abbatessa, *Brown & Brown Absence Services Group*; **At Large Directors** Cheryl

Coxwell, *NASCAR*; Rodney Cruise, *Embry Riddle Aeronautical University*; and Harold Goodemote, *Coleman Goodemote Construction Co.*


Also serving in Board of Directors capacity is: Chris Bowler, *Daytona Beverages*; Jim Carnall, *Command Medical Products*; Mark Chastain, *Barwick Banking Company*; Kevin Craig, *AT&T*; Jeanette Duerr, *Synergy Billing*; Rick Durgin, *Lifestyle Realty Group/Acies Home Improvement*; Randy Dye, *Daytona Dodge Chrysler Jeep RAM Fiat*; Steve Farmer, *Brown & Brown*; Dr. Scott Fritz, *Volusia County Schools*; John Guthrie, *Halifax Health*; Nancy Guran, *The DAYTONA Hotel*; Brent Hlandshoe, *Wells Fargo*; Jordan Jiloly, *NASCAR*; Rufus Johnson, *GEICO Local Office-Johnson Agency, Inc.*; Jane Katona, *Daytona Beach News Journal*; Tom LoBasso, *Daytona State College*; Will Landreth, *Truist*; James Lanni, *Brown & Brown*; Eric Lunde,

Advent Health; Philip Maroney, *Root Company*; Chris Mavronas, *Steve's Famous Diner*; Keith Norden, *Team Volusia*; Jack Palmorn, *Coca Cola Beverages Florida*; Bob Rand, *Coldwell Banker Commercial Benchmark*; Dave Shandel, *Florida Healthcare Plans*; Dean Schneider, *Ladies Professional Golf Association*; Bobby Thigpen, *Ritchey Automotive*; Jim Tobin, *Realty Pros Assured*; Chris Tolland, *Foundation Risk Partners*; Rose Ann Tornatore, *Wholesale Lighting*; Terry Tyler, *TCT Advantage*; Jim Weite, *TD Bank*; Chip Wile, *Daytona International Speedway*; Jack White, *Jack White Land Company* and Holly Zitka, *Cobb Cole*. Representing the Volusia Young Professionals Group, Emily Smith, *Halifax Health Hospice*.

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."



READY TO FLY!



DAYTONA BEACH
INTERNATIONAL AIRPORT

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

GUEST COLUMN



Where are you going in 2022?

By Teresa Rand, Teresa Rand Consulting

2022 is here, and I don't think I am alone when I say we hope it is different from 2020 and 2021. I am sure some of you had great things happen in those years, and I did too; however, I think we can all do with less COVID!

Shifting our focus to 2022; what are your 2022 New Year's Resolutions? Not just your regular old run-of-the-mill New Year's Resolutions, but your real goals and dreams for

the New Year? More importantly, how do you plan to make them come true? Resolutions are great, but they are pipe dreams without planning, accountability, and action. For example, most of us make a New Year's Resolution to lose weight or get healthier, and for about six weeks or so, we go to the gym, eat nutritious food, and have the best intentions. However, suddenly, we miss a day at the gym, or we order dessert and fall completely back into old habits. You can stop this trend by making plans, developing a strategy, and holding yourself accountable.

To assist you in getting to where you want to be in 2022, I created The RAND Exercise™. Think of this as your GPS, your Goal Planning Strategy Roadmap, which will show you how to reach your goals.

Completing this exercise will assist you in developing your roadmap.

Reality

- What is my current reality?
- What do I want to change in my current reality?

Action

- What are two or three steps I can take to make this change?

Needs

- Do I have what I need to act? For example, do I need more education, skills, certifications, or more money?
- Whom might I need help from to reach my goals or hold myself accountable?

Desires

- What is my outcome or goal?
- How will I know when I have reached success?

Answering these questions will set you up for success in 2022.

Please email me at tmaxrand@gmail.com for a complete downloadable RAND Exercise and GPS Roadmap.

Happy New Year! I applaud you for setting goals for 2022, and I hope it is your best year ever.

As a former CEO of a multimillion dollar organization, Teresa Rand brings more than 29 years of expertise to you and your organization. In her career, Teresa managed budgets from three million to thirty-five million and employees numbering over 1000.

Her expertise in fundraising, staff development, and career advancement are strong skills that allowed her to grow very quickly in her career.

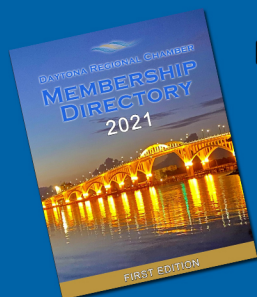


HAPPY NEW YEAR

2022

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.

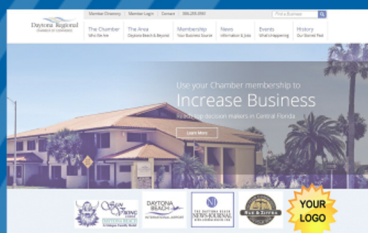
Inside Volusia Business

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 \$515.



CONTACT KEN PHELPS
386.523.3675

Welcome New Members

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

D B Honey Builders LLC
Daytona Riverhouse
Edible Arrangements
Elevator, Inc
employU, Inc.
First Choice Services, Inc
Good Bridge Consulting, LLC
Green Turtle Kava LLC
Holiday Inn Daytona Beach LPGA Blvd
Meant to Be Birth Services
Melrose Management Corporation
Saute Kingz by Chef Count LLC
Signarama - Ormond Beach
The Senior Transition Experts, LLC
Wall of Sound Studios

If you are interested in becoming a member, contact our Membership Team Lori McMullin at 386.523.3680 or Jennifer Pipes at 386.523.3678 for a customized membership.

Daytona Regional Chamber Events

Open RBC Leads Group

Wednesday, January 12th
8:00 am to 9:00 am
Daytona Regional Chamber of Commerce,
Upstairs Boardroom
Open to all members, must RSVP via website

Business After Hours: Oil & Vinegar

Tuesday, January 18th
5:30 pm to 7:30 pm
Members \$10 / Future Members \$25
2022 Business After Hours event

Volusia Days at the Capitol

Tuesday, January 25th, and Wednesday, 26th
Cost is \$85 *This price does not include hotel stay*
Daytona Regional Chamber of Commerce
annual trip to Tallahassee, present 2022
legislative priorities to Florida Legislature.

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

VYPG Event

January Social at Mr. Dunderbak's
Thursday, January 20th
5:30 pm – 7:30 pm
volusiaypg.com

AWARDS

From Page 3

Although that law officially codified the selection of Dr. Bethune as the first African American woman to represent a state in Statuary Hall, neither the state of Florida nor the federal government provided any funding for the project. That task fell to a group of local volunteers to plan, fundraise, and execute not only the creation of the marble statue, but also the transport and delivery of the 3-ton work of art from the sculptor Nilda Comas's studio in Pietrasanta, Italy to Daytona Beach and on to Washington, D.C.

Immediately following the signing, a group of volunteers formed a committee to effectuate the project. Led by community leader and philanthropist, Nancy Lohman, and local attorney, Robert W. Lloyd (General Counsel for Brown & Brown, Inc.), the committee soon morphed into the formation of the not-for-profit "Dr. Mary McLeod Bethune Statuary Fund, Inc." Over the ensuing years, and despite a global pandemic that impeded their progress, the Fund's Board of Directors initiated and completed the Dr. Mary McLeod Bethune Statuary Project. The Project's initiatives included the funding, creation, and/or coordination of the following:

- Marble statue for the U.S. Capitol in Washington D.C.
- Bronze statue to be placed in the newly revitalized Daytona Beach Riverfront Esplanade
- Feature-length documentary
- K-12 curriculum module
- Month-long exhibition of the Dr. Bethune's marble statue in the lobby of the News-Journal Center, Daytona State College's facility on Beach Street in downtown Daytona Beach, which allowed all citizens to view the marble masterpiece that will adorn National Statuary Hall free of charge.

In total, the Fund raised more than \$800,000 to provide the total scope of the statuary project and invested countless hours in coordinating the logistics of the project's various facets.

The Dr. Mary McLeod Bethune Statuary Project is a proud achievement not just for the City of Daytona Beach, but also for the State of Florida and our nation. In recognition of their remarkable work for our community, 2021 Chairman of the Board, Len Marinaccio, Bomar Construction will bestow the Chairman's Award to the Dr. Mary McLeod Bethune Statuary Fund, Inc.

CAUGHT ON CAMERA



A group is ready for the Care Access Ribbon Cutting



VYPG members donate toys for the Beacon Center



Ambassador April Petterson and Care Access Jerodney and Casey networking with Hard Rock

WINNER



ALEX ZOLTAN SZINEGH

DECEMBER 2021

DAYTONA REGIONAL CHAMBER
AMBASSADOR OF THE MONTH



Carmen Ruiz, Rufus Johnson, Barry Whitaker pose at the December Business After Hours at Hard Rock Daytona Beach

*This monthly publication is produced by the
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