

ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

Strategic Plan 2022-2024 Approved by Daytona Regional Board

Nellie Lupoli, ICI Homes and Chairperson of our Strategic Planning Committee presented the work of the Strategic Planning Committee at the January meeting of the Daytona Regional Chamber's Board of Directors. After months of gathering input and meeting to refine priorities and action items, the plan was approved by the Board.

The Plan focuses on the following four strategic priorities.

- Engage Members and Driving Value
- Advance Commerce and Inspire Leadership
- Advocate for Business and Economic Prosperity
- Exemplify Organizational Excellence



Noted in the Executive Summary of the report Lupoli noted that “Each strategic priority consists of specific objectives and action items that we believe, along with our annual business plan, will set the Daytona Regional Chamber up to continue to achieve the mission and vision in a systematic and actionable manner.”

The entire plan viewed each element through the lens of

collaboration, connection, and action. These tie together the plan.

A full detailed report can be downloaded from the Daytona Regional Chamber's website, daytonachamber.com, or you can request a copy from any of the Daytona Regional Chamber staff.

The Daytona Regional Staff thanks the many members who contributed to the plan.

Gearing Up for Bike Week

Bike Week Daytona Beach, FL the 81st Annual World's Largest Motorcycle Event, will be held March 4th -13th. The World's Most Famous Beach sees many cyclist and riders who come from all over to enjoy lots of food, music, and fun gathering with friends and family while during this time. We're hearing advanced reservations are looking strong and merchants are gearing up for an enjoyable, safe event. The Daytona Regional Chamber of Commerce works hard to help coordinate the event for the City of Daytona Beach and our local merchants. Visit our

ambassadors who donate their time at the Official Bike Week Welcome Center that will be located at ONE DAYTONA in Victory Circle.

We're gearing up and preparing for the event by producing the Official pocket guide. This popular item among riders visiting is a great way for local businesses to get the word out about their activities, offers and services. The Official Bike Week pocket guide as well as the website are open for your advertisements and listing of events. This guide will include important dates and times of entertainment and event activities



being held throughout our local area to stimulate business. AMSOIL® Treasure

Hunt passport will also be included in this guide.

If interested in having your events listed or to advertise in the Official Bike Week Pocket Guide and on the official Bike Week website please contact Shanna Coley Hughes, Program Manager at shanna@daytonachamber.com.



BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

Daytona Regional Chamber and Ormond Beach Chamber Partner for Joint Business After Hours

This February we are sharing the love and joining the Ormond Beach Chamber of Commerce for a great in-person Business After Hours event where you can safely reconnect with other professionals and grow your circle of influence, while having a unique networking experience. This event will be Wednesday, February 9th from 4:00 p.m. - 6:00 p.m. and is sponsored by S.R. Perrott, Inc. at Mimi's Original Art, 1385 N US Hwy 1, Ormond Beach. Pre-Registration is required. Admission is \$10 for Daytona Regional Chamber members, \$15 day of registration and \$25 for future members.

To register for this joint after hours please go to ormondchamber.com.



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 can contact Shanna Coley Hughes, Program Manager, at 386.523.3672.

Ready, Set, Join

Did you know statistics show a Chamber membership impacts consumer awareness by 73%? That's right. It also increases the likelihood they will choose those companies to do business with by 80%.

With the increased demand for online services, it's more important than ever for you to take advantage of the digital presence a membership listing on our website provides.

The benefits do not stop there. For about the cost of one powerful business seminar, you receive access to a multitude of business tools for an entire year.

You will immediately expand

your circle of influence to over 900 businesses. This type of access will help you make a bigger splash in the marketplace than you can by flying solo.

Your time is valuable, and you are always on the go, right? Let us keep you in the know on important matters related to business. With a Daytona Regional Chamber membership we'll keep you informed on key business and legislative issues that may impact your bottom line.

Perhaps, you are seeking avenues to network in person. We have you covered there as well. An interaction with another Daytona Regional



Chamber member can lead to collaborations that will grow your business. It happens all the time.

As part of your dynamic membership, we value and appreciate the opportunity to work with you in support of the greater business community's good.

So, what are you waiting for? The time is now...join today.

Lori McMullin, APR, Marketing & Business Development Consultant who is here to help at 386.523.3680

ADVOCACY & ECONOMIC PROSPERITY

Eggs & Issues to Focus on Education



Dr. Scott Fritz

Connecting education and business is an important piece of preparing students to become the future workforce. Join the Daytona Regional Chamber

for February's Eggs & Issues to learn more about the innovative programs and initiatives Volusia County Schools is leading to prepare students for all aspects of employment.

The featured speaker will be Volusia County Schools Superintendent Dr. Scott Fritz. Also, Daytona Regional Chamber Vice President of Resource Development, Ken Phelps will discuss the unique partnership with Volusia County Schools and CareerSource Flagler Volusia that offers students access to the career discovery platform, YouScience, and the early successes stemming from the program.

The program will be Thursday, February 10th starting at 7:30 a.m. and ending at 9:00 a.m. Event will be held at the Halifax River yacht Club in Daytona Beach. Daytona Regional Chamber member advanced registration is \$20 with a registration deadline of February 7th. Beginning February 8th general admission will be available for \$24. Future members admission is \$40 regardless of the registration date. Advanced registration is required. This Eggs & Issues program is made possible in part by **Halifax Health**.

VOLUSIA DAYS A SUCCESS



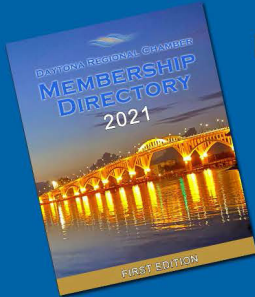
Last week the Daytona Regional Chamber of Commerce took a contingent of its members to Tallahassee for its annual Volusia Days Trip to the Florida Capitol to express issues that the Daytona Regional Chamber, its

members, and the community is confronting. We want to thank all the members that participated, our local legislative delegation, and our sponsors who made this possible.



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crowd beginning
at just \$200.



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members for \$100 per
week or less.

Inside Volusia Business

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than 10,000
combined emails
and followers on
social media,
rates are as low
as \$250.



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Get a year's worth of exposure
for as little as \$515.



Welcome New Members

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

Addiction Education Foundation Inc.
AECI
African American Entrepreneurs Association
Ansbacher Law
Bosshardt Realty Services
CAN Community Health
CarePlus Health Plans
Coral Reef Travels Dream Vacations
Crunch Fitness Daytona Beach
Daytona Ice Art
Focus Insights Group
Halifax Harbor Marina
Kim Niskey
Madeline's Wine Bar
MobileTech Onsite
MRM Dumpers & Loaders LLC
Sarli Brokerage

Your membership supports our efforts to strengthen the business community.

If you too are interested in becoming a member, contact Lori McMullin at 386.523.3680 for a customized membership.

Thank You for the Referral

The Daytona Regional Chamber would like to thank **Echo Karras from Vision HR** for connecting us with Kim Niskey, as they became members. We also thank **Shari Jackson from Volusia Mall** for referring CarePlus Health Plans who also became a member. Let's also thank **April Pettersen from Miink - Daytona Beach, FL** for connecting us with Madeline's Wine Bar who became a member with us.

If you know of a business that would benefit from a Daytona Regional Chamber membership, connect them with Marketing & Business Development Consultant Lori McMullin 386.523.3680.

Daytona Regional Upcoming Events

102nd Annual Meeting presented by Halifax Health

Friday, February 4th
6:00 p.m. to 9:30 p.m.
Daytona International Speedway
Members \$125 / Non-Members \$175

Open Regional Business Connections (RBC) Group

Wednesday, February 9th
8:00 a.m. - 9:00 a.m.
Daytona Regional Chamber
This group is open to all active members. There is no agenda and no business category restriction.

Ormond Beach Chamber joins Daytona Regional Chamber of Commerce for Business After Hours presented by S.R. Perrott, Inc.

Wednesday, February 9th
4:30 p.m. to 6:30 p.m.
Mimi's Original Art
Members \$10
Future Members \$25

Eggs and Issues Breakfast: Connecting Business and Education featuring Dr. Scott Fritz

Thursday, February 10th
7:30 a.m. to 9:00 a.m.
Halifax River Yacht Club
Members Advanced
Registrations (By Feb 7) \$20
General Admission \$24
Non-Member \$40

VYPG Schedules Social

Join VYPG for our February social which will be held at The Blind Pig in Deland on Thursday, February 17th from 6:00 – 8:00pm. For details on the event contact Shanna Coley Hughes, Program Manager at 386.523.3672.

CONTACT KEN PHELPS
386.523.3675

GUEST COLUMN



The Benefits of Becoming a Recovery Friendly Workplace

By Barry Tishler Ed.D., MBA, CPRS

According to the National Council on Alcoholism and Drug Dependence, 70% of Americans who abuse drugs are employed and 24% of all workers admit to drinking during the day at least once in the past year. The impact of substance use disorder and substance misuse in the workplace has been an issue for a long time. How we adapt to it and deal with it effectively is a more recent development. Today, there is a shift occurring in how employers handle employees whose use of substances has an impact on the work environment. We are slowly moving from a “zero-tolerance” mentality that emphasizes disciplinary action to a “recovery” policy that emphasizes help, hope, and realizing the economic potential of healthy employees.

“Recovery” means returning to a better condition. It applies to workers who suffer accidents and injuries and manage chronic diseases. It applies to those who are recovering from Substance Use Disorder (SUD), as well.

SUD as a Medical Condition

In 1987, the American Medical Association officially designated “addiction” as a disease and since

then society, the healthcare profession, treatment and recovery organizations, and employers have been struggling to understand and deal with its impact on the workplace. SUD changes normal desires and priorities. It interferes with the ability to work, go to school, and to have good relationships with friends and family. It does *not* affect people based on their socio-economic bracket, gender, age, or race. It is an equal-opportunity problem. Equally important, it is incredibly widespread. Most importantly however is that SUD is treatable, recovery is possible, and the workplace can play a huge role in making it possible.

Signs of Someone Struggling

- Absenteeism: This is among the leading indicators of SUD – especially increased absenteeism and increased use of sick time and vacation time.
- Job disappearance: Frequent or unexplained absence from work.
- Job performance: Unusually poor or inconsistent job performance.
- Accidents and near-accidents: Either on the job or at home.
- Concentration: Difficulty in focusing, or inability to focus at all.
- Judgment: Look out for an increase in poor decision-making and on-the-job errors.

Big picture: SUD equates to \$400 billion a year in healthcare costs. 75% of adults with untreated SUD are part of the U.S. workforce and they miss around 50% more work days than their fellow employees.

Becoming a Recovery Friendly Workplace (RFW)

RFW means keeping your organization strong by keeping employees on the job, even as they recover from substance misuse.

RFW is a business that has adopted policies and practices that support employees in recovery from SUD. There are no external costs to become an RFW. The costs a business will face are internal – mainly in the form of time that must be spent to form policies and practices,

communicate with employees about the program, and interface with advisers. The Addiction Education Foundation Inc. is here to address and meet these needs of your organization and to promote a positive transition.

What are the benefits of becoming an RFW?

- Money saved through reduced absenteeism
- Healthier work environment
- Greater productivity
- Lower health care costs
- Greater workplace safety
- Access to advisers and other resources.

RFW can work within your Employee Assistance Program (EAP). Regardless of whether it's an internal EAP, external EAP, or a hybrid program, an RFW initiative is simply another way your EAP works to help employees.

Companies looking for positive initiatives that are impactful and far reaching should consider being part of the solution by creating a Recovery Friendly Workplace. Recovered employees are smart and resilient, grateful for their job they demonstrate commitment and loyalty. And having healthy employees is key to the health and wellness of an organization. The dividends and payoff are massive for you, your company, the people whose lives you help to recreate, their families, and our community.

Dr. Tishler graduated from Nova Southeastern University with a Bachelor's degree in Psychology with a minor in Substance Abuse and certified as an Addiction Professional in Florida. He has also earned a Masters in Business Administration and Doctorate degrees

from Nova Southeastern University. Further certification as a Peer Recovery Counselor and Professional Certification in Trauma and Resilience from Florida State University.



CAUGHT ON CAMERA



Keith Norden, Heather Shubirg, Shawn Richmond and Chris Bailey at Volusia Days



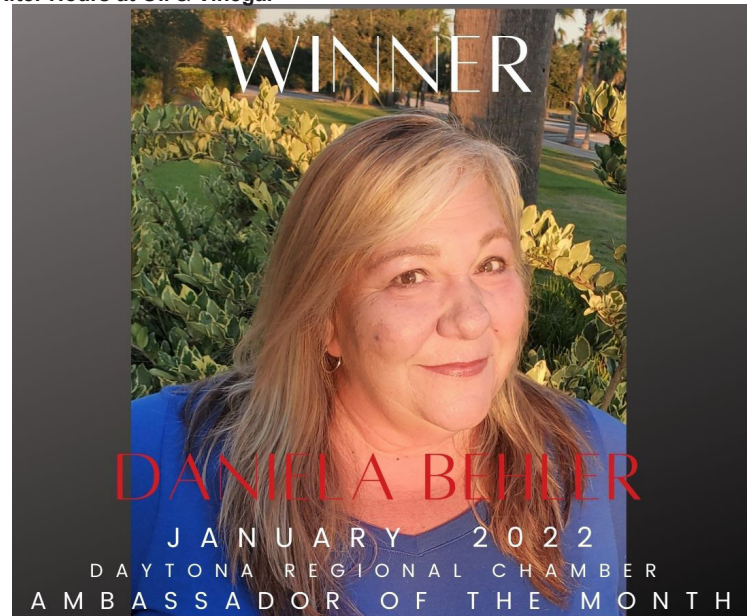
Cheryl Coxwell, Rep. Tom Leek, Maryam Ghyabi and Len Marinaccio at Volusia Days



Diane Park and Clayton Park provide entertainment at January Business After Hours at Oil & Vinegar



Volusia Young Professionals Group (VYPG) at their social at Dunderbak



ENGAGING SOCIAL MEDIA 



Saute' Kingz by Chef Count Ribbon Cutting



SMA Ribbon Cutting

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DaytonaChamber.com / info@daytonachamber.com / O. 386.255.0981