

## WORKFORCE AND INNOVATION

# Partnership Reveals Talent Clusters in Local Students

More than 11,000 students in Volusia County Schools are on their way to exploring potential career pathways more effectively thanks to the partnership of the Daytona Regional Chamber, CareerSource Flagler Volusia, and the Volusia County school district. The implementation of YouScience, a web-based aptitudes assessment,

helped these students uncover their innate abilities through a series of brain games designed to measure such skills as spatial visualization, inductive reasoning, idea generation, and more.

The power of the program lies in the data, both the individual information the student receives and the anonymized, aggregate data available to our community partners.

“While students are able to explore their individual career options, we are able to see industry sectors in which there are significant numbers of students with the natural skills needed for success,” said Ken Phelps, Daytona Regional Chamber Vice President of Resource Development.

See **TALENT P5**

# Leadership Daytona Class XLII Announced

After forty-one years of classes the Daytona Regional Chamber is proud to introduce its 42nd class of 28 participants. This group is about to embark on an experience that will truly enrich their understanding of how a community can and must work together to accomplish great things for the good of the community. This is the work that the Daytona Regional Chamber exists for in bringing people from all walks of life, views, opinions and understanding to come together to make great strides in improving our community and business base here in the Daytona Beach area.

Class participants will hear from local executives who donate their time and experience to help these new upcoming leaders understand the complex issues not always seen by the general public. These are our decision makers of the future and understanding all the ins and outs of our community becomes critically

important to assure positive progress.

This year's class members include:

- Lawrence Anderson, United Way of Volusia-Flagler
- Felicia Benzo, CATALYST Global Youth Initiatives Inc.
- Demi Borden, iatricSystems
- Robert Campbell, Root Company
- Samantha Crouch, Daytona Regional Chamber
- Elaine Daniels, Fairwinds Credit Union
- Stephanie Ecklin, Boys & Girls Club of Volusia Flagler County
- Ivonne Halleran, Brown & Brown
- Kristen Hanson, Daytona State College Foundation
- Joseph Hearn, Joe Hearn Events
- Jamie Kabanuk, AdventHealth
- Kerry Karl, VCARD
- Lourdes Leon, Volusia Hispanic Chamber of Commerce
- Lindsay Martin, Halifax Health
- Angie Merino, VyStar Credit Union

- Edward Miyagishima, NASCAR
- Chris Noyes, James Moore & Co.
- Kelis O'Rourke-Patel, VYPG
- Serena Piper, Early Learning Coalition of Flagler & Volusia
- Connor Rand, Daytona Beach Area CVB
- William Rice, Cobb Cole
- Terry Sabiston, Southern Stone Communications
- Charlene Savidge, Children's Home Society
- Clifton Scott, AdventHealth
- Melanie Stegall, Brown & Brown
- Jake Stehr, Zev Cohen & Assoc.
- Karly White, Brown & Brown
- Ashley Wohlford, Halifax Health
- Stephanie Wohlford, Representative Tom Leek

## ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

# Phelps Graduates from U.S. Chamber's Institute for Organization Management



Phelps (center)

Institute for Organization Management, a professional development program of the U.S. Chamber of Commerce, is pleased to announce that Ken Phelps, IOM, Vice President of Resource Development of the Daytona Regional Chamber of Commerce, has graduated from the program and has received the recognition of IOM. Awarded to all graduates of the Institute program, the IOM Graduate Recognition signifies the individual's completion of 96 credit hours of course instruction in non-profit management. In addition, participants can earn credit hours towards the Certified Chamber Executive (CCE) or Certified Association Executive (CAE), certifications. Nearly 1,000

individuals attend Institute annually.

"Institute graduates are recognized across the country as leaders in their industries and organizations," said Raymond P. Towle, IOM, CAE, the U.S. Chamber's vice president of Institute for Organization Management. "These individuals have the knowledge, skills, and dedication necessary to achieve professional and organizational success in the dynamic association and chamber industries."

"In addition to the tremendous professional development, Institute provided me with a tight-knit network of chamber and association professionals from across the country," Phelps added. "I'm thankful to work for an organization such as the Daytona Regional Chamber, which invests in the growth of its professional staff with the same enthusiasm that it supports our community."

Daytona Regional Chamber President & CEO, Nancy Keefer CCE noted that the U.S. Chamber's Institute for Organization Management is the premier nonprofit professional development program for association and chamber professionals. "Working in chambers takes a unique set of skills and a very broad knowledge of issues that impact business. We couldn't be more pleased that Ken has completed the four-year program bringing insight and leadership to our community."

Institute participants are able to enhance their own organizational management skills and add new fuel to their organizations, making them run more efficiently and effectively.



“The Daytona Regional Chamber excels on advocating in pulling all sectors together for a common goal or vision. No one entity can do it all, but together we can all do something.”

**BILLIE WHEELER**  
VOLUSIA COUNTY  
COUNCIL, DISTRICT 2  
ON ADVOCACY



## BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

# Aligning Your DEI Strategy

Diversity, Equity, and Inclusion (DEI) in the workplace have become increasingly important to both small and large employers. When you have a diverse workforce, you will gain new perspectives and new ideas to help your business grow, and prioritizing DEI can help attract top talent to your company.

When you, as the leader, understand your business needs, DEI can act as a microscope to ensure that making the business case for diversity is not about proving the value of people – but rather it is about measuring the value of programs that ensure people across the workplace can thrive as their authentic selves.

Below are steps you can take today to help assist with the alignment of DEI strategies in your business.

**Assess the Situation.** What DEI challenge or opportunity currently exists in your company? Acknowledging barriers such as hiring practices, unconscious bias, work environment or equal opportunities for advancement is the first step.

**Assess the Value of the Opportunity.** DEI is not just about “doing the right thing.” Effective DEI with measurable bottom lines present opportunities that lead to moral, competitive, and innovative advantages.

**Identify the Obvious Obstacles.** It is imperative to engage with external stakeholders, former employees, and the local community to get a diverse perspective on your business obstacles. Relying on internal rhetoric, surveys or your existing client base could lead to operational biases that don’t fully explore your actual obstacles.

**Identify Key Business Measures.** DEI is an economic driver with tangible and intangible benefits. Problems and opportunities must be tied to metrics



that indicate growth and hold leaders accountable. Good things take time – do not hastily push or launch an initiative without proper expectations or desired outcomes.

**Pinpoint What You Need to Measure.** As a business owner, you must identify the metrics that matter for developing a more diverse, equitable and inclusive workplace with execution procedures. Are you looking to hire more people? Are you wanting to increase traffic through your door? Are you hoping to market in a more diverse market? Knowing what you need to measure will help you be better equipped to invest your time, your money, and your resources.

**Assess What Skills or Information are Needed.** DEI is much more than a statement on your website or on your walls. It is a way of operating and running a business. Know that the implementation of DEI initiatives, campaigns and programs require recurring professional development that should be revisited once per quarter. Determine how DEI plays

a role in your onboarding of new employees.

**Respect Different Learning Styles in Your Employees.** To walk the walk, you must talk the talk. As a business owner, you must recognize the diverse learning styles that are intersectional to the identities on your team. Beyond visual characteristics, we communicate, think, and perceive differently. Acknowledge this and meet your team where they are at. Be flexible and willing to learn – while simultaneously teaching and training.

**Ensure Your Commitment Matches Your Capacity.** While you may determine several obstacles to tackle, taking on too many at once could lead to an overwhelmed staff due to conflicting tasks and responsibilities. When this happens, the team will fail to prioritize the importance of DEI and default to performative activities that are not measurable or sustainable.



## BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

### Joint Business After Hours hosted by Volusia Mall

The Daytona Regional Chamber and Ormond Beach Chamber of Commerce will be joining forces again for another joint business after hours event at the Volusia Mall located at (1700 W International Speedway Blvd, Daytona Beach) on **Tuesday, August 16**. Come network with us as we gather for some good food and drinks, while making important business connections with like-minded professionals.

This after-hours will be held from **5:00 p.m. to 7:00 p.m.** Pre-registration is required. Admission is \$10 for Daytona Regional Chamber members and Ormond Beach Chamber members, \$35 for future members.

The best entrance to use for BAH will be the food court entrance in the front of the mall or the Women's Dillard's entrance located just on the southside of the mall.

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 next year? Daytona Regional Chamber members can contact Shanna Coley Hughes, Program Manager, at 386.523.3672.

**VOLUSIA**  
**MALL**

### Thank You for the Referral



The Daytona Regional Chamber would like to thank Ambassador Committee member **Jonny Magill from Jonny Nomad Media** for connecting us with Kimball International; **Krystal Sperry from The Elite Concierge of Florida** for connecting us with Travelmation LLC - GG Mack; Ambassador Committee Member **Chris Rohde with Surf's Up Computing** for connecting us with Big Kid Toys LLC and Ambassador

Committee Chair **Echo Karras, J.D. with Engineered Tax Services, Inc.** for connecting us with Brightway Insurance, The Kennedy Family Agency as they became members.

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

### Ambassador Spotlight



**M e e t**  
**A m b a s s a d o r**  
Alyssa Gibson,  
Catering Sales  
Manager at Hilton  
Daytona Beach  
Oceanfront Resort.

**Q: Why are you involved with Daytona Regional Chamber?**

**A:** I'm involved for the sense of community and relationship building I receive. The Business After Hours are a great way to meet fellow members and grow your professional network.

**Q: What is something unusual about you most people do not know?**

**A:** I am an avid 5 a.m. gym goer. I

like to start my morning bright and early at the gym. It is always the perfect start to my day!

**Q: What is something on your bucket list you've done or want to do?**

**A:** I am studying to become a Certified Wedding Planner in South Asian Weddings. The South Asian culture is beautiful, and it has always fascinated me. All their traditions and customs are celebrated during their multi-day wedding events. I've enjoyed learning more about their wedding traditions and intend to complete the certification this summer.

# TALENT

*From Page 1*

“This allows us to build a talent pipeline that will support the future of business in the Daytona Beach region.”

The assessment measures aptitude as well as interest allowing students to filter their key career matches by either metric or both. The challenge with interest-based career surveys is that a student's interest is limited by their experience and their exposure. It is no surprise that the top five career interests from Volusia students were in teaching, human services, law & public safety, arts & media, and health science. These are the professions that students have the opportunity to see regardless of their socio-economic status or background, such as teachers, counselors, police officer, fire fighters, musicians, doctors, and nurses.

However, when filtering for aptitude, the student population across the region shows abilities that position them for success in much more diverse and economically in-demand careers.

The YouScience data revealed talent clusters in health science, advanced manufacturing, arts & media, computers & technology, agriculture & natural resources, architecture & construction, distribution & logistics.

Only health science and arts & media appeared in both the interest and aptitude rankings. This information will allow school counselors to help students explore career pathways they may never have considered, such as advanced manufacturing or distribution & logistics, or industries they've heard about but are unsure if they have the necessary skills.

The data shows a need to assist students with their career planning and awareness of the possibilities before them. For example, across Volusia County Schools, there were 2,945 students with interests that perhaps lead to a career in health science, but 4,496 with an aptitude for such a career. That's a difference of more than 1,500 students who may just need to be made aware of, or encouraged to use, these natural skills.

Many local companies have shared the pain of finding and hiring qualified employees. Daytona Regional Chamber members can leverage the program and benefit from the information as well. Registering your company with YouScience's Employer Connections Portal will allow students to see local businesses who hire within each career pathway. Additionally, there are opportunities to connect with Volusia County Schools to provide students with experiential learning through internships, apprenticeships, job shadowing, part-time employment, and more.

For more information on the YouScience program and how your business can benefit from this initiative, or to learn more about connecting with college and career counselors to reach students in Volusia County Schools, contact Ken Phelps, Vice President of Resource Development, at 386.523.3675.



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## WORKFORCE AND INNOVATION

# Admissions on Sale Now for Elevate Daytona Beach presented by AdventHealth

Get your admission now for an evening of entertainment and inspiration at this year's Elevate Daytona Beach presented by **AdventHealth**, scheduled for **Thursday, August 25 from 5:00 p.m. - 8:30 p.m.** at the News-Journal Center on Beach Street downtown.

Our fabulous lineup of speakers will share 5-minute presentations on such varied topics as early childhood development, death, beating the odds, and imposter syndrome. Each one will be accompanied by a 20-slide PowerPoint that automatically

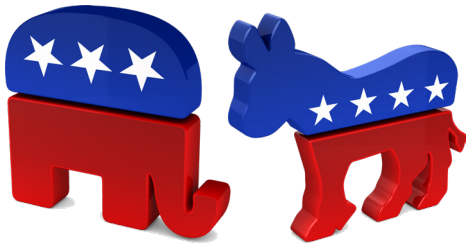
advances every 15 seconds. The result is a show full of fast-paced speeches that will inspire you, give you something to think about, and make you laugh, sometimes all in the same presentation.

Many thanks for the support of our Presenting Sponsor, **AdventHealth**, and our Inspiration Sponsor, **ICI Homes**.

Created by the Daytona Regional Chamber's Leadership Daytona Alumni Council, Elevate Daytona Beach is designed to promote innovation and leadership within our

community. Advance registration for Leadership Daytona Alumni is \$15, while general admission seats are available for \$20. On the day of the event, all admissions will be \$30. So don't wait, get your admissions in advance!

For more information on admissions or sponsorships for Elevate Daytona Beach presented by **AdventHealth**, contact Ken Phelps, Vice President of Resource Development, at 386.523.3675 or visit [ElevateDaytonaBeach.com](http://ElevateDaytonaBeach.com).



# HOB NOB 2022

**Tuesday, October 4th at 4:00 p.m.- 7:00 p.m.**

Embry-Riddle Aeronautical University  
Henderson Welcome Center





## BUSINESS AFTER HOURS

The Daytona Regional Chamber of Commerce has some fun, unique locations coming up in the next months for business after hours. Please see below a list of those locations including the NEW time of 5:00 p.m. – 7:00 p.m.

**Tuesday, August 16**

**Volusia Mall**

*Joint Business After Hours with  
Ormond Beach Chamber*

**Tuesday, September 20**

**Speedway Indoor Karting**

*Joint Business After Hours with  
Volusia Hispanic Chamber*

**Tuesday, October 18**

**City of Daytona Beach at Yvonne  
Scarlett Golden Center**

**Tuesday, November 15**

**Streamline Hotel**

**Tuesday, December 13**

**Island of Holiday Cheer**

*Manatee Island Daytona Beach  
Riverfront Esplanade Park*

If you are interested in hosting, or have any questions please contact Shanna Coley Hughes, Program Manager at 386.523.3672.

## Welcome New Members

Congratulations to the following who chose to become new members:

Big Kid Toys LLC  
Brightway Insurance, The  
Kennedy Family Agency  
Catalyst Global Youth Initiatives, Inc.  
Edward Jones - Financial Advisor:  
Louis Colombo  
Engineered Tax Services, Inc.  
Framework Group LLC  
Gallery 500  
Golf Course Solutions  
Kimball International  
Mama Cannoli, LLC  
Travelmation LLC - GG Mack



Your membership supports our efforts to strengthen the business community. If you too are interested in becoming a member, connect with Lori McMullin, APR, at 386.523.3680 for a customized membership or Samantha Crouch at 386.523.3678.

## Daytona Regional Chamber Upcoming Events

### Open RBC Leads Group

**Wednesday, August 10<sup>th</sup>**

**8:00 a.m. - 9:00 a.m.**

Daytona Regional Chamber  
Open to all active members ONLY

For further information, please contact: Samantha Crouch, Vice President of Small Business Development, at 386.523.3678

### Joint Business After Hours with the Ormond Chamber: Volusia Mall

**Tuesday, August 16<sup>th</sup>**

**5:00 p.m. - 7:00 p.m.**

Members \$10 / Future Members \$35

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

### Elevate Daytona Beach

**Thursday, August 25<sup>th</sup>**

**5:00 p.m. - 8:30 p.m.**

News-Journal Center  
Advanced Admission \$20 Day of Admission \$30

For further information or sponsorship opportunities contact Ken Phelps, IOM, VP of Resource Development, at 386.523.3675

## VYPG Upcoming Events

### August Summer Lunch & Learn – “The Land”

**Tuesday, August 9<sup>th</sup>**

**11:30 a.m. - 1:00 p.m.**

Brown & Brown  
300 N Beach St. Daytona Beach  
\$5 for VYPG Members and \$15 for Non-Members

Register at [volusiayypg.com](http://volusiayypg.com)

# CAUGHT ON CAMERA



Tyler of Good Trouble Hustle and Cathleen Bellerose of Pink Lotus Therapeutics at July Business After Hours at Point Grande Apartments



Spencer Pylant of TECO Peoples Gas addresses the crowd at Eggs & Issues breakfast



Group shot at Business After Hours at Point Grande Apartments



Mixing it up at the Business After Hours at Point Grande Apartments



Henrick Bailey and Kirolos Abdalla networking at the Open RBC



A crowd gathers for a photo opp at VYPG social



Open RBC Group presentation from One Daytona