



## ADVOCACY & ECONOMIC PROSPERITY

### Monitoring the 2023 Legislative Session

With the Florida Legislative Session starting in a little over a month the Daytona Regional Chamber will be keenly monitoring daily activities while focused on the legislative priorities important to our community. Committee weeks are currently going on with already over 300 bills filed so we anticipate the filing of more bills during the 2023 session which runs from March 7th to May 5th.

This year, schools will continue to be a focus in Florida, from increased teacher pay to universal school choice. Also, expect to see insurance and affordable housing continue to be essential topics. Disaster recovery will be an important topic after last year's hurricanes, and cities impacted by the storms are sure to address their concerns.

The Daytona Regional Chamber

will continue monitoring all bills filed during the 2023 legislative session and report weekly during the 60-day session. Our approved legislative priorities for 2023 will focus on the following items:

- **Affordable Housing:** The Daytona Regional Chamber advocates for legislation supporting the continued growth of Affordable Housing across our region and the State of Florida.
- **Disaster Recovery:** The Daytona Regional Chamber supports funding Disaster Relief and Recovery Bills due to Hurricane Ian and Nicole's impact on our community and State. And the Daytona Regional Chamber of Commerce supports funding and regulatory reform to strengthen and modernize infrastructure to relieve flooding

and coastal deterioration.

- **Insurance:** The Daytona Regional Chamber supports a competitive and stable insurance market and a reduction of size and exposure to Citizens' Insurance.
- **Lawsuits Abuse/Tort Reform:** The Daytona Regional Chamber supports comprehensive tort reform, discouraging frivolous lawsuits in Florida.
- **Workforce Availability:** The Daytona Regional Chamber supports efforts to ensure that our community continues to have a skilled workforce.

These important issues will have lasting effects on our community. For more information about the 2023 Legislative Session or more information about Volusia Days contact Shawn Richmond, Director of Advocacy, 386.255.7174.

### Volusia Days at the Capitol

With Committee Weeks in full swing, thus far, we have seen 237 bills introduced, with many more coming. As we continue to watch what bills are being filed and prepare for our annual Volusia Days trip to Tallahassee to deliver our 2023 priorities, we want you, our community, to join us so our delegation hears from you.

See how the legislative process works and experience the unique fast pace of the session while hobnobbing with our delegation

and department heads.

During our two-day trip to the Florida Capitol on March 28th and 29th we will hear from important Florida Department Heads and our Volusia County Delegation. You will be able to ask hard questions and rub shoulders with some of the most influential people in our community and State.

Please take advantage of this opportunity to represent your business, our community, and the Daytona Regional Chamber in

Tallahassee. This event is made possible partly by the support of our sponsors: **Ghyabi Consulting and Management, AT&T, Brown & Brown, Daytona International Speedway, ICI Homes, Charter Spectrum, TECO Peoples Gas, and FPL.**

Program cost is \$100.00 per person. For more information or interest in sponsoring this event, contact Shawn Richmond, Director of Advocacy 386.255.7174.

## WORKFORCE AND INNOVATION

# Leadership Daytona Alumni Council Primed for 2023



Hoffman

With a focus on engaging alumni, the Leadership Daytona Alumni Council sets its sights on 2023. Planning for the year's activities will be led by 2023 Chair Matt Hoffman, **Florida Health Care Plans**.

"Being the 2023 LDAC chair is an honor," said Hoffman, a member of Leadership Daytona Class XXXVI.

"Leadership Daytona comes with a great opportunity to make a positive impact on our community and collaborate with leaders to develop a strong camaraderie that can disseminate into our local businesses and communities," he added.

Hoffman will serve alongside Bill Bradley, **Daytona College** and Class

XXXVI, as first vice-chair, and Mica Lill, **American Diabetes Association** and Class XL.

Several new council members will assist with a busy calendar of activity in the coming year. The marquee LDAC event, Elevate Daytona Beach, returns with auditions beginning in April. Once presenters are selected, they will spend the summer preparing to take the Elevate Daytona Beach stage in August.

Other 2023 activities include Morning Mingles, Leadership Daytona Class Graduation, and the 13th Class, featuring community updates on key leadership topics and a reunion for Leadership Daytona Alumni across all classes.

Hoffman encourages alumni to pay their nominal annual dues and engage in LDAC's work to strengthen the region.

"Dues goes towards supporting our vision and initiatives throughout the year to provide a platform for networking, communication and establishing long-term programs that will benefit every leader for years to come," Hoffman stated.

Leadership Daytona Alumni who would like to pay their 2023 dues or get more information on involvement should contact Ken Phelps, IOM, Daytona Regional Chamber of Commerce and Class XXXVII, 386.523.3675.



**LEADERSHIP  
DAYTONA**  
ALUMNI COUNCIL

**HAPPY  
TRAVELS  
START HERE**



When you fly DAB, you skip the hour or more drive to another airport and you avoid potential traffic jams that could cause you to miss a flight. Less time spent – and less stress!

**Right airport.  
Right here.<sup>SM</sup>**

**DAYTONA  
BEACH**  
INTERNATIONAL AIRPORT



## ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH



**ENTER  
TO WIN**

**BRAND NEW  
2023 HARLEY-  
DAVIDSON®  
STREET BOB 114**



- Customized with the Official Bike Week logo
- Bike will be customized by the new Daytona Harley-Davidson® owner Teddy Morse
- PLUS! Teddy is so excited that he is offering an additional \$1,000 in customization for the winner
- Teddy will also ride along with you as you take that first ride

**officialbikeweek.com**

## Bike Week Welcome Center Volunteers Needed

Want to be in the center of Bike Week action? Enjoy chatting with area visitors and residents, making them feel welcome and appreciated? Then the Daytona Regional Chamber has an enjoyable volunteer opportunity tailor-made for you.

The Daytona Regional Chamber hosts the official Bike Week Welcome Center at One Daytona right in the heart of Victory Circle. The center will begin operation Friday morning, March 3rd and close at Noon Saturday, March 11th. Several shifts are available so there's sure to be times and days that fit into your schedule. Duties include:

- Welcoming Bike Week participants and providing area information
- Handing out Pocket Guides
- Providing instructions on how to purchase tickets online for an opportunity to win a 2023 Harley-Davidson® Street Bob 114 (The Official Bike Week Motorcycle)
- Handing out Bike Week coins to Treasure Hunt completers

Volunteers need not be Daytona Regional Chamber members. This opportunity is open to the community. A training will occur closer to event dates and volunteers will receive a complimentary 2023 Bike Week shirt.

For more information, please contact Lori McMullin, APR, Director of Business Development 386.523.3680.

## Don't Miss Out on the Historic 103rd Annual Meeting presented by Halifax Health

There is still time to get your admissions for the 103rd Annual Meeting of the Daytona Regional Chamber of Commerce presented by **Halifax Health** on Tuesday, February 7, from 6:00 pm – 9:00 pm. The speaker for this year's event will be President of the University of Florida and former U.S. Senator Ben Sasse in a fireside chat facilitated by Lt. Governor Jeanette Nuñez.



The event also features the presentation of the J. Hyatt Brown Enterprise Award to Volusia County Emergency Management and the Glenn Ritchey Leadership Award to Randy Dye, as well as the first ever passing of the gavel from female to female as 2022 Chairperson Kelly Parsons Kwiatek, **Halifax Health**, hands the reins over to 2023 Chairperson Nellie Lupoli, **ICI Homes**.



Dye

Don't wait! Get your admission now and we'll see you at the Hilton Daytona Beach Oceanfront Resort for the business event of the year. To register, contact Nicole Bosley, Program Manager 386.523.3672.





## BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

# Business After Hours

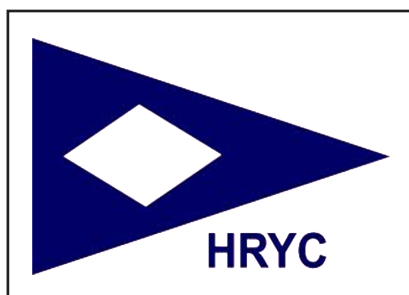
This month's host are our member and friends at **Halifax River Yacht Club**. The Halifax River Yacht Club is believed to be the oldest yacht club on the eastern seacoast still on its original site and has been in continuous operation since 1896.

Join us for an evening of networking, scenic views of the Halifax River, and like-minded business professionals looking to connect outside of the workplace. Bring plenty of business cards, as we will have a drawing for door prizes.

The February edition of Business After Hours will be held on Tuesday, February 21st, 2023, from 5:00 p.m. – 7:00 p.m.

This event is open to both Members and Non-Members. Chamber Members are offered a discounted rate of \$10 until Tuesday, February 14th. Starting Wednesday, February 15th, Members can still register at the rate of \$15. Non-Members can register at any time at the rate of \$35, regardless of registration date.

Interested in hosting a Business After Hours? Daytona Regional Chamber members may contact Nicole Bosley, Program Manager, 386.523.3672 for details on how to host this great event. Dates are limited for 2023.



# Different Motivations for Different Generations

Today's workforce proudly boasts a whopping five generations currently working side by side. This means that today's business owners see five different working styles, five different communication methods, and five different management styles.

The five generations of workers are as follows:

**Traditionalists:** Born from 1925-1945; often motivated by respect, recognition, and providing long-term value to the company.

**Baby Boomers:** Born from 1946-1964; often motivated by company loyalty, teamwork and duty.

**Generation X:** Born from 1965-1980; often motivated by diversity, work-life balance, and their personal-professional interests rather than the company's interests.

**Millennials:** Born from 1981-2000; often motivated by responsibility, the quality of their manager, and unique work experiences.

**Generation Z:** Born from 2001-2020; often motivated by diversity, personalization, individuality and creativity.

While characteristics and generalizations do not solely belong to one respective generation, time and habits have given us a good perspective on an individuals motivation, communication styles, their worldview, and what cultural events might have shaped all of the aforementioned.

During the Power of Inclusion Event Series: Managing a Multigenerational Workplace, Dr. Maria Dowling, Psy. D, MBA, MS with **MD Consulting** will lead a workshop surrounding how business owners and fellow employees can have a more cohesive work environment while still supporting the individual needs and expectations of each generation.

Programming is complimentary for Daytona Regional Chamber members. Event will take place on Monday, February 6 from 12:00 p.m. – 1:00 p.m. at the Daytona Regional Chamber office. To register, please contact Samantha Crouch, Vice President of Small Business Development 386.523.3678.

## THE POWER OF INCLUSION

Diversity, Equity, and Inclusion  
Program









## BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

# Thank You for Your Referral

The Daytona Regional Chamber would like to thank Susie Wardlaw from **FASTSIGNS of Daytona Beach** for connecting us with **Cornerstone Chiropractic and Wellness** and Skip Lilly from **Vision HR** for connecting us with **Polynesian Fire Productions LLC** as they became members.

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

# Ambassador Spotlight



Meet Ambassador April Pettersen, Owner of **Miink** in **Daytona Beach**

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

**Chamber?**

A: I love helping and watching other businesses grow.

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

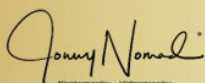
A: Most of my day adventures/trips are unplanned and end up being the best experiences.

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

A: I've always wanted to ride horses on the beach in and explore the rainforest in Puerto Rico. - we did. Next, I'd like to go to Fiji or The Maldives.



## THANK YOU TO OUR MISSION MEMBERS



## ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

# Chamber Offices to Close April 1st

While our headline may sound like its an April Fools Joke, it truly is the day the Chamber building - as we know it today - will begin its transformation into a new state of the art facility focused on serving the needs of the business community and our membership.

Built nearly 40 years ago, the building has had a few cosmetic updates along the way but now will undergo its biggest transformation with structural updates which work to support the modern-day functionality required of a successful business. Open and welcoming spaces will feature collaborative areas perfect for small gatherings as well as drop by seating for individuals working "on the road". Additionally, a new Business Center will offer expandable multi configuration spaces for group meetings, trainings, seminars, and presentations while an impressive boardroom with riverfront balcony access will host key collaborative style meetings important to business growth and expansion of business within our community. Specialty areas include a café, open space lobby with coffee bar and mobile

furnishings as well as a state-of-the-art studio perfect for creating podcast, video's, media bulletins and more.

Member uses will be considered as first priority thanks to the investments of the Daytona Regional Chamber's Foundation and Board of Directors who, along with Legacy Partners from local businesses in our community, whom all have secured the investments for completion of the new building and its renaissance into a Business Center servicing the local regional business community.

While we are delighted to share our future plans, we also want you to know of a few important operational opportunities important to you. By the third week in March:

- Daytona Regional Chamber temporary offices will be at 200 N. Ridgewood Ave., Daytona Beach
- Our phone numbers and emails remain the same for all staff.
- Construction may take up to one year, so meetings will be held off-site and coordinated by staff.
- Programming and events will continue through construction.
- Our website, the Edge and IVB will have updates.

Here's the best news for you too.....we will be selling many of our office furnishings and are offering items to anyone interested. So, if you are a small business, home office or non-profit who may need a few really good quality items, please stop by our office at 126 E. Orange Ave. Daytona Beach and we'll make you a deal which will also help raise funds for the new offices. Sales are open from now until our move timeframe mentioned above. Contact any staff member for details.

Last but not least, please also get excited with us and plan to attend a big grand opening ceremony and tour too in the second quarter of 2024 as this amazing new facility is completed.



## TESTIMONIAL



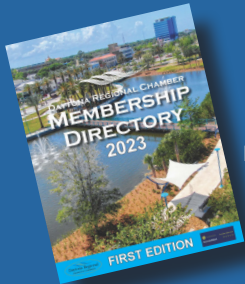
“ The Daytona Regional Chamber of Commerce has been an invaluable asset to my business. Through networking events, educational opportunities, and community involvement. The Daytona Regional Chamber has helped support my entrepreneurial efforts, connect me with other local business owners, increase my visibility, and grow my customer base. I highly recommend joining to any business looking to succeed in the Daytona Beach region. ”

**COLIN SMITH, CO-FOUNDER, MIINK**



# 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 1,000  
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  
SAMANTHA CROUCH  
OR KEN PHELPS  
386.255.0981

# Welcome New Members

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

- ★ Back Alley Lanes VR—Cade
- ★ Baymont Inn & Suites
- ★ Beach Rentals & Refreshments of Volusia County, LLC
- ★ Boot Hill Saloon
- ★ Coastal CPA Firm PLLC
- ★ Cornerstone Chiropractic and Wellness
- ★ Firebrand Design
- ★ Helicon Foundation Repair
- ★ HGC Merchant Services
- ★ Mader Southeast
- ★ Polynesian Fire Productions LLC
- ★ R and S United Health Services LLC
- ★ Regions Bank
- ★ The Law Firm of Charles Vega P.A.
- ★ Tilted Palm Media

Your membership supports our efforts to strengthen the business community. The business owners you meet work in association with the Daytona Regional Chamber and can be your clients or open doors to other companies to help grow your business.

If you too are interested in becoming a member, contact Lori McMullin, APR, Director of Business Development 386.523.3680 for a customized membership.

# VYPG Upcoming Event

## February Social at The Blind Pig

Thursday, February 16

5:30 p.m. - 7:30 p.m.

The Blind Pig, DeLand

Members \$5/Non-Members \$10

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

# Daytona Regional Chamber Upcoming Events

## Power of Inclusion Event Series: Managing a Multigenerational Workplace

Monday, February 6<sup>th</sup> at 12:00 p.m.  
- 1:00 p.m. at the Daytona Regional Chamber of Commerce

Open to all active members ONLY  
For further information contact  
Samantha Crouch, Vice President  
of Small Business Development  
386.523.3678

## 103<sup>rd</sup> Annual Meeting Presented by Halifax Health

Tuesday, February 7<sup>th</sup> at 6:00 p.m.  
- 9:00 p.m. at the Hilton Daytona Beach

Members \$150 / Future Members \$200

For further information contact Ken Phelps, Vice President of Resource Development 386.523.3675

## Business After Hours: Halifax River Yacht Club

Tuesday, February 21<sup>st</sup> at 5:00 p.m.  
- 7:00 p.m.

Members \$10 / Future Members \$35

For further information contact  
Nicole Bosley, Program Manager  
386.523.3672

Be sure to register for these upcoming events by going to  
[DaytonaChamber.com](http://DaytonaChamber.com)



# CAUGHT ON CAMERA



Cornerstone Chiropractic & Wellness Ribbon Cutting



YYPG Social at Dave and Busters



BridgeX: New Year, New Image



Eggs & Issues featuring Jim Judge



New Journey Chiropractic Ribbon Cutting



Advance Auto Parts Ribbon Cutting



Daytona Regional Chamber of Commerce Board of Directors meeting