



## Ocala CEP Wins National Communications Award

The Ocala Metro Chamber & Economic Partnership's "Get. Gather. Go." campaign was named one of only three Communications Excellence Best In Show winners by the Association of Chamber of Commerce Executives (ACCE). The "Get. Gather. Go." campaign was an ongoing campaign through 2020 that encouraged all local businesses to "get informed, gather documents, and go apply" for the federal government's Paycheck Protection Program (PPP).

The campaign's efficacy resulted in 1 out of every 8 businesses in the Ocala Metro receiving PPP funds after the first round of funding. This is versus an average of 1 out of 25 statewide and 1 out of every 19 nationally. At the end of 2020, one third of all Ocala Metro businesses received PPP funds.

A panel of communications and marketing professionals from 16 U.S. based chambers of commerce evaluated 173 entries submitted. Entries were organized by category based on the chamber's annual revenue and entry type. Judges presented 12 Awards of Excellence and only three Best In Show awards.

"This campaign really embodied the CEP and what makes our community great," says Kevin Sheilley, president and CEO of the CEP. "Our purpose is to be the one stop shop and voice of the business community. The 'Get. Gather. Go.' campaign allowed us to fulfill this mission."

## Say 'Hola' To Hola Magazine

Launched in January 2021, *Hola Central Florida* magazine has the distinction of being the only Spanish-language magazine based in our area.

"*Hola Central Florida* is a publication directed to the Hispanic community of Central Florida," says Andrea Benitez, its founder, publisher, and editor. "We look for and write about local Hispanic personalities, places, businesses, and events. Our goal is to promote and share our varied cultures and experiences."



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## CF, Lockheed Martin & CareerSource CLM Collaborate On Apprenticeship Lab

The College of Central Florida and Lockheed Martin joined with elected officials and education, industry, workforce development, and community leaders on May 11 to formally open a state of the art apprenticeship lab.

"Apprenticeships are a unique way to provide a student with education, career training, and a job simultaneously and a valuable opportunity for us to work directly with an employer," says Dr. Jim Henningsen, CF president. "The synergy created when partners come together in the best interest of their communities is unrivaled."

Lockheed Martin's two year apprenticeship program trains electronics associates who will solder circuit cards and wiring harnesses used in aerospace and defense systems. The



first cohort of apprentices began their work with 80 classroom hours in the new lab. From there, they transition to Lockheed Martin's Ocala facility to receive additional education and complete the program, which will congratulate its first round of graduates in July 2021.