

## A PRODUCTIVE MONTH FOR THE JSEB OFFICE

April proved to be another exciting and busy month for the JSEB team. We had the opportunity to meet potential JSEBs by participating in the Jacksonville Acquisition Conference and Trade Show at the University of North Florida. This event was an excellent platform for us to show how the JSEB program can help small businesses in our area. We were there to give advice, as well as hand out applications to those who met the criteria of becoming a JSEB. Last month we also held another New Vendor Orientation class, teaching new vendors about the roles and responsibilities of being a JSEB, program benefits, as well as other business opportunities. This class is offered once every month.

For the second time in just over one month, the JSEB monitoring committee met with the JSEB staff to discuss several office updates, as well as review the 2nd Quarter Report. The committee is scheduled to reconvene in July, and the meetings are open to the public.



All smiles after JSEB's Social Media Training Session

Another event worth mentioning was actually held in our office the final week of March. During our first ever JSEB Social Media Training Session, we gave vendors an overview lesson on construction, before teaching them how social media can play an important role in free marketing for their businesses. Our team showed vendors how to set up a Facebook business page, discussed LinkedIn and explained how Twitter can also be beneficial for business owners. We are looking forward to our next JSEB Social Media Training Session, this time with

our professional services vendors.

Starting in May, the JSEB office will hold Small Business Workshops alongside Councilmembers in each district. As those dates are confirmed, they will be posted on the official JSEB calendar on [www.jseb.coj.net](http://www.jseb.coj.net).

### JSEB SPOTLIGHT FOR MAY

**A Real Unique Enterprise LLC** has been a part of the JSEB program since October 2012. They specialize in landscaping, debris removal, janitorial projects and more. A Real Unique Enterprise proudly services Jacksonville and surrounding areas. For more information about A Real Unique Enterprise, go to [www.aruellc.com](http://www.aruellc.com) or [www.jseb.coj.net](http://www.jseb.coj.net).

### 8 COMMON CHARACTERISTICS OF SUCCESSFUL BUSINESS OWNERS

- **Have a Crystal Clear Vision** - Figure out what kind of company you are trying to build.
- **Have a Written Strategic Plan** - Your plan should identify what you must accomplish in the next twelve months to get on the right path to achieving your long-term vision.
- **Set Shorter-Term Goals** - Identify what you and your company need to achieve in the next quarter, month and week to meet annual goals.
- **Ongoing Education** - Success requires continual education. This includes reading books and magazines, attending events and networking with other successful entrepreneurs and business owners.
- **Satisfy Your Customers** - If you can't satisfy customers, your business will fail.
- **Be a Great Marketer** - Have a comprehensive marketing plan in place. Of particular importance is your promotion plan, or plan to attract new customers.
- **Be Laser-Focused in Your Work** - Stay focused. By creating plans and setting goals, you will achieve more.
- **Never Give Up** - On any given day there may be significant ups and downs. Build up a tolerance to the downs and realize that if you keep focusing on attaining your goals, you will.

**WELCOME OUR  
NEW JSEBS!**

Denise Allen

(SAO Commercial  
Cleaning, LLC)

Patrick Barger

(B&G Refrigeration  
Co., Inc.)

Kevin Coleman

(KC Maintenance)

Allan Ford

(Ford Security Re-  
serve, Inc.)

David Garcia

(Zephyr Construction  
Mgt., LLC)

Robert Jackson

(R&L Cleaning Ser-  
vice)

Judith Jerome

(Judith Jerome)

Sammie McRae

(J&J Recycling)

Thank you for attending  
the new vendor orienta-  
tion!

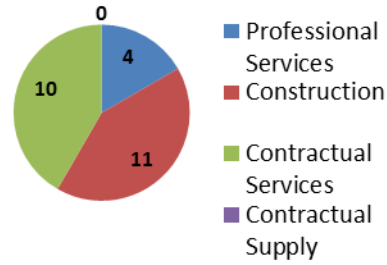
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We Are Here To Help  
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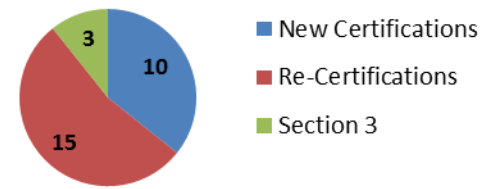


**JACKSONVILLE SMALL AND EMERGING BUSINESSES**

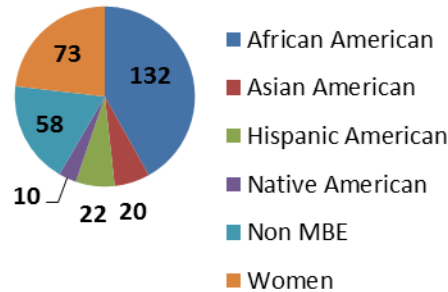
**Applications Submitted in April**



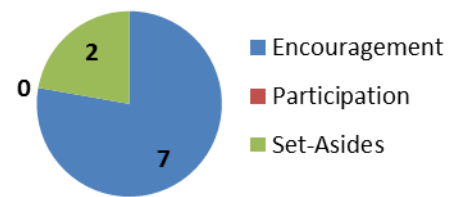
**Application Type**



**Race/Ethnicity of Vendors**



**Projects Reviewed**



MAY 2013						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 Florida 8(a) Alliance Webinar	3	4
5	6	7	8	9 Small Business Workshop in District 9	10	11
12	13	14 SBRN Bowling Tournament Fundraiser	15	16	17	18
19	20	21	22 New JSEB Vendor Orientation	23 Small Business Workshop in District 2	24	25
26	27	28	29	30	31	