

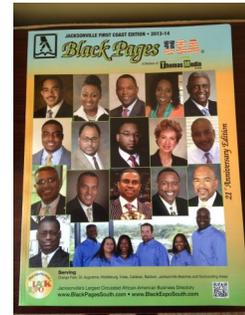
JSEB OFFICE HIGHLIGHTS

SBA EMERGING LEADERS INITIATIVE— Over the past seven months, our JSEB Administrator Shamika Baker, and six JSEBs have been participating in the U.S. Small Business Administration’s Emerging Business Leaders Initiative. Jacksonville is one of 27 cities hosting the program, which allows select business owners to work with mentors, attend workshops, and establish connections with their peers, City leaders and the financial community. Participants will graduate from this program on Wednesday, November 13th at 6:00pm. Graduation will take place in the Jacksonville Chamber of Commerce main hall.

JSEB AND BLACK EXPO—October 5th was a full day of recruiting fun for the JSEB staff at the Florida Black Expo. Our program was one of the proud sponsors at the event, speaking with those who attended at the Prime Osborn Convention Center. While at the Black Expo, our staff sat on a Procurement panel with the City of Jacksonville and JEA, and told local business owners how our program can work for them.



Staff speaks with potential JSEBs at the Black Expo

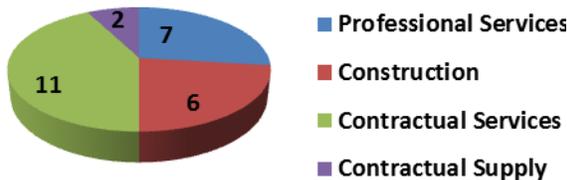


The JSEB team is featured in the new Black Pages USA

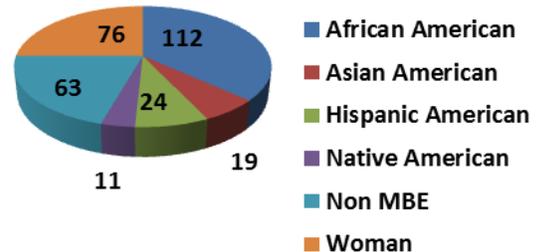
SMALL BUSINESS SATURDAY— Small Business Saturday is taking place on November 30th. Since it was created by American Express back in 2010, it has become one of the busiest shopping days of the year, encouraging people to support stores owned by our neighbors, and simply “shop local”. According to the National Federation of Independent Business, consumers spent an estimated \$5.5 billion at locally-owned stores and restaurants on Small Business Saturday in 2012.

JSEB SURVEY—We want your feedback! In October we reached out to each of our JSEBs to find out their opinion of the program and learn of any concerns and suggestions they may have that can help us improve. Our short survey can be found on www.jseb.coj.net. Once you’ve answered the ten questions, just email it to us at JSEB@coj.net. We look forward to hearing from you!

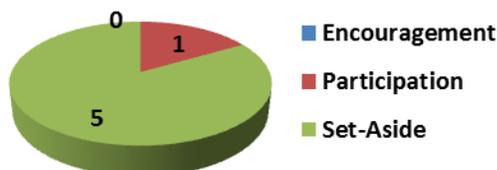
Applications Submitted in October



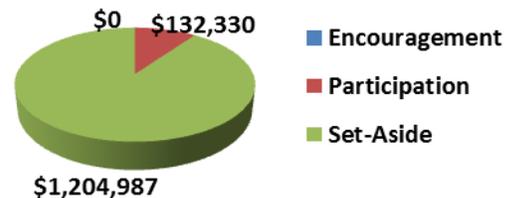
Race/Ethnicity of Vendors in October



Projects Awarded in October FY14



Dollar Amount Awarded in October FY14



JSEB SPOTLIGHT FOR NOVEMBER

Above All Ceilings, Inc. calls itself “a small business with big opportunities”. This company has been a Native American and woman-owned business since 2001, and a part of the JSEB program since 2005. Above All Ceilings, Inc. is an interior finish contractor that represents a wide range of acoustical ceilings, drywall, metal studs framing, and insulation. Visit www.aboveallceilings.com for a full list of their services. For a look at all of our vendors go to our directory found at www.jseb.coj.net.



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7 Holiday Marketing Tips on a Limited Budget

Holiday marketing can be critical to your business' success, but marketing can go beyond giving promotions and discounts. Here are seven budget-friendly ways SBA.gov suggests vendors promote their businesses this holiday season, while meeting the needs of their customers.

- Host an “Open House”** – If you operate a retail business, restaurant or any gift-oriented business, why not plan an open house event in Mid-November? You could throw in a special offer or coupon that customers can redeem anytime until December 24th.
- Work the Holiday Magic for Your Faithful Customers**—Think of ways to generate repeat holiday business from your existing customers. Special offers, sneak previews, free shipping, or secret sales are a great way to make faithful customers feel special without breaking the bank.
- Feature Product/Service of the Day or Week**— Feature or market a product or service every day or every week during the holidays. Think about focusing on products your customers don't know about.
- Offer Gift Certificates**—Whatever your business, selling gift certificates, gift cards and e-certificates is a great way to give your customers a convenient gift option. This could also help you generate sales well into the New Year!
- Partner With Other Businesses**— Is there a way you can partner with complementary stores or restaurants to cross-promote each other's businesses?
- Get Involved in Community and Charitable Events**—Supporting charities or sponsoring or getting involved in community events is a great way to bring awareness for your business during the holidays. You don't have to donate large sums of money, but offer volunteer services, equipment or even space.
- Use Your Website and Social Media to Promote your Holiday Activities**—Your online presence, email marketing, and social media networks are a great way to target and connect with local consumers through timely updates and compelling calls-to-action.

(2012, October 25). Seven Holiday Marketing Tips on a Limited Budget. Retrieved October 18, 2013, from www.sba.gov

NOVEMBER 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1.	2.
3.	4.	5. JSEB & State Farm Workshop 6pm –7:30 pm Ed Ball Bldg.	6. QuickBooks at Year-End 10am-12pm Beaver Street	7.	8. Business Success in Challenging Times UNF 8:30-12pm	9.
10.	11. JSEB Office Closed For Veterans Day	12.	13. SBA Emerging Leaders Graduation 6pm Jax Chamber	14.	15.	16.
17.	18. JSEB & Wells Fargo 6pm-7:30pm Ed Ball Bldg.	19. Your Marketing Toolbox UNF 6pm-9pm	20.	21.	22. How to STARTUP Your Own Business 9am-12pm UNF	23.
24.	25.	26.	27. JSEB New Vendor Orientation 10am-12pm	28. JSEB Office Closed for Thanksgiving Holiday	29. JSEB Office Closed for Thanksgiving Holiday	30. Small Business Saturday—Shop Local!