

## JSEB OFFICE HIGHLIGHTS

**JSEB AND BLACK EXPO** - On October 5th, the JSEB Office will spend the day recruiting more business owners into our program. Our staff will be one of the more than 800 exhibitors participating in the 12th annual Florida Black Expo. This event draws thousands of visitors to the Prime Osborn Convention Center each year. Our office will also participate in the Black Expo Opportunity Summit. Also be on the lookout for our ad in the 2014 edition of Black Pages USA.

**NEW JSEB VENDOR ORIENTATION** - In September, the JSEB staff met with seven business owners to welcome them into our program. At our New Vendor Orientation, JSEBs had all of their questions answered in a setting designed to give them one-on-one attention. The New JSEB Vendor Orientation is held on the 4th Wednesday of every month, from 10 am to noon on the 8th floor of the Ed Ball Building. Reserve your spot today!

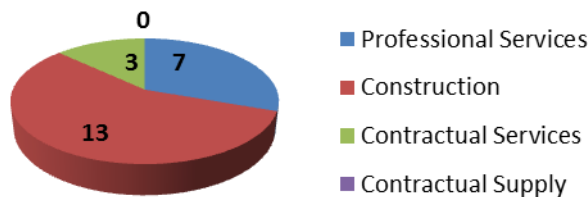
**MEDWEEK** - The First Coast Business Alliance hosted the 2013 Minority Economic Development (MED) Week during the week of September 16th. This year we are excited that two JSEBs, **LASA Construction** and **Eversafe Building Maintenance** were honored at the event! The festivities included a Youth Entrepreneurial Summit and Breakfast. This year, a guest speaker discussed many issues that impact Small and Minority businesses in Florida.

**JSEB SPOTLIGHT FOR OCTOBER** - October is National Women's Small Business Month. According to the U.S. Small Business Administration, approximately 30 percent of small businesses are owned by women. In light of it being National Women's Small Business Month, we decided to showcase **Peacock Consulting Group, LLC**. This company has been a woman-owned JSEB since 2006. Peacock Consulting Group, LLC has worked on hundreds of projects over the past 25 years, and touts its knack for helping developers and landowners solve environmental issues. Visit their website [www.peacockconsultinggroup.com](http://www.peacockconsultinggroup.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](http://www.jseb.coj.net).

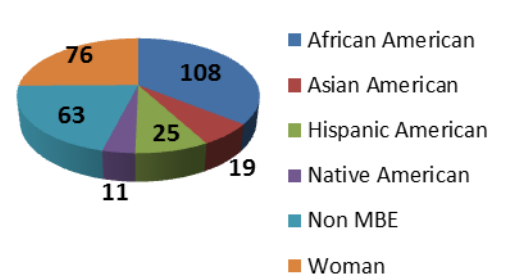
### PEACOCK CONSULTING GROUP, LLC



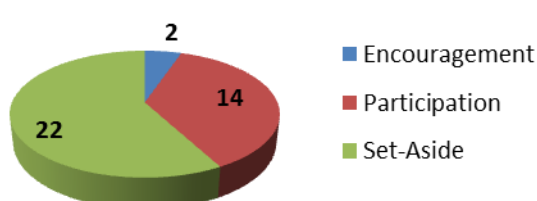
#### Applications Submitted in September



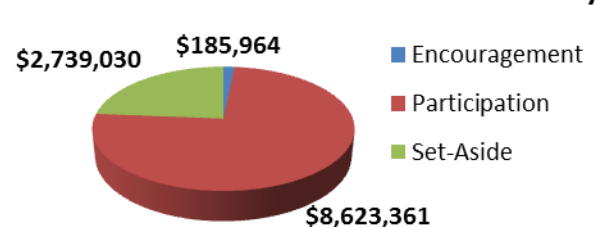
#### Race/Ethnicity of Vendors



#### Projects Awarded Since February



#### Dollar Amount Awarded Since February



**JSEB Welcomes  
our New Vendors**

Bill and Shannon  
Fitzgerald

**Baywood Technology**

Emerson Kelly

**E. Kelly Enterprises**

Albert Rodriguez

**Archizen.net  
Architects, LLC**

Joanna Rodriguez

**Rodriguez  
Architecture, LLC**

Heather Sams

**HAS Art Solutions,  
Inc.**

John Stroble

**Stroble  
Maintenance**

Tim Young

**Tim Young  
Construction, Inc.**

Thank you for attending  
our New Vendor  
Orientation!

City of Jacksonville  
Ed Ball Building  
214 N. Hogan Street  
Suite 800  
Jacksonville, FL  
32202

We Are Here To Help  
Tel: 904-255-8840  
Fax: 904-255-8842  
www.jseb.coj.net



**7 Business Tips From a JSEB**

Lara Diettrich joined the JSEB program in February, and has already proven to be a successful businesswoman as owner of Diettrich Planning, LLC. Because October is National Women’s Small Business Month, the JSEB office reached out to Ms. Diettrich for business tips that can help benefit others. These are some of the ways she says JSEBs can be successful:

1. **Your business name, logo and branding should be clean, discernible, and attractive, all while being uncluttered.**
2. **Be sure your business is good at what it does. Do not stretch your boundaries beyond your abilities.**
3. **Market yourself, your business and your services in various groups that are diverse and active.**
4. **Be organized, prompt and purposefully present in your surroundings as a business owner.**
5. **Become familiar and educated about business laws, practices and protections that support your services and your clients.**
6. **Always go beyond the call of duty to serve your clients with great customer service. It will ALWAYS serve your business well.**
7. **Your reputation is everything! Small businesses have to generate a great lip service that can be passed on in order to grow.**

**OCTOBER 2013**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1.	2. How to use QuickBooks Beaver Street 10am-12pm	3.	4.	5.
6.	7.	8. Tax Facts UNF 6pm-9pm	9. Business Growth Series Jax Chamber 1pm-3pm	10.	11.	12.
13.	14.	15.	16. Getting Started in Gov. Contracting UNF 9am-12pm	17.	18.	19.
20.	21.	22. How to STARTUP Your Own Business UNF 6pm-9pm	23. New JSEB Vendor Orientation 10am-12pm	24.	25.	26.
27.	28.	29. Small Business Orientation Jax Chamber 12pm-2pm	30.	31.		