

JSEB OFFICE HIGHLIGHTS

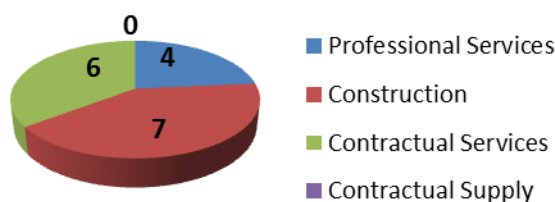
JSEB AND BLACK EXPO -The JSEB Office is excited to be one of the more than 800 exhibitors participating in the 12th annual Florida Black Expo. Held on October 5th, this event attracts thousands of visitors to the Prime Osborn Convention Center each year. Next month we look forward to meeting new people, and recruiting more business owners into the JSEB program.

JSEB MENTOR INC - It's a way for business owners to learn from one another! All JSEBs are encouraged to join the City of Jacksonville's JSEB Mentor Instruction, Networking and Collaboration (INC). The purpose of JSEB Mentor INC is to empower small businesses with the tools necessary for positive changes in their business structure that will maximize their personal and business potential. This 12-month long program is FREE and could benefit those who participate. You can find all of the information you need, as well as the JSEB Mentor INC application by logging on to www.jseb.coj.net.

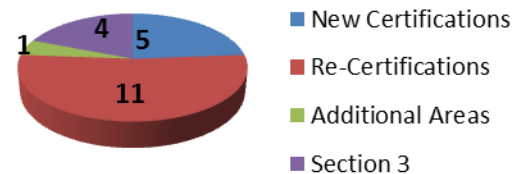
JSEB MONITORING COMMITTEE - In August, the JSEB Monitoring Committee met for the third time this year. Our team was able to update committee members with the new projects we are working on within the JSEB office. Our fourth, and final JSEB Monitoring Committee for 2013 will be held in October. When a date and time is confirmed, we will post it on the calendar found on our website, www.jseb.coj.net. A notice will also be posted in City Hall. These meetings are open to the public.

NEW JSEB VENDOR ORIENTATION - Each new JSEB is required to attend our New Vendor Orientation. The course lasts 2 hours, and gives JSEBs the opportunity to speak with our staff members, one-on-one, and learn more about our program. 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!

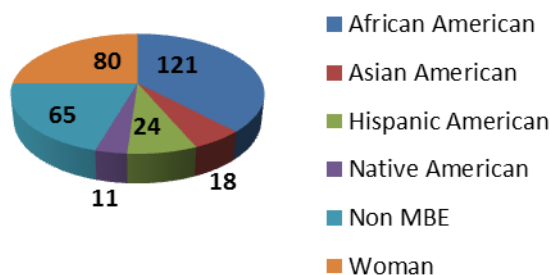
Applications Submitted in August



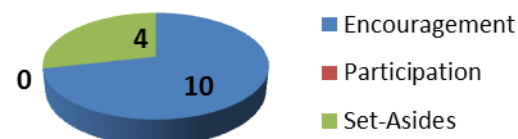
Application Type



Race/Ethnicity of Vendors



Projects Reviewed



JSEB Spotlight for September

Southern Aire Contracting, Inc.

has been a part of the JSEB program since March 2011. It's a woman-owned, family operated business which provides general contracting services, mechanical services, foam insulation and much more. Visit their website www.southernairecontracting.com for service details as well as Helpful Homeowner Tips that can SAVE you money! For a look at all of our vendors go to our directory found at www.jseb.coj.net.

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Top 10 Rules for Small Business Success

1. **Target**—You are not all things to all people. Decide on your niche — narrow your focus and broaden your appeal.
2. **Be Different**—If your competitors are doing it, don't. Stand out from an overcrowded marketplace where so much of the advertising and products look the same.
3. **Build a Team**—Don't hire an employee to fill a position. Employ a person to be a part of a team to build your business.
4. **Be Fast**—Time is the most precious commodity. When delivery is expected Friday, show up Thursday afternoon. Return calls and emails now.
5. **Say Thank You**—A lot. Tell your customers and employees how much you appreciate them. Better yet, do it the old fashioned way: take pen to paper and write them a note.
6. **Be Consistent**—Make sure your business has a consistent look and feel. A customer must get the same flavor from everyone within your organization. Always.
7. **Smile**—Throw out the reasons you think people buy from you like price, product quality or your warranty. They buy from you because they like you.
8. **Fanatical Optimism**— The glass must always be half full. Attitude will always win out in the end and infect all of those around you.
9. **Sell Soft**— Don't ever hard sell. Solve problems. Satisfy wants. Do what is truly best for your customer.
10. **Leave Your Comfort Zone**—Never accept the idea that this is the way you've always done it. Never accept that a new idea or technology could never work for you.

Grinonau, Brian (2013, July). Top 10 Rules for Small Business Success. Retrieved August 12, 2013, from www.about.com

SEPTEMBER 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Labor Day JSEB Office is Closed	3	4 Intro to Quickbooks Beaver Street 10am-12pm	5	6	7
8	9 Small Business Center Orientation Jax Chamber 5:30- 7:30pm	10	11 Business Growth Series— Sales Jax Chamber 1-3pm	12	13	14
15	16	17	18	19 Business Financing in the New Economy UNF 6-9pm	20 Nonprofit Management Conference UNF 8am– 2pm	21
22	23	24	25 New JSEB Vendor Orientation 10am-12pm	26	27	28
29	30					