

# JSEB JOURNAL

DECEMBER 2013

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## JSEB AND STATE FARM WORKSHOP

On November 5th, several JSEBs spent the evening at our State Farm workshop. State Farm insurance representative Joe McGhee, explained what business owners need to look for in coverage while securing small business insurance. Mr. McGhee was given one-on-one scenarios by business owners, allowing them to receive personal advice, on top of the general information covered. The vendors who attended this event were enthusiastic and engaged during

the entire hour-and-a-half presentation. When the workshop was finished, Mr. McGhee and the JSEB staff stayed to answer any additional questions and address any concerns that business owners had involving insurance and the program. This event proved to be a success, as many who were in attendance told our staff that this was the first time they had witnessed the JSEB program offer a workshop of this kind. The JSEB staff plans to partner with State Farm and Mr. McGhee

in the near-future to bring our vendors more insurance information that they can depend on. If you are interested in contacting Mr. McGhee for insurance advice or a quote, you can reach him by calling his office 24 hours a day, 7 days a week at 389-3592.



### CITY OF JACKSONVILLE

Ed Ball Building

214 N. Hogan Street

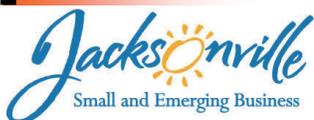
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[www.jseb.coj.net](http://www.jseb.coj.net)



JSEBs attentive during the State Farm workshop.



Joe McGhee addresses JSEB crowd

## JSEB AND WELLS FARGO WORKSHOP

On November 18th, our JSEBs braved the rain to discuss money matters at our Wells Fargo workshop. Jose Rombola, a Wells Fargo banker with ten years experience in small business, discussed everything involving financial planning. Mr. Rombola also explained to the audi-

ence the importance of having a good relationship with your banker, creating business plans, the impact of credit reports inquiries, how to avoid them, and much more. The highlight of the evening was when business owners participated in a very spirited question and answer

session, before sharing personal banking experiences that they hoped could benefit others. Following the workshop, Mr. Rombola didn't leave immediately, but stayed to exchange contact information with vendors, and answered their small business banking questions one-

on-one. Again, our JSEBs expressed their appreciation for this workshop, and said they are eager to attend the next one!




Wells Fargo representative, Jose Rombola answers small business owner's question at JSEB workshop



JSEBs listen to Wells Fargo representative at workshop

## SBA EMERGING LEADERS INITIATIVE GRADUATION

On November 13th, six JSEBs graduated from the SBA Emerging Leaders Initiative program. Since April, select small business owners participated in this unique and free training opportunity. The purpose of the courses was to acceler-

ate the growth of high-potential small businesses in America's underserved cities. Over the course of seven months, participants were given the chance to work with mentors, attend specialized workshops, as well as net-

work with their peers, city leaders and the financial community. Our JSEB administrator Shamika Baker played a special role in this program, participating in each workshop as a panelist. Jacksonville is currently one of twenty-seven cities

that hosts the program. Upon graduation, business owners will have developed a custom three-year strategic growth plan. For more information please visit [SBA.gov](http://SBA.gov).



## WWW.JSEB.COJ.NET ENHANCEMENTS

If you have visited [www.jseb.coj.net](http://www.jseb.coj.net) lately, you have likely noticed some changes. Our staff has worked hard to ensure that all of the tools JSEBs need to benefit their businesses through our program are right at their fingertips. Here are the latest website enhancements that you can find at [www.jseb.coj.net](http://www.jseb.coj.net): **JSEB Bid Opportunities Page** – This new page directs users to the current JSEB Set-Aside and Participation opportunities. It also displays current relevant JSEB projects, provides a link to

the actual Procurement bid page and provides a link that will allow users to register for bid notifications.

**CIP and JSEB Progress Monitor** – Located on the [www.jseb.coj.net](http://www.jseb.coj.net) homepage, this tool tracks the monetary progress for both Capital Improvement Plan (CIP) and JSEB projects.

**JSEB Mentoring Page** – All of the information you need to learn about the City of Jacksonville’s JSEB Mentor Instruction, Networking and Collaboration (INC) is found on this

page. Not only will you find a breakdown of the advantages of joining this 12-month long program, but you can also find the application there as well. All JSEBs are encouraged to be a part of the JSEB Mentor INC program.

**JSEB Survey Page** – Business owners can now give the JSEB office feedback at any time. By filling out our 10-question survey, certified vendors can tell us their opinion of the program, and share any concerns and suggestions they may have that can help us improve. Once the sur-

vey is completed, it can simply be emailed to [JSEB@coj.net](mailto:JSEB@coj.net). Every application found on our JSEB website can be completed electronically, and emailed directly to our office!



## 7 BUSINESS TIPS FROM A JSEB

### JSEB SPOTLIGHT

### FOR DECEMBER

Isidore Robertson started A Real Unique Enterprise in 2004 with only a push lawnmower and a Pathfinder. What began as a small lawn maintenance company has grown to be one of Northeast Florida's most successful maintenance providers! A Real Unique Enterprise has been a part of the JSEB program since 2012, and has won several state and local lawn maintenance contracts. These are 7 things Robertson's company practices to be successful:

1. We are a Christian-owned business. Be clear about what you believe in and stand for. People respect and appreciate that.
2. Don't half-do anything! Show excellence and professionalism in every aspect of your business.
3. Network! Make new business friends and don't be afraid to help others get ahead. It's always good to pay it forward.
4. Be open to learn new things that can enhance your business.
5. Take good care of your employees. Acknowledge that they are an important part of your business.
6. Always go the extra mile for your clients. A little extra goes a long way.
7. Make the most of every opportunity. You never know what door it may open for your business.

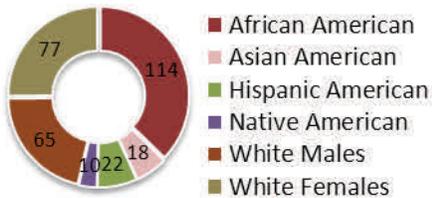
McNish's Lawn and Landscaping Services, Inc. is a family-owned business that makes it a point to treat every customer like they are a part of their family as well! For seven years the company has put its personal touch on lawns across Jacksonville. And since 2006, McNish's Lawn and Landscaping Services, Inc. has been a part of the JSEB program. Visit [www.mcnishlandscaping.com](http://www.mcnishlandscaping.com) for details of the services offered, and learn how you can receive a discount! For a look at all of our vendors at any time, go to our directory found at [www.jseb.coj.net](http://www.jseb.coj.net).



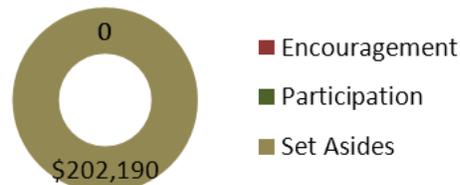
Owner, Anthony McNish at work.

## JSEB STATISTICS

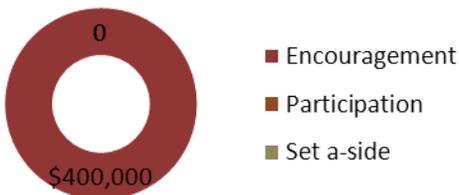
### Ethnicity of Vendors in November



### Dollar Amount Awarded to JSEB's in November



### # of JSEB Projects Approved by GGAC in November



### # of Projects Awarded in November



**Total Dollar Amount Awarded to JSEB's since October 1, 2014.**  
**\$1,562,190.00**