

The JSEB Journal

Jacksonville Small & Emerging Business

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Branding & Marketing 101 Workshop

The Branding and Marketing Workshop helped our certified JSEB's review what they have been doing; analyzed what is working and what has not and what to do about it. The instructor, City Director of Intra Governmental Services Paul Martinez a marketing and sales expert with more than 20 years of successful business experience. Director Martinez instructed our small business learned proven ways to grow their businesses with low cost, targeted advertising and marketing that works. His primary goal was to increase the understanding of branding and marketing issues and to introduce and provide resources that will support small and emerging business.

There were many topics covered during the workshop and Director Martinez did an outstanding job of sharing his expertise with all that attended.



Mr. Paul Martinez speaking at the Branding and Marketing 101 Workshop.



OSHA Back Injury Protective Measures Workshop

This was a great workshop given by instructor William Watson. You take risks in product development, marketing, and advertising in order to stay competitive. Some risks are just not worth the gamble. One of these is risking the safety and health of yourself and those who work for you. This workshop focused on the main causes of back injury, how to identify risk while on the job, and how to put solutions into place to prevent injuries. The workshop also provided hands-on exercises and practice with analysis tools to give our JSEB's the knowledge and skills needed to prevent one of the most common types of job injuries.

Upcoming Events:

- March 10th OSHA: Blood Borne Pathogens Workshop
- March 24th OSHA: Confined Space Entry Workshop
- March 25th Joint Agency Task Force Workshop
- March 26th 8A Alliance Workshop

City of Jacksonville

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New JSEB's

Crystal Clean Janitorial

Tommie Hall

Daylight Electrical Contractors

William Bodie

Duval Landscape Maintenance, LLC

Rob Bullock

McCoy Institute of Hearing and Balance, LLC

Dr. Natalla McCoy

Southeast Termite & Pest Control

Wayne Sexton



Instructor: Guy Selander, CPA

JSEB SBDC 2014 Tax Workshop

The JSEB office Tax Workshop was given by Guy Selander, Certified Public Accountant. The instructor informed JSEB's on how to make taxes more manageable for their Small Businesses. He also taught business owners how to save money by knowing the tax implications of their business structure, what is deductible and what is not, electric filing, payroll taxes and much more.

JSEB Spotlight

Access Electrical Contractors specializes in new commercial electrical construction and boasts a growing new construction multi-family division. With over 90 years of combined experience in commercial, industrial electrical and multi-family construction, their people bring innovation, knowledge, dedication and success to each project, and they keep their focus on the highest possible client satisfaction from start to finish of every project. Access Electrical Contractors has been part of the JSEB Program since 2009. Visit <http://accesselectricalcontractors.com/> for details of the services offered. For a look at all of our vendors t any time, go to our directory found at www.jseb.coj.net

Asbestos Safety Awareness Workshop

This workshop has added a significant and irrevocable layer of insight into the safety awareness of asbestos, it was presented by Aurelio Lopez-Pagan. The workshop participants learned asbestos health effects, asbestos laws, and proper techniques of asbestos abatement and water disposal.



Small Business Tax Tips



new commercial and industrial electrical construction

Here are 5 tips to ease the burden of tax preparation and help in preparation for the April 15, 2013 deadline:

- 1. Keep Good Records and Understand Available Deductions-** Proper record-keeping year-round is the first step to ensure taxes are filed accurately. Save essential paperwork that could be needed to back-up deduction claims, should there be an audit. Keep it in mind that tax credits and deductions change each year.
- 2. Utilize the Small Business Jobs Act Tax Provisions-** The Small Business Jobs Act of 2010, signed into law by President Obama, has over 17 tax provisions to decrease tax burdens for small businesses—several of these provisions can be taken advantage of during this year's tax season. Utilizing these provisions could provide great savings for your business.
- 3. Remember the tax credits within the Affordable Care Act-** These tax credits will allow small businesses to cover up to 35 percent of the health care premiums a small business pays to cover its workers. In 2014, the tax credit will increase to 50 percent.
- 4. Avoid Common Audit Traps** It is very important to be aware of potential red flags which could include: Classifying Employees as Independent Contractors; Home Office Deductions; and Large Sum Miscellaneous Deductions
- 5. Keep Business and Personal Expenses Separate -** The IRS scrutinizes personal expenses that may have been claimed as a business expense, such as the use of a business vehicle, for personal use. Maintain separate bank and credit card accounts for your business and personal use. Be diligent about keeping good records.

Small Business Tax Tips, By Calvin Goings Retrieved 02/25/2014 from www.sba.gov

Reports

Race/Ethnicity of Vendors

African American	114
Asian American	17
Native American	9
Hispanic American	22
NON-MBE	64
Women	76

\$ Amounts Awarded to JSEBs in February

\$0 Encouragement; \$0 Participation; \$278,426 Set-Aside

of JSEB Projects Approved by GGAC in February

0 Encouragement; 2 Participation; 3 Set-Asides

of Projects Awarded in February

0 Encouragement; 0 Participation; 9 Set-Asides

**Total Dollar Amount
Awarded to JSEBs' since
October 1, 2013:**

\$ 3,656,840.00