



Dear JWBC Community,

Every day I am fortunate to hear stories of inspiration that come from the entrepreneurs, sponsors, mentors and friends of the Jacksonville Women's Business Center community. These stories of successes, challenges, ideas and outcomes are true to the lives of entrepreneurs and those that support them.

Reflecting on these stories and a year of innovation and transition, there is a famous quote of entertainer Earl Nightingale, "All you need is the plan, the roadmap and the courage to press on to your destination".

This year the JWBC has embarked on a new mission to expand entrepreneurial and economic development for women in Northeast Florida. We trust that you have seen the progress toward a more ambitious and contemporary entrepreneurial curriculum. We endeavor

to provide a valuable educational experience that enables women in business to make sound business decisions and develop the infrastructure to facilitate growth resulting in business success and prosperity. Thank you for being a part of the community and trusting us. There are exciting plans and opportunities underway for 2018 that will position us closer to a world class business center promoting Northeast Florida as a region that strongly supports women entrepreneurs.

From each of us here at the JWBC, we wish you a very, merry holiday season and a happy and prosperous New Year!

[Ellen Sullivan](#), Director, JWBC

Congratulations!!

Two long-time JWBC clients are being honored by *Enterprising Women* magazine's Enterprising Women of the Year Awards, an annual tribute to the world's top women entrepreneurs.

**enterprising
Women**
THE MAGAZINE FOR WOMEN BUSINESS OWNERS

Dana Stallings, Kilwin's Ice Cream, is one of the overall winners in her category and **Vicky Zelen**, Zelen Risk Solutions, is being recognized as an **Enterprising Women of the Year Champion**. Both Dana and Vicky are graduates of several JWBC programs including ATHENA *PowerLink*. To read more about these prestigious awards [click here](#). We wish them all the best as they continue to succeed with their endeavors!



Northeast Florida ATHENA Affiliate Community Meeting

The Northeast Florida Affiliate Community held it's first organizational meeting on Thursday, November 30th and it was a full house.

The ATHENA International Leadership Principle of Living Authentically brought forward personal stories, daily aspirations and lessons learned from the entrepreneurial world. New connections were made, successes were celebrated and the various ways leadership can be developed kept everyone engaged. View the album on our Facebook page.

If you have not joined already, click [here](#) for the membership application. The Northeast Florida Affiliate Community is a local community membership program for women leaders that offers dual membership in the internationally acclaimed ATHENA International. It supports leadership development for women by:

- Providing a local membership program to connect established women leaders and/or emerging women leaders with each other
- Providing mentoring opportunities for emerging women leaders
- Offering local programming for continued leadership development
- Opportunity to connect with other affiliate communities around the world

In addition, members also receive benefits from ATHENA International.

If you have questions, call Kathy Bolesworth at 904.366.6633.



JWBC Success Story

It's not unusual to be surprised at the twists and turns our lives take, but for **Dana Stallings**, her life is an exciting, unpredictable ride. She received her BS in Health Care Management from Southern Illinois University, but her entrepreneurial spirit took her in another direction. With the uncanny ability to look at a situation, figure out if there is a market for it and then turn it into a profitable business, Dana took not a step but a leap into the entrepreneurial world.

Her first business was conceived while her children were young. She opened a day care center in her home that quickly grew into a brick and mortar business, called Little Britches Child Care and Learning Center.

While Little Britches was satisfying, Dana felt the urge to do something more. As she investigated business ideas, Dana and her husband Vance were in Las Vegas at a convention. It was there that they learned of the St. Johns Town Center. Kilwins Ice Cream and the Town Center seemed like a likely fit and a second business was born.

Read more [here](#).

Upcoming Programs & Events



Customer Development Program

This is a revolutionary new 5-week program that focuses on learning the practice of gaining customer insights to generate, test and optimize ideas for products and services. Participants will be introduced to the Customer Journey Canvas Model, an excellent entrepreneurial tool.

Dates & Location:

February 8, 15
March 1, 15, 22
Time: 9:00am - 12:00pm
Cost: \$150 (intro class special)
Hadlow Boardroom, JAX Chamber



JWBC Entrepreneurial Saturday

Our high-energy event is back!

Event date: January 27th

Please stay tuned for more details.

For detailed program information and to enroll, please contact Ashlea Justice at ashlea.justice@myjaxchamber.com or 904-366-6623



JBJ Mentoring Monday

In partnership with the Jacksonville Business Journal, we invite you to the annual Bizwomen Mentoring Monday event on February 12th at 5:30pm. This event will take place in 43 markets on the same day, from Albany to Hawaii! The Bizwomen Mentoring Monday offers attendees the opportunity to choose from 40+ mentors who are the most influential women in the community for five-minute one-on-one coaching sessions.

For more details and to register, click [here](#).

WBO Spotlight

Join the WBO at their signature event, March 8th, 2018. For more information and to register, please visit www.jaxwbo.org.



Be sure to follow us on [Facebook](#) and tag us on Twitter with the hashtag #jaxwbc



U.S. Small Business Administration

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