



### Meet Ellen Sullivan, Director, JWBC



October is National Women's Small Business Month, a perfect time to launch "Enterprising Women", a newly developed newsletter of the JWBC designed to tell the stories of entrepreneurial leadership in Northeast Florida.

As the new Director, I am thrilled at the opportunity to lead the JWBC into a new era of expansion to become a world class women's business center. With an updated mission to "expand upon the entrepreneurial and economic development of women business owners and leaders in Northeast Florida", the JWBC has a unique value proposition in the seven county area it serves.

In the lifecycle of almost every business, a new level of innovation becomes necessary. The JWBC is no exception and it was time to pivot. For the past 120 days, an infusion of a new spirit of entrepreneurship has been underway. Using the customer journey model, operating processes are being updated. Curriculum has been redesigned, operations are being modernized and communications are under expansion. The goal for each client, volunteer, mentor, facilitator, sponsor and partner is to have a great experience and obtain value with each encounter. We are in the process of creating new offerings to impact business development and growth.

Whether you are considering starting a business, a new or seasoned business owner, corporate executive or an emerging leader in our community, your experience and journey is important. Please join us by signing up for a program, referring a colleague or friend, becoming a mentor or be an ambassador for the JWBC in the community.

Thank you for being a part of the JWBC Community. I look forward to hearing from you!

Respectfully,  
Ellen Sullivan



### The Desire Map

JWBC introduced the internationally acclaimed workshop Desire Map class on September 23rd at the JAX Chamber and no tables were left empty. From success stories to business challenges, personal and professional goals were laid out into the open for the most inspiring feedback from fellow attendees.

Facilitated by [Stacie Perron Smith](#), owner of SPS Coaching LLC, this program awakened the desire to achieve in everyone!

**Chrissy Das**, Owner, Authentic Enterprises LLC was so enamored by the class that she shared her experience on her company's blog. Read her story [here](#).

### JWBC Events



#### Venture Leadership

Program dates:  
October 26  
November 9, 30  
December 14  
January 11, 25

This unique 6-part program will teach participants how to develop and leverage their own leadership style with an entrepreneurial spirit. Each participant will master the capability to motivate, innovate and educate within their organization to establish a winning culture.

Time: 8:30 to 11:30 am  
Cost: \$300 per person  
Location: [JAX Chamber](#)

For detailed program information and to register, please click [here](#).



#### Marketing Model

Program dates:  
October 24  
November 7, 14, 28  
December 5, 12

This brand new innovative 6-part program provides hands-on exercises and innovative curriculum designed for today's marketing world along with expert guest speakers. Participants will be assisted by mentors in developing a pitch with an option to compete for a cash prize and other incentives.

Time: 8:30 to 11:00 am  
Cost: \$200 per person  
Location: [JAX Chamber](#)

For detailed program information and to register, please click [here](#).



### JWBC Entrepreneurial Saturday

Saturday, October 28

This is an exciting free event is open to anyone who would like to participate in networking as well as a training event while learning more about the Jacksonville Women's Business Center. Breakfast will be served.

Time: 8:30 to 11:30 am  
Location: [LionShare CoWork](#)

For detailed program information and to register, please click [here](#).

## Strategic Partnership Spotlight



*Encouraging Leadership, Community, Success*

### Women Business Owners of North Florida

Our partnership with the Women Business Owners of North Florida allows us to foster many of the same goals as their mission which is to inspire women business owners to grow through networking, education and support.

We invite you to attend their monthly dinner meeting featuring JWBC's Director, **Ellen Sullivan** as keynote speaker and **Jillian Hubbard**, President, Advanced Furniture Solutions, as the spotlight speaker.

**Date:** October 23, 2017

**Time:** 5:30 to 8:00 pm

**Location:** [Deercreek Country Club](#)

To register for the dinner meeting, please click [here](#).

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



*U.S. Small Business Administration*

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