



National Awards Luncheon, hosted by JWBC



JWBC would like to thank everyone who attended the National ATHENA Leadership Awards luncheon on Oct. 18 honoring Bonnie Carroll, President and Founder of TAPS and welcoming keynote speaker, Martha Mertz, Founder of ATHENA International. Hosted at the beautiful Bella Serra, attendees enjoyed a delicious lunch with an opening by emcee, Kent Justice, Anchor, WJXT and an invocation by Ari Jolly, Assistant General Counsel, Florida Blue. City Council President Aaron Bowman and SBA Business Development Specialist, Thaddeus Hammond both had words of wisdom to share as well.

JWBC Director, Ellen Sullivan, introduced keynote speaker, Martha Mertz, who shared the history and purpose of ATHENA International. As Martha so eloquently stated, "The difference between a manager and a leader...one requires and one inspires. Today I have met some of Jacksonville's greatest leaders, it is truly wonderful!" Martha talked about the eight principles of leadership as well as her amazing journey to create a program that encourages, inspires and develops incredible women leaders on a global level.

The presentation of the National Leadership Award to Bonnie Carroll brought everyone to a standing ovation. There was not a dry eye in the room upon hearing her story of how and why she founded TAPS - Tragedy Assistance Program for Survivors.

Here's what attendees shared with us:

"Both these ladies were incredible and blessed us with their history."

"The quote that stuck with me - 'What we honor, our society will cultivate. It's not exact but it is good.'"

"So inspired by the message from Bonnie and Martha and from just being in the presence of so many strong, compassionate, brilliant women."

"Thank you for inviting world class leaders to Jacksonville!"

To view the TV interview by Kent Justice on This Week in Jacksonville, click [here](#).

To view photos from the luncheon, click [here](#).

We want to thank all of our clients, sponsors, volunteers and the JWBC team. To be part of such a supportive entrepreneurial community is what we truly love about this city!

Shy Singleton, A Success Story



Shy Singleton is enthusiastic about her participation in the JWBC community. From developing supportive relationships to running her day-to-day business operations more efficiently, Shy has benefitted immensely from her involvement. "From JWBC's programs, Marketing Matters and Financial Matters, to attending events such as the JWBC Leadership Awards, I shifted the way I did business. Specifically, with Financial Matters, I was able to strategically focus on profit and loss management within my business. With Marketing Matters, I was introduced to the many ways of branding my business," said Shy.

In 2014, Shy was a middle school principal. When her position changed, she knew it was the perfect opportunity to follow her long-time dream to start her own insurance agency. "After much thought and discussion with my family, I decided to start the journey of entrepreneurship. Although I had more than 15 years in organizational leadership, this was still a new industry to me. I had little experience dealing with insurance and finance products. Success is measured by policies in force; as a start-up agency owner, I faced an accelerated learning curve and time constraints due to limited staffing and working capital," said Shy. But this did not deter her. In November 2014, she decided to take the plunge and become an Allstate agency owner. She now holds certifications in Property & Casualty Insurance; Life, Health & Annuities; in addition, she is a Personal Financial Representative.

Shy learned the ropes of being entrepreneur through her involvement with JWBC which introduced her to the basic foundation of starting a business. In 2016, Shy had a SCORE mentor assist her in developing accounting practices, setting financial goals and understanding profit-loss statements. In 2017, she continued by enrolling in JWBC programs leading her company to run more efficiently and develop key relationships. "Get involved early in the business planning process! When any entrepreneur starts their due diligence to launch a business, they should utilize the training and resources the JWBC offers. They are ready to help develop your business planning process no matter what stage you are at," said Shy.

To continue reading, click [here](#).



JWBC 2nd Annual Leadership Awards Video

Is it possible to have a room full of the most energetic and authentic entrepreneurial minds for an entire evening? At JWBC, anything is possible! From honoring tireless volunteers to local leaders, from awards that brought tears, to stories that created a standing ovation, the 2nd Annual Leadership Awards night left nothing out! We want to thank all of our sponsors, volunteers, special award recipients, Entrepreneurial Certificate graduates, the JWBC team and everyone who attended. You make JWBC what it is today and are leading the way towards a world-class business center.

Click [here](#) to view a video of the 2nd Annual JWBC Leadership Awards event.

Upcoming Events



The New Tax Laws What They Mean for You and Your Business

The Tax Cuts And Jobs Act was signed on December 22, 2017. The law generated some of the most sweeping changes to the Federal Tax Code in several decades. The law went into effect on January 1, 2018.

While the law affects personal income tax filings, there are many important changes to the business tax code that will affect small business owners at every stage.

Mark Patrick, CPA and founder of Patrick & Raines CPAs has more than four decades of experience in tax planning. He will present an information packed session on the new tax laws, how they will affect your business and changes you can make now to make filing your 2018 tax return easier and perhaps save some money in the process. There will be an opportunity to ask questions during and after the presentation.

- Thursday, December 13, 2018
- Time: 1 to 3 p.m.
- Location: Hadlow Boardroom, JAX Chamber
- Cost: \$30 per person

To register and pay online, click [here](#). To learn more, contact Kathy Bolesworth at 904-366-6633 or kathy.bolesworth@myjaxchamber.com



Customer Development - One Day Program

The Customer Development program will teach business owners the practice of gaining customer insights to generate, test, and optimize ideas for products and services that provide the value that customers seek. In turn, this will create a more profitable business model and ultimately position the enterprise for growth and success.

Participants will understand the principles that guide the Customer Development Model, develop customer creation processes, learn strategies for acquiring and retaining customers and more.

Expand your mindset and strengthen your confidence - register today!

- Tuesday, December 11, 2018
- Time: 9 a.m. - 4 p.m.
- Location: Hadlow Boardroom, JAX Chamber
- Cost: \$150

To register and pay online, click [here](#). To learn more, contact Ashlea Justice at 904-366-6623 or ashlea.justice@myjaxchamber.com

WBO NEWS



Encouraging Leadership, Community, Success

The Women Business Owners of Northeast Florida's mission is to inspire women business owners to grow through networking, education, and support. With monthly lunch and dinner meetings and special events, they are several ways to connect.

Visit their website at www.jaxwbo.org.

Sponsor Spotlight

We would like to take this opportunity to thank our sponsors, **Firehouse Subs** and the **Jacksonville Jumbo Shrimp** for their ongoing support of JWBC's mission to expand entrepreneurial and economic development for women in Northeast Florida.



STAY CONNECTED



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



For more information, please contact the Jacksonville Women's Business Center at (904) 366-6633 or jwbc@myjaxchamber.com