



ENTERPRISING WOMEN

JACKSONVILLE
WOMEN'S
BUSINESS CENTER
CHAMBER FOUNDATION



Happy Thanksgiving!

In the spirit of the season, we are grateful for each of you that make up our JWBC community of clients, sponsors, partners, volunteers, board members and leaders. Your continued loyalty and support is much appreciated as we continue our journey toward becoming a world class business center.

Wishing you and your families a very Happy Thanksgiving!

A thank you from Jan Hirayabashi



I've participated in the Jacksonville Women's Business Center for 10 years in many capacities: mentee, mentor and as a member of the Advisory Board. And I've been grateful every step of the way for the people I've met and worked alongside including staff, volunteers and JWBC clients. What a gift they all are!

As a mentee in the Financial Matters program, I was teamed with an expert duo who diligently tested my financial acumen and helped me shore up the areas where I was lacking. As a mentee in the ATHENA *PowerLink* program, I was awarded a board of advisors who worked diligently with me for 12 months to set measurable business goals and hold me accountable for reaching them. I'm deeply grateful to each person who invested their time to learn about my business helped me become a better business owner.

As a Marketing Matters participant, I've mentored at least a half dozen women business owners across a range of industries including dental staffing, security, video game store, professional coach, beauty products and real estate. As an ATHENA *PowerLink* mentor I've worked with a restaurateur and a manufacturer. Each of these relationships is close and personal. I learn just as much along the way as my mentees do. The JWBC has ignited a love of mentoring that probably extends beyond my own professional career!

We are incredibly lucky to have the JWBC as a resource for women entrepreneurs in Jacksonville. The entire staff is focused on education, support and providing every tool of success. There's no better feeling than knowing that they're available and rooting for you every step of the way!



Pictured left to right: Ellen Sullivan, Martha Mertz, Bonnie Carroll, Daniel Davis, Rebekah Davis
Photo credit: Deremer Studios

JWBC hosts the National Awards Luncheon

On October 18, JWBC hosted the National Leadership Awards Luncheon. ATHENA Founder, Martha Mayhood Mertz presented the National Leadership Award to Bonnie Carroll, President and Founder of the Tragedy Assistance Program for Survivors (TAPS).

"This is an extraordinary community and this is an extraordinary gathering. And I am so honored and proud to be with all of you," said Carroll.

Click [here](#) to view the event video that captures the National Awards Luncheon.

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: 2 to 4 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, there are several ways to connect.

Visit their website at www.jaxwbo.org.

Sponsor Spotlight

We would like to take this opportunity to thank our sponsor, **Foley & Lardner LLP** 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