



Jacksonville Small & Emerging Business

NEWSLETTER

IMPORTANT UPDATE!

Starting next month, we will be introducing levels to classify each workshop. Each workshop will be assigned a level based on our three-tier system, which reflects the academic complexity of the content. The levels are defined as follows:

Level 1: Emerging Businesses

- Businesses operating less than 2 years
- Focus on foundational knowledge, early-stage operations, and establishing core business processes

Level 2: Developing Businesses

- Businesses operating 2 to 4 years
- Focus on growth strategies, strengthening systems, and refining operations as the business gains stability

Level 3: Established Businesses

- Businesses operating 4+ years
- Focus on scaling, advanced strategy, and long-term sustainability

Take a look at our upcoming events!



We have a digital library now! Please visit:

<https://libbyapp.com/library/jpl/curated-1799286/page-1> to see recommended books from our administrator.

Upcoming Events

07/08
3PM

Intro to Quickbooks

Flyer Attached

07/09
2PM

Customer Service & Conflict Management

Flyer Attached

07/13
1PM

NIL Is For Everyone

Flyer Attached

07/14
2PM

JSEB Certification Training

Flyer Attached

07/15
1PM

Hiring Like a Pro Workshop

Flyer Attached

07/15
2PM

Can Your Business Handle Bigger Opportunities?

Flyer Attached

07/16
10AM

Coffee, Cash Flow, & Clarity

Flyer Attached

07/17
10AM

Business to Breakthrough Business Success Workshop

Flyer Attached

www.jseb.jacksonville.gov/events





Jesica Viviana Martinez
Accounting Services

JSEB WORKSHOP

2nd WEDNESDAY OF THE MONTH at 3PM

— DOWNTOWN MAIN LIBRARY —

Entrepreneurship & Workforce Development Center

— INTRO TO — qb QuickBooks!

HANDS-ON TRAINING!

**BRING YOUR LAPTOP
OR IPAD/TABLET ALONG WITH
YOUR COMPANY INFORMATION
& BANK ACCOUNT LOGINS!**

Get your QuickBooks set up and
learn the basics of bookkeeping
for your business!



FREE WORKSHOP!

**LEARN THE BASICS TO
MANAGE YOUR BUSINESS!**

WHATSAPP / CALL:  **904-889-2326**

jseb.jacksonville.gov





CUSTOMER SERVICE *x* CONFLICT MANAGEMENT

Join us for this combined workshop that highlights the importance of Customer Service and Conflict Management.

Erica Allgood is a communication consultant, coach and professor with over 30 years of experience. Ivana Gavric, owner of Your Eventors, Inc. has over 10 years of Customer Service experience.

In this workshop, you will learn how to manage conflict with internal & external customers, while learning how to better service them.

ERICA ALLGOOD,
PH.D.
Speaker



IVANA GAVRIC
Speaker



REGISTER TODAY!



THURSDAY, JULY 9TH



2:00PM - 3:00PM



**DOWNTOWN LIBRARY - ENTREPRENEURSHIP &
WORKFORCE DEVELOPMENT CENTER
303 N LAURA ST. JACKSONVILLE, FL 32202**

*Epic*hanced Communication
Associates LLC



YOUR NAME, IMAGE, AND LIKENESS ARE YOUR BUSINESS

NIL Is For Everyone!

How Anyone can turn Name, Image, and Likeness into work and business opportunities



Q&A WITH RYAN A. ROGERS, ESQ.

Attorney • Author • Educator • NIL Sports and Athlete Marketing Advisor



JULY 13, 2026



1:00 PM – 2:30 PM



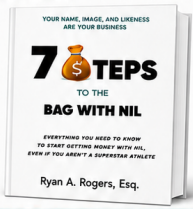
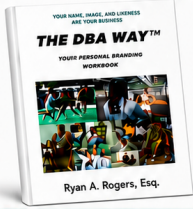
JSEB Entrepreneurship & Workforce Development Center
865 Golfair Blvd, Jacksonville, FL

Join Ryan A. Rogers, Esq., author of *The DBA Way™ Personal Brand Blueprint* and *7 Steps to the Bag with NIL*, for a live interactive Q&A session to demystify the rumors and mis-information and provide some clarity on the topic of NIL and offer some practical insights to help you get more leverage from your personal and business intangible assets.

QUESTIONS WE'LL EXPLORE

- 1 What is NIL?
- 2 Who can use NIL?
- 3 Why does NIL matter?

FEATURED RESOURCES



Educational discussion purposes only. No legal advice.



info@icroyalty.com



904-597-0433



icroyalty.com



JSEB CERTIFICATION TRAINING For Profit Businesses

📍 Location:
865 Golfair Blvd.
Jacksonville, FL 32209

📅 Recurring every second Tuesday of the month at 2PM

👤🏠 Hosted by: Bingham Parkinson



What You'll Learn:

- Overview of the JSEB Process
- Pre-Certification Requirements
- Application Guidance
- Site Visit Expectations

Key Program Requirements:

- Business cannot be pass-through
- Must perform at least 40% of contract work
- Open to For-Profit entities
- Business must be located in Duval County and Business Owners personal residence must be located in Duval, Baker, Clay, Nassau, or St Johns County.
- Business must be 51% owned, operated, and controlled by an eligible individual

Why Join the JSEB Program?

- Maximize procurement opportunities with the City of Jacksonville
- Increase visibility and contract access
- Gain tools for long-term business sustainability
- Receive training, technical assistance, and community support

JSEB Builds Opportunities Through:

- Legislative Advocacy
- Education Equity
- Community Engagement
- Capital Access
- Contract Opportunities



HR4U Consulting &
Tele-HR Solutions



HIRING LIKE A PRO

Workshop

Join us for an informative training workshop designed to equip you with practical tools and insights you can put to work right away.



Wednesday, July 15
1:00 pm – 2:00 pm
865 Golfair Blvd.

JENNIFER BAKER, HRM

Founder & Owner, HR4U
Serial Mom-Preneur

**PRACTICAL, REAL-WORLD
INSIGHTS FROM INDUSTRY
EXPERT. SEATS ARE
LIMITED—REGISTER NOW** 



www.HR4U.vip



JSEB CENTER - Golfair Location



904-300-6069



Free Business Growth Workshop

CAN YOUR BUSINESS HANDLE **BIGGER** OPPORTUNITIES?

**Build the Structure You Need Before
Growth Creates More Chaos**



For business owners ready for bigger opportunities, more customers, larger projects, or stronger growth, but who want to make sure their business can handle it without adding more stress, confusion, or pressure on the owner.

WHAT YOU'LL DISCOVER



What to fix before bigger opportunities create bigger problems



How to stop every decision from landing on you



Where your business is strong, stretched, or exposed



How small improvements can unlock more profit



JULY 15, 2026



2:00PM–3:30PM



JSEB CENTER - CECIL FIELD

13541 LAKE NEWMAN ST
JACKSONVILLE, FL 32221

RESERVE YOUR SEAT

Don't miss this free workshop designed to help your business grow without adding more stress on you.

SCAN TO REGISTER



BizGrowthSeminar.com



PRESENTER

Steve Goranson, MBA

ActionCOACH Business Coach





COFFEE, CASH FLOW & CLARITY

This in-person pop-up series is designed for individuals, new and aspiring business owners.



July 16th and 30th

10am-12pm

SIGN UP HERE



**JSEB Center
865 Golfair Blvd**



**Patrina Dixon,
CFEI, RFC
CEO of It's My
Money of FL**



These are short, 10-15 minute, real conversations over coffee.



An interactive session designed to help you get focused and financially organized. Enjoy real conversations while gaining practical strategies to better manage your money and grow your business.



Enjoy free coffee while we chat.



itsmymoney.info



 **July 17**

 **10:00 am**

Breakthrough Business Success

Scale for 10x Growth with less stress

Learn the key practices and mindsets top businesses use to scale with clarity and less stress.



Who should attend: CEOs with 3–100 employees.



JSEB Workforce and Dev Center
Main Jax Library
303 N. Laura Street, 32202



Kent Irwin

*Author, Speaker,
President of Strategic Vision Coaching*



A Preview to our Upcoming Events...

www.jseb.jacksonville.gov/events





CREDIT CARD PROCESSING

101 | FREE COURSE

Learn the ins and outs of how credit card processing actually works in this in-person session hosted by Jax Payzli Payments Professionals.



DATE

Tuesday 7/21/26



TIME

2:00pm - 3:30pm



LOCATION (Downtown Library)

303 N Laura Street
Jacksonville FL 32202



COST

FREE!

REGISTRATION



- ★ Bring your merchant statement for a chance to win (or upload ahead of time when registering)



- ★ Not limited to JSEB members – bring your fellow business owner





**Food available
for purchase!**

Contracting with the City

Join us for a workshop on navigating the City's Supplier Portal, viewing active solicitations, and understanding how the City's contracting process works.

July 20, 2026

2:30 PM - 3:30 PM

**Downtown Library - EWD
Center**

**303 N. Laura St. Jacksonville,
FL 32202**



Our Best Speakers:



Donald Farley

Supplier Support
Specialist of
Procurement Services



Gregory Pease

JSEB Procurement
Manager

Small Business Bootcamp Series

Presented by the SBDC at UNF in partnership with:



Effective Communications | May 28

The Effective Communicating session will discuss ways to create trust, credibility and confidence with your internal staff and external customers using effective communication skills. Creating common goals and improving collaboration not only helps internal relations, but brings customers back for more by ensuring your company satisfies the contracting partners and completes the job smoothly. This class will cover the following topics:

- Challenges of building a high performing team
- Improve team communication
- Create common goals
- Clarify roles and increase collaboration

[Click here to register.](#)

QuickBooks | June 25

This session will help users of QuickBooks Online understand the system including navigation, major features, tips and tricks and reporting. We will walk through the QuickBooks Online test drive company and demonstrate each of the features we cover. This session will be jam packed with information and you should bring your laptop to follow along. ****Bonus:** Attendees currently using QuickBooks will receive a 30% discount link for monthly or annual subscriptions – New users to QuickBooks will receive a link to receive 50% off annual subscription.

[Click here to register.](#)

Financial Management | July 23

ProfitCents is a web-based financial analysis tool used by consultants, accounting professionals, and outsourced CFOs to help their business clients better understand their financial performance. The presentation will assist entrepreneurs with the following learning objectives:

- Research of Industry Averages, Trends
- Side by side comparison of Client vs. Industry
- Benchmarking Report
- Improving Cash Flow & Profit Management

[Click here to register.](#)

Questions:

Contact Ali Stephens, SBDC at UNF:
ali.stephens@unf.edu | 904-620-2441

Marketing & Market Research | August 27

Unlock the power of Artificial Intelligence to strengthen your marketing strategy and understand your target customers like never before. This session is designed for small business owners who want practical, accessible tools to enhance visibility, improve customer engagement, and make more informed business decisions. Participants will learn how to use AI-powered platforms to research their market, analyze trends, create marketing content, and streamline everyday promotional tasks. business.

[Click here to register now.](#)

Business Planning | September 24

A Business Model Canvas is a visual representation of a business, highlighting all key strategic factors. It is an easy to digest version of the business plan as a general overview of the company's workings, customers, revenue streams and more. The Business Model is the main idea of the business together with the description of how it is working. The nine blocks cover the three main areas of a business: desirability, feasibility and viability.

[Click here to register now.](#)

Series Details:

Cost: All classes are no cost!

Time: 6pm - 8pm

Location: Kids Hope Alliance - 1st Floor
1095 A. Philip Randolph Blvd.
Jacksonville FL, 32206

Register Now!

Scan the code to register for all classes in the series.



Small Business Assistance

The Florida SBDC at the University of North Florida (FSBDC at UNF) helps businesses grow and succeed.

Starting a business, buying, expanding or selling a business or looking for financing, we can help!

Florida SBDC Services

The FSBDC at UNF employs professionally certified consultants who provide **no-cost** information and a **confidential** sounding board to existing business owners. Potential business owners receive low-cost training to improve their chances for a successful launch.



Pre-Venture Assistance:

- “How to STARTUP Your Own Business” workshop
- Startup Booklet & resource guide
- Help Desk: 904-620-1275



Business Plan Assistance:

- Business plan review and templates
- Strategic plan facilitation
- Contingency planning
- Exit strategy



Market/Growth Assistance:

- Government contracting
- International trade
- Growth-acceleration
- Market research



Capital Access Assistance:

- Debt and equity
- Loan package review
- Cash-flow projections
- Pitch practice



Financial Management Assistance:

- Financial statement trend analysis
- Industry benchmarking
- Cash-flow management



Other Assistance:

- Online visibility, digital marketing
- Organizational & staff assessments



Next Steps:

- To make an appointment for a no-cost, individual consulting session, scan the code to complete a Request for Consulting form. Once completed, you will receive notification and next steps for making an appointment within three business days.
- Training events are held in-person and virtually. Most are no-cost. For a full schedule and to register, go to www.unf.edu/SBDC and click “Training & Events”.
- Find information on doing business with the government at www.unf.edu/sbdc/government-contracting.html.



Request for Consulting

Connect with Us!

The Florida SBDC at UNF covers an 18-county area with full-service offices in Duval, St. Johns, Clay, Nassau, Putnam, and Marion counties. Go to www.unf.edu/sbdc/locations for all locations.



www.unf.edu/sbdc | 800-450-4624 | smallbiz@unf.edu



Tools for Success

ReferenceUSA®
from **infogroup** | Reference Division

ReferenceUSA – is a market research database with detailed information on 14 million+ U.S. businesses, 262 million U.S. consumers and their lifestyles, and international companies. Map-based geography searches and neighborhood data make this a useful tool in researching target markets and the competition.



Bid Match – government contracting consultants can offer free access to this resource to identify business opportunities, access solicitations and win more contracts. Qualified clients receive e-mail notifications of bid opportunities for specific products and services from over 800 federal, state and local bid-posting sites.



BizMiner– provides industry reports that track 9,000 lines of business at local and national levels. This tool also provides access to industry financial ratios and industry market statistics, offering industry financial analysis benchmarks for over 5,000 lines of business and industry market trends on thousands more to help clients establish business goals and benchmarks.



Profit Cents –offers clients access to the world's leading business financial management system designed to help businesses improve profitability and cash flow, and to obtain financing.



Marketing SnapShot Report

Marketing Snapshot Report –online visibility and marketing analytics software. The service can provide intelligence data including website traffic information, keywords, projected AdWords spend, site audits, topic research, lead generation, and other SEO-related data to help boost business competitive edge online.



Turbo-Charge Any Team (Organizational Development Assessment Tool) – Assessments that help align an organization. This tool helps companies assess the talents of the team and align them with the tasks that need to be done within the organization. Aligning people with processes helps businesses increase profits.



Vertical IQ— Data research tool with hard-to-find intelligence on small- and medium-sized businesses in more than 920+ industries. Tracks local economic data, business growth, startup activity, and up-to-date local economic and real estate data for more than 400+ metro areas and 3,400 counties. Save time and attract more clients by gaining a clearer picture of a business's main challenges with financial benchmark data and quickly compare metrics across industries.



LivePlan—Interactive business plan software. LivePlan has the tools, guidance, resources, and proven business planning method to support every stage of the business journey. Enabled with goal tracking, performance dashboards, and forecast scenarios to empower businesses to confidently secure funding, plan strategically and grow their market.



Government contracting consulting services offered through the Florida SBDC Network help businesses identify, compete for, and win government contracts. These services focus on assisting businesses that pursue and perform contracts with federal agencies, as well as state and local governments and government prime contractors.

State Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat.]

The Florida SBDC at UNF is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Department of Defense, State of Florida and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals.