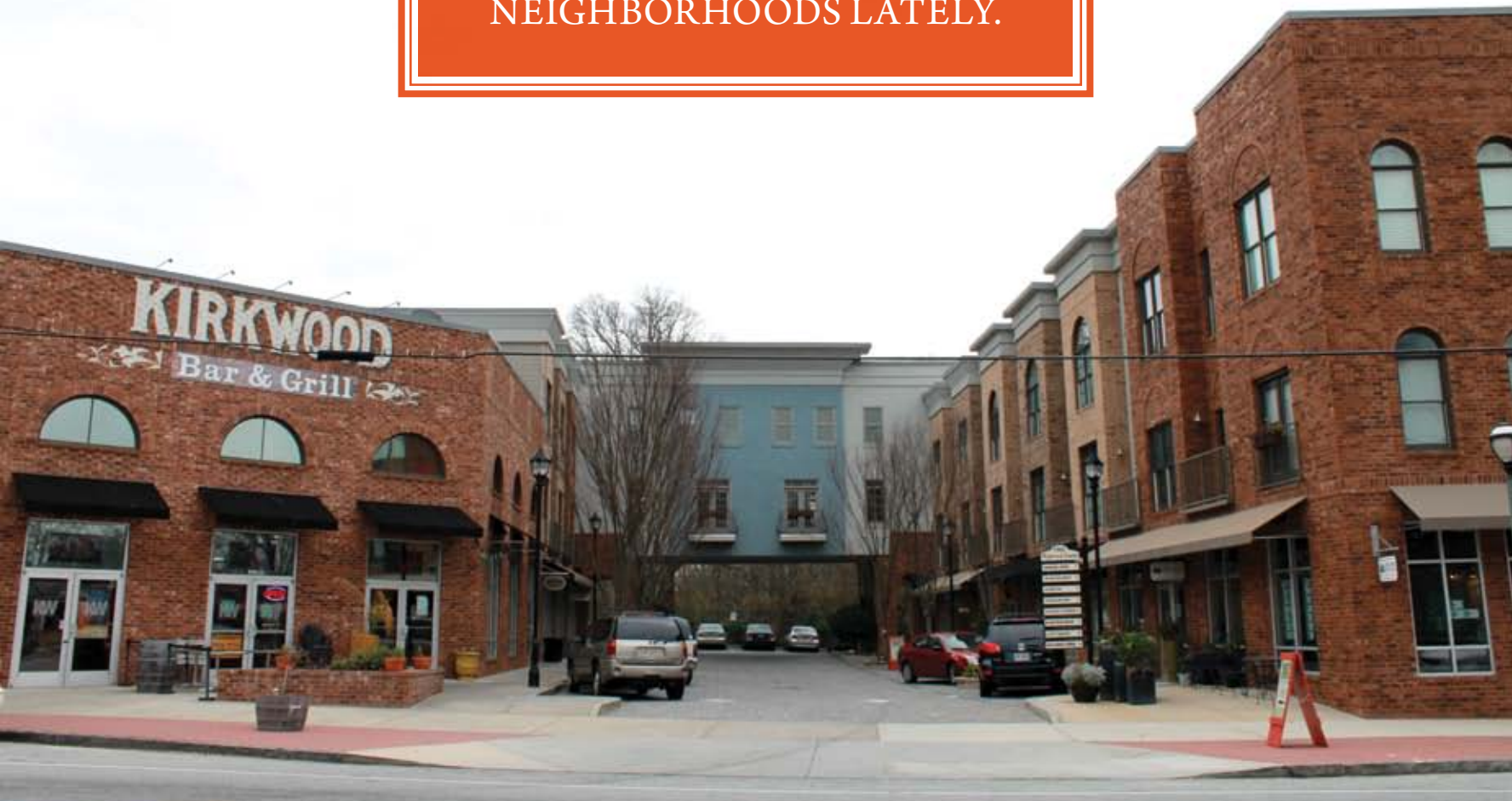


FEATURE

SPOTLIGHT ON KIRKWOOD: SMALL TOWN IN A BIG CITY

By Jennifer B. Jacobs

ANYONE WHO STILL THINKS
OF ATLANTA AS MERELY “THE
BIG CITY” PROBABLY HAS NOT
VISITED ANY OF ITS
BELOVED INTOWN
NEIGHBORHOODS LATELY.



community

IT DOESN'T TAKE LONG TO PICK UP ON THE SMALL-TOWN, YET SIMULTANEOUSLY HIP, VIBE. PEOPLE WILL WAVE AT YOU FROM THEIR FRONT PORCHES JUST LIKE THEY WOULD IN THE COUNTRY AS YOU WALK YOUR DOG; THEY ARE JUST A BIT MORE LIKELY TO HAVE TATTOOS AND MULTICOLORED HAIR.

This diversity is one of the major draws of intown Atlanta, in addition to its walkability, pet-friendliness, music scene, and specialty restaurants. But it is the hometown allure that pulls people of all walks of life intown every day.

The appeal of being within five miles of downtown Atlanta, Emory, the CDC, and Decatur makes Kirkwood a desirable location for many young families, as well as professionals. Kirkwood welcomes a broad spectrum of residents and business owners – gay, straight, black, white, couples, families, singles – who live, work, shop, and play together under a united sense of community.

LIVE

Ask any number of Kirkwood residents why they love where they live, and you will probably get a similar answer: the neighborhood feel and sense of belonging to a community. People gravitate toward this type of neighborhood to be part of something beyond themselves. You don't have to look far to find a cause or project to get involved in – tree plantings, afterschool groups for kids, projects for neighbors in need, animal rescue, and the like.

Kirkwood United Church of Christ also has an extensive outreach program, with cleanups in the area, Easter Sunday services in the park, Christmas caroling, and more annual festivities. Reverend Susannah Davis is steeped in the Kirkwood community, having owned and operated a coffee shop in the neighborhood, as well as having served on the Kirkwood Business Owners Association for several years. “We love this



community and everyone who happens to inhabit it. We are grateful beyond belief to claim Kirkwood as our home,” says Susannah.

The houses are another plus. The typical Kirkwood home is characterized primarily by the Craftsman bungalow style of architecture. Big and new or smaller and renovated, the floor plans are functional, and the design details are aesthetically rich, making homes in Kirkwood appealing to a wide variety of buyers.

Tanya Demjanec of Common Ground Real Estate is an agent who lives in the community, so she has firsthand knowledge of the local market. “Kirkwood real estate is hot!” she says. “Thus far in 2013, the average sales price for a bungalow in Kirkwood was \$230,235, compared to \$164,869 during this same period in 2012. While average sales prices remain at a point that attracts first-time homebuyers, singles, and young families, sales prices of Kirkwood bungalows are creeping back up.”

feature {SPOTLIGHT ON KIRKWOOD: SMALL TOWN IN A BIG CITY}



WORK

The small businesses of Kirkwood are not just entities unto themselves; they often envision their businesses as part of something bigger. They like to give back to the community and view their mission as one of service and building relationships.

“As a small business owner for the last 16 years, I have had the pleasure of seeing the neighborhood continue to evolve and diversify,” says Stuart Brady of Kirkwood Car Wash. “As with most intown communities, we have our challenges, but, overall, there is a strong sense of community, as neighbors are looking after neighbors and becoming more involved in the local schools, boards, and businesses.”

Bonnie Buol Ruszczyk is another of many entrepreneurs operating a successful small business in Kirkwood. She is President of BBR Marketing, which provides marketing for professional services firms. “I love the sense of community and friendly attitude of my fellow Kirkwoodians,” she says. “It’s like living in a small town but with all the excitement and amenities of a big city. Who could ask for more?”

SHOP

Kirkwood has its roots in residential development beginning in the late 1800s (founded by the Kirkpatrick and Dunwoody families, which yielded the name) but struggled as a retail destination in its recent past. You wouldn’t know it now, though: Kirkwood’s retail district,



though still growing, boasts unique dining and shopping options that offer a local flavor all its own. Kirkwood Station, for example, is a relatively new complex on Hosea Williams that is home to several treasures.

It is quite possible not only to get to know a shop owner on a first-name basis but to build a real relationship of trust with them. Stop into Kirkwood Feed & Seed, for example, to get recommendations from owner Joann for your finicky feline's tastebuds, and then duck into Le Petit Marché and tell them you want your "usual." It might not be a bar in Boston, but people will know your name.

PLAY

One of Kirkwood's most popular community events is the Kirkwood Wine Stroll, now in its seventh year. Twenty-two businesses participated in last year's Stroll, attracting over 700 attendees to taste wines from around the world as they strolled through downtown Kirkwood's business district. The Stroll offers residents and visitors a fun way to get introduced to area establishments, and the proceeds are put back into the community for beautification projects, scholarships, and other neighborhood events. The event takes place in September.

Another example of fun to be had is the Kirkwood Fling, which has been an annual event for the past eleven years. "This event attracts over a hundred local artist and vendors, displaying their arts and crafts in booths that surround Bessie Branham Park. It is another example of our community in a very family-friendly environment, and everyone is invited!" Says Jeffery Childers, President of the Kirkwood Neighborhood Association. Come find out why Kirkwood was previously voted Best Up-and-Coming Neighborhood in Creative Loafing's Best of Atlanta. Stop in for a visit, and you might just find yourself putting down roots.

You can learn more about Kirkwood by visiting: kirkwoodbiz.com (Kirkwood Business Owners Association) historic-kirkwood.com (Kirkwood Neighborhood Association) kirkwoodfling.com



Contributor Spotlight:

Jennifer B. Jacobs is a local wordsmith and graphic designer. Jenniferbjacobs.com.

The Kirkwood Wine Stroll

Friday, September 27, 2013 - 6:30pm

Pull out your zoot suit, pearls & dancing shoes for a night of Roaring '20s fun as we close down the street in downtown Kirkwood and Indulge like adults

Tickets \$25 before Sept. 24 then \$35 Sept. 24 thru day of event

Details and tickets: [Facebook.com/KirkwoodWineStroll](https://www.facebook.com/KirkwoodWineStroll)

LIVE MUSIC BY:

Tickets are LIMITED & will SELL OUT

Time to Think Spring!

with Plants Creative Landscapes

Have you noticed the chartreuse, modern-style building at the corner of E. College Avenue and S. Columbia and wondered about it? It is, in fact, the new home of one of intown Atlanta's premier landscaping companies: Plants Creative Landscapes.

Their year-round staff has been landscaping in and around Decatur for the last seven years, but they are new Decatur dwellers. Owner Pam Dooley chose Decatur for their new headquarters specifically to contribute to something for which all of our intown neighborhood pockets are known—that palpable, small-town feel and sense of community.

Dooley decided to start her own business after years of working in management positions within the industry and went back to obtain her horticulture degree from the University of Georgia. She attributes the growth and success of the company to their commitment to truly listening to clients and to the belief that what they do makes a positive difference in communities.



Plants Creative Landscapes is located at 425 E. College Avenue. For more information, call 404.309.7175, or visit their website at PlantsCreativeLandscapes.com. Look for Plants Creative Landscapes on the Decatur Garden Tour April 27-28!

With our changeable, so-called “winter” weather, you are probably ready for spring to bring more consistency and sunshine. But is your yard ready? As the weather warms up, it's time to think about entertaining outdoors and creating curb appeal that welcomes you and your guests. From luxurious outdoor fireplaces to stone paths to inviting beds of blossoms and greenery, their professional touch will create just the right ambience to suit your lifestyle. They also offer full-service landscape maintenance plans ranging from weekly to quarterly visits, as well as seasonal cleanups, mulching services, grading and drainage, and sod installations. They offer complete landscape design and can also implement existing plans.

Find out why Plants Creative Landscapes was featured in the hit shows “Flip This House” and “Curb Appeal.” Give them a call to see how they can transform your yard into a lush outdoor space you will relish—not to mention make the neighbors a bit...chartreuse with envy.

6 COMMON GARDENING MISTAKES (AND REMEDIES)

From Pam Dooley, Owner of Plants Creative Landscapes

- 1. Succumbing to Spring Fever:** People often shop for plants that are blooming in spring because they get the fever, but they forget to consider late summer, early fall, and winter bloomers, like tardiva hydrangea, winter jasmine, winter daphne, and rice paper bush (edgeworthia). Plan for year-round interest and color.
- 2. Shopping Exclusively for Flowering Shrubs:** Many other plant attributes contribute to beautiful gardens: leaf color and fragrance, as well as bark texture.
- 3. Buying the Wrong Plant for the Wrong Place:** Don't plant Leyland cypress on each side of the front door because they're cute! These evergreens will reach 70' feet at maturity. Understand sun and shade requirements, and study the sun patterns in both winter and summer.
- 4. Buying Plants That Are in Full Flower:** You'll probably lose 15 percent of those gorgeous flowers on the way home. Look for plants that might have a few flowers open but are full of buds. They'll provide much longer interest in your garden.
- 5. Overwatering:** Don't assume that the wilted plant in the landscape needs water. Plants also wilt when they are installed in poorly draining soil that stays too wet (typical of Georgia clay). Feel the soil at the base of the plant. If it feels wet, try lifting the plant out of the ground to make sure it's not sitting in a pool of water.
- 6. Overplanting and Underplanting:** Gardeners need to know the mature height and width of a plant and space them accordingly. Underplanted landscapes look sparse; overplanted landscapes will not thrive if they are too crowded.

“Non-Creative” Industries Get Creative

Right and Left Brains Collide in Professional Services

Jennifer Jacobs

Even the most successful, well-established businesses can benefit from continued or refreshed messaging. After all, that's what marketing really is: sending a message. And for your firm to reach its potential, that message had better be spot-on.

A regular participant in the Thriving Firm conference, bbr marketing is the go-to in accounting marketing – they make money for people who work with money!

The Bottom Line for Your Bottom Line

It often boils down to billable and non-billable hours. In most cases, doing your own marketing does not save you money, because you're taking time away from billable client work. Additionally, unprofessional branding and marketing that don't accurately represent your firm could cause you to lose money.

If you're used to measuring tangible amounts, you might find it tough to embrace marketing when ROI isn't always cut and dried. But it's indisputable that clients will spend more money with you when it's clear what makes your firm different and special.

bbr marketing offers all facets of marketing and will also save you time and money. They provide a seamless process with one point of contact, allowing you to focus on what you do best...accounting. Rather than a “build it and they will come” mentality, an experienced marketing

firm will strategize how to get your message out there on an ongoing basis.

Why “Non-Creative” Industries Need a Creative Marketing Presence

Every firm has a personality that is unique. The challenge is that most firms aren't comfortable expressing it. But when you do, you have a natural edge over your competitors.

Accountants should do accounting and let the professionals handle marketing.

- Craig R. Thomson, President,
Thomson & Company CPAs &
Business Advisors, P.C.

Differentiation is key. When someone is looking to hire an accountant, if all the firms look the same, use generic language and staid branding, the prospect doesn't have any reason, other than price, on which to base their choice. This leads to commoditization in the industry and is bad for

all involved. But if your firm has clearly communicated its value proposition and differentiators, explaining why you are the best choice for businesses or individuals of this type, you will likely get the work. In fact, most clients are willing to pay more for a firm that specializes in their industry or brings unique talents to the table.

Where Right and Left Brains Collide

bbr marketing only works with professional services firms and they understand how to communicate complicated concepts in a way that is accessible and believable. Often, people aren't completely sure what they're buying from an accountant - or what else they could be buying that would benefit them - and, most of the time,

continued from page 27

they're paying good money for it. Being able to communicate that in a way that is understandable is vital. bbr marketing is able to clarify what makes your firm unique. Join the other Thriving Firm members who know from experience.

Working with Accountants

bbr marketing was created by a former marketing director for an accounting firm who learned the industry from the inside. We quickly uncovered the fact that CPAs have an unfair reputation as boring and stuffy people when in reality the CPAs we work with are smart, very good at what they do, and all-around fun people.

Choosing Outsourced Marketing

We obviously think it's important to pick a firm

that knows and understands the accounting industry.

It's also important to find a personality fit, someone who "gets" you and your firm and can communicate what makes you different. Avoid anyone who wants to take a cookie-cutter approach for sure.

Changes in the World of Accountant Marketing

Video is starting to show up more because it's a great way for potential clients to see you as well as read about what you do. Communicating what you do from your clients' perspectives through case studies can also be very effective. You want the viewer to be able to step into your website or other materials and see themselves working with your firm.

BE HEARD!

Contact us to find out how
to stand out from the crowd
and grow your firm.



bbrmarketing.com



Dog Festival Returns to East Atlanta Village

By Jennifer B. Jacobs



East Atlanta animal lovers and local business owners came together last year for a common purpose: to celebrate dogs, promote responsible pet ownership and raise money for local rescue organizations.

Thanks to overwhelming community support, the first-annual Dogtoberfest in EAV was a huge success, attracting more than 300 dogs and 500 people. An even bigger turnout is expected at this year's event, which will be held from noon to 4:00 p.m. on Sunday, October 19, in the East Atlanta Farmers Market space at 561 Flat Shoals Avenue.

This dog- and family-friendly event offers a Halloween costume contest for dogs, low-cost microchipping, dog massage demos, vendor booths featuring local businesses and artists, story time for kids, yummy treats (for humans and dogs) and raffle drawings for a wide variety of prizes. And—of course—a parade of adoptable dogs from various rescue groups will help those who might be looking for a new best friend. The entrance fee is \$5 per dog.

East Atlanta Village residents Lauren Janis of Big Daddy Biscuits and Morieka Johnson of Soulpup.com founded the event last year, and they decided to do things a little differently this time when determining which group would benefit from the event proceeds. Local rescue groups submitted an application for the 2014 Dogtoberfest in EAV grant. Proceeds from this year's event will go to the winning organization, Pitties in the City.

"Atlanta has so many amazing rescue organizations," said Johnson. "We selected Pitties in the City as the winner because of its work in the community and its focus on responsible pet ownership. After the event, we look forward

to sharing updates with our very active Dogtoberfest in EAV Facebook community so that people can feel good about where their money is going."

"In addition to supporting metro Atlanta rescues, we wanted to give back and support the community we call home," added Janis. "Owning a dog is a lot of work, and being a responsible dog owner is very important. We would like to provide resources to help everyone. One of our first goals is to provide poop bags and water bowls throughout the business district. This is just the beginning for Dogtoberfest in EAV."

If you would like to get on board as a sponsor, vendor, raffle contributor or volunteer, please contact dogtoberfestinEAV@gmail.com. More information can be found on the Dogtoberfest in EAV Facebook page. Until then, mark your calendar, and start working on your dog's Halloween costume!

2nd annual fun-raiser for our furry friends!



DOGTOBERFEST

in EAV 2014

Sunday,
October 19th
from 12-4pm

East Atlanta Village
Farmers Market space
on Flat Shoals Ave.
across from The Midway
★ ***\$5 entry per dog*** ★

proceeds directly benefit these non-profits



brought to you by

Dogtoberfest in EAV

Dog-friendly!
Kid-friendly!

Help us spread the word!

[dogtoberfestEAV](https://www.facebook.com/dogtoberfestEAV)

[dogtoberfestineav](https://www.facebook.com/dogtoberfestineav)

- Dog Halloween costume contest (\$5 to enter)
- Pet vendors
- Training demos
- Raffle with awesome prizes
- Storytime for kids
- Pooch parade featuring adoptable dogs

Want to be a sponsor? Email us at dogtoberfestinEAV@gmail.com

Accounting Firm Web Site Content

About Us

Our Clients Come First

At ---- LLP, we have always known what matters most. Nothing is more important to us than our clients' success. The relationships we build keep our clients coming back, oftentimes the next generation.

Our client-centered philosophy, strategic business approach, and assured responsiveness set us apart from other accounting firms. They have also earned us a place among the "Top 100 Accounting Firms" (*Accounting Today*) and "Top 200 Accounting Firms in America" (*Inside Public Accounting*).

You Can "Count" On Us

Our trusted, expert guidance affords you the peace of mind that only comes from knowing someone with experience is on your side. You can feel secure knowing you are in the best of hands.

We offer a comprehensive roster of accounting, tax, and business advisory services to companies of all sizes, emerging businesses, and high-net worth individuals. We strive to help our clients arrive at better business decisions by providing insight, assurance, and the knowledge to assess opportunities and mitigate risk.

Then and Now

Since our founding in 1972, ---- has grown from two partners and one location to over 25 partners, three offices, and more than 140 employees. Headquartered in New York City, the firm has been consecutively named one of the "Top 25 Accounting Firms in the New York Metropolitan Area" (*Crain's New York Business*). Most of our partners have been here for over 20 years, and some even started out as staff accountants.

We grow with our clients and will meet your changing needs. We have a long-standing history of experience but are also forward-thinking and adaptable.

(Continued on next page.)



A marketing graphic for Jennifer B. Jacobs. On the left is a photo of Jennifer, a woman with long dark hair and bangs, wearing a white cardigan, with her hand near her face. To her right, the name "jennifer b. jacobs" is written in a large, lowercase, sans-serif font. Below the name, a blue horizontal bar contains the text "marketing, graphic design, & wordsmithery" in white. Underneath that, an orange horizontal bar contains the text "to help your business shine!" in white. At the bottom left, on a pink background, are the contact details: "jenniferbjacobs.com", "828.367.7390", and "shine@jenniferbjacobs.com". At the bottom right, on a light gray background, is the text "Designed to be:" followed by a bulleted list: "Headache-free", "Confidence-building", and "Less shot-in-the-dark, more bullseye". A small white arrow points from the text "DIYitis Curer, Shine-Maker" to Jennifer's photo.

DIYitis Curer, Shine-Maker

jennifer b. jacobs

marketing, graphic design, & wordsmithery

to help your business shine!

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Accounting Firm Web Site Content

Our Way of Doing Business

We're in This Together

- ---- LLP offers the breadth and depth of services typical of large international firms, yet maintains the focus on personal relationships that has differentiated us from the day we opened our doors.
- We have a partnership policy for planning and risk management. Your partner is accessible to you; you are not passed off to a lower-level employee.
- **You can rely on ---- because there is never a question where our interests lie.**

Our Hands-On Approach

- We learn the dynamics of each business and its environment with complete objectivity, enabling us to tailor solutions for optimal growth and stability.
- We are skilled in applying financial and accounting expertise to unusual situations, applying sound business judgment, and an inquisitive approach to problem-solving.
- **We believe in open dialogue. We know how to listen to make sure your goals are met.**

But We Don't Stop There

- At ----, we invest substantially in ongoing professional training, technical research, and quality control to stay on top of an ever-changing financial world.
- As you grow and change, we have the resources and capabilities to handle your needs.
- **We go the extra mile to ensure that every one of our clients enjoys a complete and satisfying experience.**

(This writing was done on behalf of bbr marketing.)



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Car Business Today (CBT) News is seeking the top content producers in the automotive industry to be a part of something big!

Fitzpatrick Advertising is launching a new site in September just for retail automotive dealership owners and personnel across North America called Car Business Today (CBT) News. Unlike anything else currently available, **this site will be part cutting-edge news source and part online community where people in the automotive industry can connect.** The goal is to provide a find-it-all-in-one-place site for general managers; sales, finance, and service personnel; and virtually anyone in the automotive dealership business to find what they need to stay abreast of what's going on in the industry and the tools they need to do their jobs more effectively.

We will deliver the latest industry news and resources in a variety of formats, including:

- A daily, five-minute newscast on automotive dealership breaking news and headlines of the day.
- Articles and blog posts from industry leaders.
- Entertaining features on a salesperson of the month, dealer digs and toys, and even an opportunity for readers to share their own success stories and comment on others'.
- Personal resources for readers, including motivational stories, personal wealth management, health and fitness tips, how to dress for success, and more.

Before we launch this ground-breaking site, CBT News will make its introduction to the auto world with an **8-page printed publication distributed in August to 18,500 new car dealers across the country, all state automotive associations, and 10,000 automotive manufacturing executives.** In other words, thousands of pairs of eyes will be upon this publication, and we've selected you to be a part of it because we believe you have valuable input to share.

We are looking for articles from industry leaders, such as experts in manufacturing, distribution, marketing, sales, recruitment, automotive trends, etc. Some of the content categories are Advertising/Marketing, Sales Training, Social Media, Service, Finance, Leadership, Direct Mail, CRM, and Digital. You or your writers are free to provide content on any subject within these or other categories and can pull from your own archives if you wish. Some examples could be "How Coupons Can Draw Customers" under Direct Mail or "Using Facebook to Cement Customer Loyalty" under Social Media. Articles would be approximately 900-1200 words.

What's in it for you when you submit?

- Your content will be read by thousands of automotive industry professionals and personnel, thereby promoting your business and strengthening the industry as a whole.
- You will be in good company, featured alongside some of the best content producers in the field.
- We will also be requesting content for the web site and want your participation.
- A *free* quarter-page display ad in the print publication!

Let's get started! If you are interested in contributing to this publication, please contact ---.

(This writing was done on behalf of bbr marketing.)



A business card for Jennifer B. Jacobs. On the left is a photo of her, a woman with long dark hair, wearing a white button-down shirt, with her hand near her face. To the right of the photo, the name "jennifer b. jacobs" is written in a large, lowercase, sans-serif font. Below the name, the text "marketing, graphic design, & wordsmithery" is in a smaller font, followed by "to help your business shine!" in a yellow box. At the bottom left, contact information is listed: "jenniferbjacobs.com", "828.367.7390", and "shine@jenniferbjacobs.com". At the bottom right, under the heading "Designed to be:", there is a bulleted list: "Headache-free", "Confidence-building", and "Less shot-in-the-dark, more bullseye".

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Caveo is an MEP design and consulting firm dedicated exclusively to the unique specifications, building codes, and characteristics of healthcare facilities. We direct our passion to a single purpose: designing high-quality mechanical, electrical, and plumbing systems that are vital components of improving the patient care experience.

In the field of engineering, just as in healthcare, consulting a specialist just makes sense. We have a specialist's experience of handling distinctive situations in healthcare facilities across the country, as well as the expertise necessary to adapt to changing regulations and build future flexibility into each design.

We take pride in a personal approach that focuses on developing an in-depth familiarity with the unique details of your project's timeline from start to finish and the day-to-day realities of your facility's working environment. We work with you to help you make the right decisions, in addition to maximizing your overall return on capital expenditure.

Our customized design and consulting services for healthcare facilities include:

- Revit MEP and AutoCAD MEP primary production platform that fully integrates 2D, 3D, and building information modeling (BIM) solutions
- Mechanical, electrical, and plumbing systems design for renovations and new construction projects
- Mechanical and electrical systems assessment
- Mechanical and electrical systems master planning
- Project management
- Survey and documentation of existing mechanical and electrical infrastructure systems
- Review and development of capital budgets for mechanical/electrical construction projects
- On-site systems training for maintenance staff and users
- LEED Certification

Caveo Consulting Engineers
Engineering patient care...it's what we do.
It's our passion and our purpose.

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