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Business consulting firm turning goals into realities

JAE Enterprises, Inc. does it all

By Margarita Morrell
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Have you been seeking a grant for quite some-time? Maybe you desperately need to respond to a request for that proposal that's buried under all of your paperwork?

How about fundraising? Do you know enough about the process to successfully succeed in it?

Are you losing your ability to strategically plan your business? Need other vehicles such as seminars or workshops to reposition your corporation.

JAE Enterprises, Inc., a business-consulting firm located on Pennsylvania Avenue in Creland, Pa., provides a host of services to assist in business enhancements.

Jolene Ewing is the president and founder of JAE, and her mission is to provide simple solutions to complex problems. Her company is more than willing to help out and assist new start-up businesses or churches with a long history of social service ministries and they are now in quest of the White House's faith-based and community initiatives.

Ewing's clientele includes establishments in the non-profit community, as well as the small business community. Just to name a few - Community Action Development Commission (CADCOM), New Hope for Women (Philadelphia), Blair Christian Academy (also in Philadelphia), and profitable organizations such as Lindsay Son, Inc. (contractor) and Valley Transportation Trucking Company in Allentown.

Years ago, Ewing was laid off from her job at the Norristown State Hospital and decided to start her own business after numerous failed attempts to successfully fit back into the corporate world.

She initially began the company, which was geared toward minority women who were interested in launching businesses but not having the courage. This is something she takes personal, considering she, too, is a product of the same fate after being forced into entrepreneurship by the constant rejection of employment for simply being over-qualified.

"I had a lot of great ideas that were unrecognized," she said.

An unemployment agency contacted that Ewing take an

Assistance Program. She soon realized that although it was a great opportunity, it was not nearly enough time to learn the information thoroughly.

And this is what opened up that window of opportunity for the successful business she runs today.

Originally Ewing and her husband, Kelley, started the business in the home as most people do, but needed to meet with clients on a more professional level. To accomplish that, they acquired property in Roslyn, Pa. to link clientele with a business setting, only recently moving to their current location.

Ironically, at the on-start in the year 2000, Ewing's first two clients were her fellow students from the Self-employment Assistance Program. The African American Business Alliance (AABA) of Willow Grove was able to facilitate with the business process of networking within the community. "It pleases us that we can do a job that helps the community," she said.

According to Kelley, "Jolene is the conservative and I am the risk taker."

One of their first, dedicated and former employees, Marc Shorb, began as an intern and was hired initially on a part-time basis. After graduation, he moved quickly into the full-time slot.

Surprisingly, another boost in the company arrived when President Bush adopted the Faith-Based and Communities Initiative. The bulk of the Ewings' business is derived from grant writing and when President Bush took office he paved the way for agencies to be able to apply for federal funds that they were unable to get before.

"The president basically leveled the playing field for our company," she stated. JAE's slogan reads: "Creating New Opportunities," which has already broadened the visions for so many.

"We focus on helping people out of the box to increase revenue, organize and find funding," she explained. The long list includes church before and after-school programs and sports programs. JAE suggests you allow them the opportunity to protect your business with a plan to prevent yourself from having to deal with vicious circles later on.

"In many instances there really is nothing for free. However in order to obtain



JAE Enterprises, Inc., a business-consulting firm located in Creland, Pa., provides a host of services to assist in business enhancements. (Pictured left to right): Marc Shorb, former research and development coordinator; Terri Rivera, consultant; Jolene Ewing, president and founder; and Kelley E. Ewing, Jr., consultant (BELOW): Jolene is shown with her husband, Kelley. -PHOTOGRAPH BY MARGARITA MORRELL



mythically reach the goal. That is what we do - develop a plan for you to obtain your goal legally," Kelley said.

Jolene has over 26 years of experience in human services, gaining knowledge in the public and non-profit sectors. She has special skills as a negotiator, grant writer and advocate. Her focus is to provide young entrepreneurs with an opportunity to receive resources from

Ewings provide wide-ranging database searches geared in the direction of acquiring funding from foundations that support Religious Philanthropy.

JAE can and will tailor a fundraising strategy to meet your organization's needs - whether it's for a large project or ongoing operational expenses. The sole mission is to work within a company's financial budget.

"The thought of having my own business was intriguing, yet I was somewhat intimidated. But my husband pushed me along," said Ewing.

JAE takes the pressure off that initial launch anxiety by offering start-up kits, which include a 4-hour business consultation of basic business planning. "This removes the intimidation of starting your own business," said Kelley.

Clients are given a financial overview and a how-to seminar enabling a person to market, strategize and implement plans for any business and obtain the highest demographic information. The kits provided by JAE include one month of a website link and a business stationery package equipped with busi-

envelopes. And as a bonus, an IRS business tax kit including an application for federal ID numbers and publications, a small business resource guide and an application for Philadelphia business privilege license are enclosed.

Jolene and Kelley are members of the AABA, Greater Willow Grove Chamber of Commerce, and the Christian Community Development Association.

The company has received media play with WDAS-FM on two separate occasions during panel discussions held for Elack History Month and a session focusing on operating a successful corporation. Both are active members at True Light Christian Fellowship Church in Mt. Airy, where the Rev. Dr. Wesley Pincock serves as pastor.

Most recently, they have accepted the privilege of serving on the church's Community Development Cooperation Board. They have a 22-year-old son, Steve.

For more information about strategically planning your future business movements, contact 215-576-1903.

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