

Jena Threadgill

Kissimmee, Florida



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Learn about Florida Entrepreneur Jena Threadgill:

Jena Threadgill, publisher of Osceola Woman Magazine, now runs the business she helped her mother grow.

"My mom started the business as a newspaper when I was attending Valencia College and I became a paper girl to help with deliveries," she said. "I stuck with it to help in any way I could but left in 2012 for another job. My mom decided to sell to move into consulting, but I didn't want to see her do that only to watch the business flounder. I shot her an email with a proposal and she agreed to it."

Osceola Woman Magazine is a woman's educational publication for women by women.

"We are here to empower local women through knowledge and networking," Threadgill explained. "In addition to the magazine, we hold luncheon networking events. Statistics show that women make up over 85 percent of consumer decisions in U.S. households. We occupy that special niche of reaching out to women specifically. Our advertisers appreciate that they communicate directly with that audience."

Threadgill's advice for aspiring entrepreneurs is to seek help with those aspects of business that are not your strong points.

"Know all aspects of the business world before you go into it," she said. "The trouble I had is I knew just about everything on the business end except accounting and taxes. Find something like the UCF Business Incubator or Small Business Development Center that can guide you."

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