

# Wise

WOMEN IGNITING THE SPIRIT  
OF ENTREPRENEURSHIP

## FEATURED ENTREPRENEUR

**Tina Jacobs**

Owner, Devine Gardens, LLC

Growing up, Tina Jacobs would occasionally help her mother with upkeep of the family garden. Little did she know that 30 years later, home gardeners like her mother would actually become her business' biggest customer.

Raising four children and working part-time from home, Tina knew that once her children were grown up, she didn't want to take a job in an office. She needed flexibility and a creative space to work in. Tina and her husband had friends who were selling land that was plentiful with their homemade compost for gardening. During her first visit to the land, she knew she wanted to own it. Upon purchasing the land and eventually building a house there, she started to make this special vermicompost—high quality soil created by earthworms and microorganisms that help to decompose organic matter. This unique type of compost helps soil structure and aids in water retention—perfect for home gardening.

Tina began to sell this product to home gardeners, who loved its benefits and saw instant improvement in the quality of their plants. Slowly, she started to grow her business and began setting up demo tables at grocery stores, eventually moving to the farmer's market circuit. "It was a challenge for me," she remembers. "Moving out of my comfort zone energized me and pushed me to be innovative and grow my business."

Getting ready for her busy spring and summer season, Tina is excited to get back to the farmer's market atmosphere and is also working to become certified as an organic product, which would further differentiate her compost from its competitors. Her ultimate goal is to become a speaker during the annual meeting of the Organic Growers Association of NY (and to eventually sign the organization as one of her clients). "I never saw myself starting a business," reflects Tina. "Whether it succeeds or fails is on me. And what I put into it is what I'll get out of it."



*wise words  
of wisdom...*

"Get inspiration from the fact that your business is helping your customer."

– Tina Jacobs

PAGE DESIGN BY ISCA DESIGN STUDIO // PHOTO BY TINA JACOBS

## WISE HAPPENINGS:

### Women of Faith In Business Training Series

**WHEN:** May 13, 6:00 – 8:00PM  
(Public Orientation)  
May 20 & 27, 6:00 – 8:00PM  
June 3 & 10, 6:00 – 8:00PM

**TUITION:** \$50 (Covers education kit and all 4 classes)

### Utilizing Business Resources at the Public Library

**WHEN:** June 11, 12:00 – 1:00PM

### Accounting Insights for Entrepreneurs

**WHEN:** June 18, 12:00 – 1:30PM

### Women Working to Grow a Business Roundtable

**WHEN:** June 18, 12:00 – 1:00pm

### The Building Blocks for Starting a Business

**WHEN:** June 26, 5:30 – 7:00PM

*A women's business center... run for women, by women.*

All events, unless otherwise indicated, are held at the **WISE Women's Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202

(315) 443-8634 // wisecenter@syr.edu // www.wisecenter.org // **FIND US ON:**  



A PROGRAM OF THE FALCONE CENTER FOR ENTREPRENEURSHIP AT SYRACUSE UNIVERSITY

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least 2 weeks in advance. Call (315) 443-8634.

