



HELPING THE GREAT GET BETTER.

Jimerson & Cobb seeks to align its client's goals, strategy and culture in a way that forces even great companies to get better. Achievement is infectious.

April News from Jimerson & Cobb



Motivation is literally the desire to do something. It's the difference between waking up early or lying in bed. It's the difference between self-study and looking out the window all day. More importantly, motivation is a choice.

Many times there is a big gap between the goals people place for themselves and the amount of effort they are willing to spend. You have one of two choices, you can: (1) lower your goals to match your effort; or (2) raise your effort to match your goals. Simple, right? I think yes, but unfortunately it is not as simple for many and here are some of my personal tips on motivation:

First, make the choice to be better. Quit feeling sorry for yourself. We all face obstacles - everyday. You either choose to rise above them or you don't. Nobody wants to hear why you didn't get the assignment done or why you missed the morning run. Stop whining and stop it right now.

Second, set SMART long-term goals (Specific, Measurable, Attainable, Relevant and Timely). If you are having a hard time getting started, then it may be because you are thinking too big. Immediately turn off the T.V., email, facebook, twitter or whatever else it is that is causing you to procrastinate. Then set a big long term goal and followed with number of small

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Client Spotlight:D.A. Jackson Plumbing

D.A. Jackson Plumbing is a State Certified Master Plumber and provide

achievable goals that will point you toward achievement. Write them down. Know them. By measuring your path, you can see the results of your effort. Pretty soon, you will need a new big goal.

Third, find someone to help keep you accountable. Staying motivated on your own is tough enough. You don't have to be going after the same goals - as long as you are both pushing and encouraging each other to succeed. If you are able to develop into a healthy competitive environment then you will personally experience the motivation to push harder, run faster or stay later.

Finally, create positivity in everything you do. As Henry Ford said, "Whether you think you can, or you think you can't - you're right". The power of positive thinking is incredible. Positive people smile. Positive people lift up others around them. Positive people achieve. As we approach the mid-year and you are reviewing your performance, ask yourself - What motivates you?

Best Regards,



[Christopher M. Cobb, Esq.](#)

commercial and residential plumbing services who prides themselves on delivering the highest quality and reliable service.

D.A. Jackson Plumbing has been serving St. Augustine and St. Johns County for over 20 years. They also provide services to Palatka, Palm Coast, Elkton, Fruit Cove, Hastings, Green Cove Springs and Ponte Vedra.

Jimerson & Cobb is proud to represent [D.A. Jackson Plumbing](#) and wishes it continued successthroughout the year.

J&C to Host Construction Law Workshop Series

On May 20th, 2016, Jimerson & Cobb will be holding the first of a four part Construction Law Workshop Series. This first event will focus in the requirements of Chapter 489 for the construction licensee and will be presented by, co-founder of J&C, [Christopher Cobb](#).

This free, informative course provides participants with **1 CE credit**(1 hour Laws & Rules) and a wealth of knowledge.

The course will be held on Friday, May 20th from 11:00 am to 1:30 pm in the NEFBA auditorium located at 103 Century 21 Drive, Suite 100 in Jacksonville. We will also be providing a delicious lunch for all attendees.

If you are interested in attending, please click [here](#) for registration information or [here](#) to view the event flyer.





J&C Attends CREW Jacksonville's "Women Making Deals" Luncheon

Jimerson & Cobb, P.A. was proud to be a table sponsor for [CREW Jacksonville](#)'s April luncheon. Director of Marketing & Communications, Kimberly Waterhouse, is a CREW Jax board member and Director of Programs.

The luncheon topic was, "Women Making The Deals," which discussed the commercial real estate opportunities coming to Jacksonville and featured: Cathy Chambers, JaxUSA; Traci Jenks, Cushman & Wakefield; Kaycee Gardner, JLL; Melissa Glasgow, St. Johns County Economic Development and Laura DiBella, Nassau County Economic Development.



J&C Young Professionals in Action

During the month of March, our young professionals were busy representing J&C out in the community and professional events.



Pictured: Adam Edgecombe, Associate, attend [ImpactJax's](#) recent event where Sheriff Mike Williams spoke.



Pictured: (5th from Left) Adam Edgecombe, Associate, was honored by the [Duval County School Board](#) for work he has done with mentoring students at Ribault High School through the Jax Bar's Young Lawyers Section.



Pictured: (Left to Right) Kayla Haines, Law Clerk, Brandon Meadows, Associate, and Alexandra Morrison, Marketing Coordinator, attended the [Jacksonville Future Leaders](#) networking event.

Check Out Our Blogs

Are you signed up to receive any or all of our blogs? If not, please click [here](#) to sign up.

- [Florida Construction Law](#)
- [Florida Condominium Law](#)
- [Florida Business Litigation](#)

Sign up to receive one or all three via RSS feed or email through each site! Following are some of the highlights from recent postings.

Florida Construction Law Blog



Owner Builder Permits - Why Acting as Your Own Contractor in Florida Can Be Risky Business

By: [Christopher M. Cobb, Esq.](#)

The Legislature deems it necessary in the interest of the public health, safety, and welfare to regulate the construction industry. As a result, the Florida Legislature enacted Chapter 489, Florida Statutes. From that statutory authority, the Construction Industry Licensing Board was created and along with the Department of Business and Professional

Regulation, promulgated 61G4 of the Florida Administrative Code to further set forth rules

and standards that govern the construction industry in Florida.

Click [here](#) to read the full blog post.

Florida Condominium Law Blog



What Takes Priority? The Mortgage or the Lien?

By: [James O. Birr, III, Esq.](#)

For lenders, prior to taking a mortgage on property within a condominium or homeowners' association community, it is important to review and understand the association's governing documents (declaration, by-laws, and articles of incorporation) to determine the priority of an assessment lien and a mortgage. Just because a mortgage was recorded prior to the assessment lien, does not mean the lender's mortgage will take priority over the association's assessment lien. The language of the association's governing documents is critical in determining the priority of these encumbrances.

Click [here](#) to read the full blog post.

Florida Business Litigation Blog



You're Being Sued - And Didn't Know It

By: [Adam B. Edgecombe, Esq.](#)

No individual or business owner wants to be sued. But, that unfortunate situation is made even worse when news of being sued is followed by learning that, unbeknownst to you, the lawsuit was actually filed some time ago and you have had a "default" entered against you. Of the many questions that would surely race to your mind, the first are likely to be: what is a default? and how do I address the default?

Click [here](#) to read the full blog post.



Interested in reading more blog posts? Subscribe via [RSS Feed](#) or via [email](#) for one or all of our blog feeds. You can also peruse our archives [here](#).

Firm News

Curiosities, ruminations and various eccentricities of firm biz.

National Grilled Cheese Day

Here at J&C we love our quirky, obscure holidays and any excuse to cook up some delicious food. April 12th happened to be National Grilled Cheese Day so we whipped out a griddle and got grilling. Legal Assistant, Samantha Trance, manned the grill and made sure everyone got a perfectly crispy and ooey gooey grilled cheese sandwich.

To offer something a little more unique than the classic Yellow American cheese, we had a choice of Provolone, White American, Colby Jack and Mozzarella. We even had some tomato for those that really wanted to try something new.



J&C Supports Downtown

J&C is proud to be a Downtown law firm and is committed to supporting the growth of [Downtown Jacksonville](#). On April 6th, we held a firm outing and got out of the office to support this year's Spark Walk. This proved to be a great event and we loved being able to see all of the innovation taking place in Jacksonville.

#SparkWalk #ILoveJax #DTJax



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