

## Moving up

By [Mary Thurwachter](#)  
*Palm Beach Post Staff Writer*

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**Name:** Jane C. Bloom, president and CEO of Ink & Toner USA

**Distinction:** Won the Small Business Person of the Year Award

**Place of Business:** West Palm Beach



**Recent accomplishments:** Since Jane and Bob Bloom launched Ink & Toner USA, a discount retail store, in April 2004, the company has grown to be among the most successful stores of its kind in the country.

Last year, the business - which sells inkjet printer cartridges, laser printer and copier toners, and business supplies at discount prices - had gross sales of more than a half a million dollars.

They also added a licensing program to teach others the business.

Recognizing her efforts, Jane C. Bloom, president and CEO of Ink & Toner, won the Small Business Person of the Year Award from the **Chamber of Commerce of the Palm Beaches** in May.

"We are an independent store, not a franchise," Bloom said. "We thought about it, but we came up with another plan - a licensing agreement and training plan."

Participants pay a flat fee for two weeks of training.

"We train them to run a small business, the ink and toner business," she said. "They learn how to use QuickBooks as point of sales for bookkeeping, and we developed four manuals. We train them in a classroom set up in the store. They learn how to refill ink cartridges, meet and greet customers, do sales on the phones, do bookkeeping and every aspect of the business."

After the course is complete, graduates receive support for a yearly fee. Currently, there are five licensees - two in Palm Beach County.

Training comes naturally for the Blooms, who each have many years of teaching experience.

Bob was a high school physics and chemistry teacher.

Jane is an adjunct instructor at Palm Beach Community College, a position she has held since 1983.

Originally from Franklin Square, N.Y., on Long Island, Bloom and her husband came to Florida in 1982 to escape the cold.

"My mother was a bookkeeper and controller, and was a role model for me," Jane said.

"My sister, cousin and aunt are all bookkeepers. My other sister owns her own business. You can see my mother did encourage us to be independent women."

Both of Bloom's daughters have degrees in finance and work at Ink & Toner.

The business is gratifying, said Bloom, a volunteer in a variety of organizations, including Leukemia and Lymphoma Society.

"I like the feeling of helping people save money in a time when prices are going up like crazy in a commodity that everybody needs, and working with my family."



**Education:** Bachelor of business administration in public accounting, with a minor in education, from Hofstra University in New York, and a master's in liberal studies from State University of New York in Stony Brook.

**Age:** 53

**Personal:** Married for 31 years to Bob, vice president and co-owner of Ink & Toner USA.

They live in Wellington and have two daughters, Jacy, 26, a graduate of the University of Central Florida, and Dara, 23, a graduate of the University of Florida.

**Hobbies:** "I like to listen to audio books, since I spend so much time in the car. I really enjoy teaching, both at the store and at PBCC. I'm also very active with the women's movement. I enjoy explaining to them that women can be successful."

**Career highlights:** "Launching our licensing program and going through that whole process. Another highlight was winning this award last month. And last fall, I was named Business Adjunct Instructor of the Year at PBCC."

**Favorite quote:** "You gain strength, courage and confidence by every experience in which you really stop to look fear in the face." - Eleanor Roosevelt

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