



Indy Rosario, Tequila & Acordeon Mexican Restaurant, Success Story, Feb. 17, 2025

By Lorrie DeFrank

Indy Rosario is a self-proclaimed ambassador for JAX Chamber and its Jacksonville Women's Business Center. She maintains that every woman or man thinking about starting a business should take advantage of their courses designed to assist entrepreneurs at every level. She should know. Halfway through completing JWBC's Entrepreneur Certificate Program, she has been accepted for a second time into JAX Bridges, the Chamber's entrepreneurial growth program.

"These programs are so wonderful and I'm grateful they are available. They really helped us a lot," said Rosario, who owns Tequila & Acordeon Mexican Restaurant in Orange Park with her husband Edwin.

A member of the U.S Air Force Active Duty and Reserves for nearly 10 years, Rosario holds a bachelor's degree in financial services. Yet when she took Financial Matters as part of the certificate program, she was shocked by how much she learned. "Looking at the different perspectives of how to do your bookkeeping, the new technology that's out there, AI, and all that is available to keep your business running was an awakening and we have implemented a lot of it," she said. "It's like wow, that's your brand! The most important thing is to live your brand."

Likewise, Legal Matters helped her correct operational procedures by keeping everything in order and building a company book. "I had folders and files but didn't know how important it was to have an actual business book with important dates and legal documents in one spot," she said.

After taking Marketing Matters next, she will have completed three of four courses required to graduate from the program.

Rosario's relationship with JAX Chamber dates to spring 2015 when she joined Cohort 2 of JAX Bridges to bolster her former business that provided executive services to other companies and nonprofits. Coincidentally, a bookkeeping client was JWBC Director Annie Grogan who was running a nonprofit at the time. The women stayed in touch and after Rosario acquired a restaurant, Grogan encouraged her to let JWBC help her be successful.

"I dove into the Women's Business Center and started taking their courses," Rosario said.

In 2022 the couple purchased the restaurant, then a Salsa's, as an investment and last year took over its operation because it was not performing as they expected.

Rosario is the business's chief financial officer who also hosts, clears tables and does almost everything except cook. Her husband is CEO and supply manager.

She recently got accepted into Cohort 22 of JAX Bridges that will start this spring so she can continue to grow their restaurant. "We are very excited about the restaurant and want to get as much knowledge as possible. It's a festive experience for anyone who goes there," she said.

She praised the JWBC courses and said she hopes there will always be funding for them. "The knowledge and information and value I am getting out of these courses for just the minimum fee I am paying is priceless," she said.

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