



Hope 'squared'

Caroline Nimsch and Grace Hayes shop OLIVE Boutique!

Residents shop for a cause

Shoppers of all ages and stages came out to San Marco Square last month to fight breast cancer — with their wallets. Called Hope Squared, the two-day shopping event in mid-October included more than 20 stores and restaurants in the neighborhood. The local merchants donated a percentage of their sales to The Donna Foundation, also a San Marco-based organization. This is the third year merchants have joined for the fundraising initiative, which has helped raise significant funds for the foundation.



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COMMUNITY NEWS

Cowford Ball committee prepares for big night

Cowford Ball 2013 organizers held "A Taste of Vintage Vegas" event last month at Five Fillies Farms to introduce the event to past and prospective supporters. This year's honorary chairs are Hilah and Ron Autrey. Event Chairs Susan and Jay Williams and Vice Chairs Francy and Matt Robertson welcomed everyone to the gathering. The event featured a buffet by Executive Food Service and entertainment by Lorna Greenwood on the fiddle

See page 18

Therese Yanochik area director of leadership giving for the American Cancer Society with Alice Coughlin, Co-Chair Jay Williams, Rita Joost and Co-Chair Susan Williams

Rustlin' up fall fun

It was an October Boom Town at San Jose Episcopal Day School last month during the school's annual Fall Festival. For more pictures from the celebration and happenings from the neighborhood's littlest fillies. For more on the fun, see Junior Residents on

page 34

Hayden Collins and Grace Pyburn at San Jose Episcopal Day School's 2012 Fall Festival on Oct. 12. Photo by: Paige Parks McGee



BUCKLE UP Overland Bridge work kicking into gear

BY SUSANNA P. BARTON
RESIDENT COMMUNITY NEWS

The state Department of Transportation held its sec-

ond major public hearing meeting late last month about the upcoming Overland Bridge project — one of the largest state road-

way renovations to affect the San Marco area in recent history.

The project, which has a

See BRIDGE on page 11

Plans for controversial artificial reef sunk

BY SUSANNA P. BARTON
RESIDENT COMMUNITY NEWS

An artificial reef planned offshore Riverfront Park in San Marco will be relocated to another site, according to District 5 City Councilwoman Lori Boyer.

The reef, intended to improve on- and offshore fishing along the St. Johns River, was the source of much community alarm during the councilwoman's September town meeting. Residents were concerned the reefs would encourage more angling from the River Road shoreline park — a public space already stressed due to its overuse, small size and lack of onsite amenities

among other challenges. Residents' grievances later were aired during the early October meeting of the Jacksonville Waterways Commission's artificial reef subcommittee and subsequently addressed by way of a relocation.

Boyer said while the relocation of the reef does not solve the park's issues altogether, it is a step in the right direction.

"We still obviously have the concern from the neighbors regarding overuse of the park," Boyer said. A second reef is still slated for the waterfront off Greenscape Celebration Park at the end of LaSalle

See REEFS on page 12

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Publisher's Note

Top 10 reasons to be Thankful for our neighborhood

A relatively insulated residential real estate market – While other communities around Northeast Florida have been bumping along the bottom of the market during tougher economic times, homes in the historic districts have been maintaining their value at higher levels. Owning a home in the historic neighborhoods of Jacksonville can be a wise investment!

Community diversity – Our neighborhoods are home to people of many different faiths, backgrounds, political beliefs, ethnicities, education levels and heritages. On Hendricks Avenue/San Jose Boulevard, for example, commuters pass a slew of varying worship centers between Congregation Ahveth Chesed to the south and Swaim Memorial United Methodist Church to the north. Our residents are vibrant because of this mix of color, creed and character.

It's that time of the year when giving thanks takes priority in our lives. With Thanksgiving, Christmas and Chanukah just around the corner, we join other residents in being grateful for the family and friends who bring us joy and the circumstances that create new opportunities and bounty.

From where we sit, however, we see many more reasons to be thankful this holiday season. As publishers of your community newspaper, we are privileged to showcase news each month about the people, projects and businesses that make our neighborhoods distinctive. It's a special place to be! If you feel like you're reading a lot of "positive news" each month, you are right. Wonderful things are happening in our community week in and week out, and for that — we are thankful.

To put our gratitude in focus, we came up with a short list — a Top 10 List of sorts — about the many neighborhood attributes for which we are thankful for this year. We hope you agree with us!

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Local entrepreneurship and business – We haven't counted, but by all perspectives local businesses have the run on our area retail scene. With few "big box" stores in the neighborhood and a commitment from local residents to shop local, Jacksonville-owned and operated businesses thrive here. So maybe there are some parking issues to work through and maybe not everyone's happy with the fallout, but businesses want to be a part of this hopping scene!

Trees! We are so grateful for the beautiful canopy that help clean our neighborhood air, offer our homes and businesses shade and give our community a mature, distinctive appeal. And what a blessing it is there are so many residents here who support the protection, replanting and proper pruning of trees throughout the neighborhood.

Riverside Arts Market and the local farmer's markets – Not everyone in Jacksonville enjoys the kind of access we have to fresh fruits, vegetables and artisan craft that we do. Successful local markets like the Riverside Arts Market, the Farmer's Market on Beaver Street and the smaller fresh produce markets available to residents in San Marco and Riverside are making us a healthier community.

The St. Johns River and its waterways – Whether it's outwardly through organizations like The St. Johns Riverkeeper or through personal adventures like Jim Alabiso's (and company) river swims, residents appreciate the river and its ecology — and work hard to protect it.

City and school representatives who are involved and effective – It is a blessing to have people like District 14 City Councilman Jim Love and District 5 City Councilwoman Lori Boyer representing the neighborhood's interest in government matters. They are committed to making our community desirable places to live and work, their heart is in the game.

(Speaking of health) **Children in the neighborhood live in a place that promotes walkability, bike-riding and physical activity** – Whether it's children riding their bikes to school or walking to nearby parks and libraries, the scale of our neighborhoods provide ample opportunities for people of all ages to get physical — and keep epidemics like obesity, diabetes and other related issues that plague many communities around the country at bay.

Top-rated local schools – A high percentage of the city's top schools — both public and private — are located in our neighborhoods.

A community newspaper – We are here for our readers. We are grateful to be a conduit through which residents share their news with the neighborhood. It is our sincerest desire to build a strong sense of community through the humble act of information-sharing.

Did we overlook something important? (Surely we did — other close contenders were important qualities like the art community our neighborhood inspires and the prominent role philanthropy plays in our readers' lives) But let us know by sending a note to editor@residentnews.net. We love to receive your feedback and would enjoy sharing more reasons to be thankful in our December issue. Until then, The Resident family wishes you and yours a happy start to the holiday season. And don't forget — when you check your list and check it twice, buy local. It helps our neighborhood economy more than you might think!



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Response to sidewalk letter

I am writing in response to Mr. Dickson's letter printed in your October issue. I do not agree with Mr. Dickson that the expenditure of federal funds to install an unneeded stretch on Arbor Lane would be a good thing. I agree with Mr. Dickson that it is important to "connect the gaps in our sidewalks." I suspect there are many sections of San Marco that would benefit from the installation of sidewalks to improve connectivity and enhance walkability to Landon Middle School. However, the installation along Arbor

Lane of a sidewalk from Largo to Hendricks would have more negatives than positives. There are many areas in our neighborhood and city that have a greater need and would have much higher utilization than the Arbor Lane proposed sidewalk.

I do not live on Arbor Lane. However, I do live within Better Homes Company's First Edition, which encompasses the streets bounded by Laurel Road, Holly Lane, River Road (in part), and Arbor Lane. This section of San Marco has a distinct history and character from nearby sections. Unlike the original plats for the area around San Marco Lake and the River Oaks section, Better Homes Company's First edition has wider streets, deeper building set backs, curving intersections and NO sidewalks.

I walk regularly in our neighborhood for recreation, to patronize the merchants at the Square and to attend church. I have never felt unsafe or threatened because of a lack of sidewalks, including along Arbor Lane.

There is little on-street parking within Better Homes Company's First Addition and when there is on-street parking, the wider streets leaves ample room for two cars to pass at the same time. The area is very popular for residents, neighbors and visitors to walk. Even

where there are existing sidewalks along River Road, you will most often see pedestrians using the wide canopied streets.

Mr. Dickson references an incomplete sidewalk loop "that consists of San Marco Boulevard, Landon Avenue, River Road and Arbor Lane. There ALREADY exists a COMPLETE sidewalk loop, on both sides of the street that consists of San Marco Boulevard, Landon Avenue, River Road and Sorrento Road; Sorrento parallels Arbor Lane.

There is an extension of sidewalk on the west (river) side of River Road from Sorrento to the 2500 block (Maple Lane). There is a gap from the break at Maple all the way to River Oaks; I am not aware of any need, movement, or funding to fill this "gap." The sidewalk on the east side of River Road curves from Sorrento to Largo Road as a natural stop at Largo Road.

Most of Better Homes Company's First Edition (with the exception of Holly Lane which was originally a polo field for the Villa Alexandria estate) has a heavy canopy of trees. This is especially true of Arbor Lane from River Road to Hendricks Avenue. Installing a sidewalk on Arbor Lane from Largo Road to Hendricks Avenue would endanger the health of the trees and/or necessitate the removal of mature trees and/or result in an uneven, shifting sidewalk requiring expensive maintenance and creating a

tripping hazard. The existing strip of sidewalk vividly illustrates the problem.

If for some reason 75% of the affected residents had sought a sidewalk in this area, I would suggest that the request would NOT meet the standards set forth in the City's Sidewalk Construction Guidelines. And in this case, NO RESIDENT adjoining the proposed route has requested the sidewalk.

If a sidewalk became available along Arbor Lane, and if every house along the sidewalk had school-age children attending Landon (currently there are none), that is a maximum of twelve homes that would have access to the proposed sidewalk without having to traverse streets without a sidewalk! If a child took this route, it would be to cross at an intersection of dubious safety. Is this a reasonable allotment of resources?

San Marco has lots of needs but spending federal money for a project that has few prospective users and was not requested by the residents of Arbor Lane and their immediate neighbors, is not good stewardship. Whatever amount is budgeted for this strip of concrete, I can think of several higher priorities with much greater impact to the welfare of San Marco residents and the children.

Respectfully,
Pamela J. Rush, Laurel Road

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New bank on San Marco scene

Talk of a new bank taking up residence on the newly completed stretch of San Marco Boulevard has been ongoing for months, and now its identity is revealed.

Raleigh, N.C.-based First Citizens Bank and Trust purchased three combined lots at the corner of San Marco Boulevard and Cedar Street last month for \$1.5 million. The bank, which also is opening two additional bank branches in Northeast Florida, plans to build a two-story, 6,000-square-foot building on the site. The facility, adjacent to the new Murphy & Anderson building on San Marco Boulevard,

will be the bank's Jacksonville headquarters and its San Marco branch operation.

Resident Lee Stine, a broker at Southbank-based Grubb & Ellis Phoenix Realty Group, and Rick Sutton handled the real estate transaction. Their work also include two other real estate deals on behalf of First Citizens Bank, including the purchase of a property in the Shoppes of Bartram Park a site lease in Ponte Vedra Beach.

"This expansion is a demonstration of First Citizens' commitment to Northeast Florida and the customers it serves here," said Stine.

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San Marco Square traffic redesign: Updated plans right on point

BY SUSANNA P. BARTON
RESIDENT COMMUNITY NEWS

San Marco Preservation Society officials released a preliminary \$120,000 budget for the redesign and construction of Balis Park in San Marco Square as new details about the project begin to emerge.

Local engineer and San Marco Society Past President Doug Skiles shared additional facts about the park and traffic changes in San Marco Square during the group's October meeting – a follow up to new plans unveiled publicly in September. The plans aim to improve vehicular flow through the square and the new roundabout at Naldo Avenue. As part of the redesign, the traffic light at the square's center will be removed and Balis Park will be connected to the lion statues – creating a more prominent, usable green space that promotes walkability. Southbound traffic accessing Atlantic Boulevard or northbound San Marco Boulevard will utilize an expanded passage on Balis Place, according to plans.

The park expenses will be covered by the San Marco Preservation Society and the San Marco Merchants Association through the sale of bricks, benches and trees, as well as individual sponsorships, Skiles said. The groups will pay for maintenance of the new park through a contract with the current landscape company, Skiles indicated. The groups also are working with the city of Jacksonville parks



department and the Office of the General Counsel to create an agreement allowing San Marco Preservation Society control of park use and permitting.

One of the initiative's first major fundraisers will be the Autumn in the Park Farm to Table Dinner, slated for Nov. 11 at nearby Davin Park. Bricks, sponsorships and artistic renderings of San Marco Square by local artist Chris Flagg will be sold to raise funds for the project. Logan Rink from San Marco-based DCOOP is putting together a drawing to "inspire people to donate," Skiles said at the meeting. Patrick Carter Design has been hired to help assemble a sponsorship package and assist with signage, branding and website needs.

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* Annual Percentage Yield (APY) is accurate and effective as of May 21, 2012 and may change with out notice. 1.15% APY paid on personal account balances between one penny and \$20,000 each cycle account meets minimum requirements of having direct deposit or ACH, e-statement, and 10 debit card transactions. .50% APY paid on personal account balances greater than \$20,000 when same requirements are met. If minimum requirements are not met, account will still earn .05% APY regardless of balance. Fees may reduce earnings.

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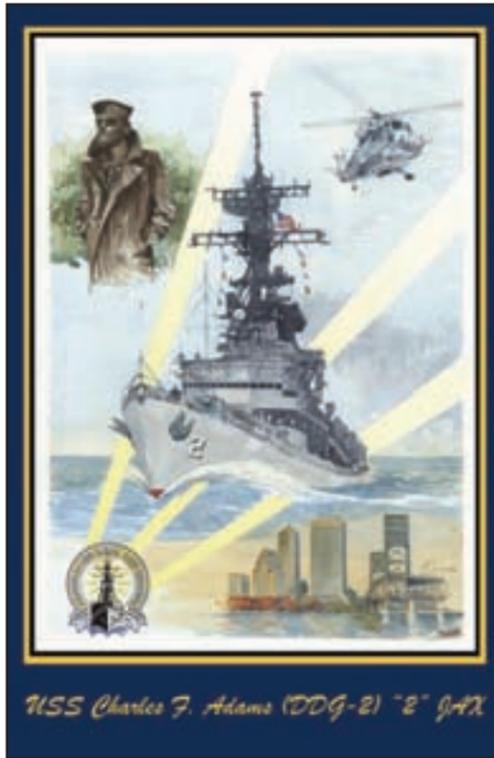
Group raising funds to bring ship to Northbank

Last month was a celebratory one for the Jacksonville Historic Naval Ship Association, which held its fourth annual gala last month in downtown Jacksonville. The group is seeking to bring the retired USS Charles F. Adams home as an interactive attraction on the Northbank of the St. Johns River.

The group held a reception at The Jacksonville Landing and a gala and silent auction at the Crowne Plaza Jacksonville Riverfront Hotel. Attendees included W.W. "Bill" Gay, Sr., who was expected to be honored for his longtime support of city and country and his efforts to bring the Adams to the Jacksonville riverfront. During the event, the group presented Gay with the JHNSA Meritorious Service Award.

Also in attendance was Charles F. "Chas" Adams, a Lieutenant Commander in the United States Naval Reserves who is a direct descendant of the John Adams family and was named after the ship's name-sake.

The JHNSA wants to establish a Navy pier by placing the USS Adams at the Shipyards site along the Northbank in downtown Jacksonville. The site is adjacent to the city's sports



complex along Bay Street. The JHNSA Visitor Center is located in The Jacksonville Landing.

The group is raising funds for the project. One of the fundraising initiatives is the sale of a special poster created by local artist Chris Flagg. The framed 24 by 36-inch prints are selling for \$75 and the unframed versions for \$20. All prints are signed and numbered by the artist. Prints that did not sell during the gala are available for sale in the USS Adams shop in The Landing.

Council representatives plug their opinions on JEA purchase idea



Should the city consider selling JEA to the highest bidder? That's the suggestion of District 6 City Councilman Matt Schellenberg, who instigated a resolution last month to study the idea further.

Neighborhood representatives District 5 City Councilwoman Lori Boyer and District 14 City Councilman Jim Love are mum on their stance. Since they will be voting on the resolution during a November meeting, neither representative took a firm position on the issue but indicated they were exploring the issue.

Boyer said last month she was learning more about the idea but said "it's no comment on selling JEA."

JEA, a not-for-profit entity, funnels more than \$100 million to the city annually. It is the seventh largest community-owned electric and water utility in the country and provides service to more than 750,000 users.

Love said thinking out of the box is a good exercise. But the bottom line is that the city needs to look at the numbers and see what makes the most financial sense.

"The numbers will speak for themselves – it doesn't hurt to look at it," Love said. "This has been done before and it's a pretty easy thing to calculate."

In a letter to Schellenberg dated Oct. 10, City Council Auditor Kirk Sherman estimated the value of JEA

to the city to be "a range between \$2 billion and \$2.5 billion." He described a list of assumptions in the letter.

"We estimate that the range in value of JEA could be \$1 billion at a minimum and as high as \$1.2 billion to an investor-owned utility or utilities assuming that a willing and able buyer exists," he said in the letter.

In a release celebrating Public Power Week last month, JEA officials lauded the perks of a public power utility. JEA CEO Paul McElroy pointed to one of JEA's major strong suits as a public power company – its borrowing capital is less than a for-profit power company. He said JEA bonds are tax-exempt, which means customers pay less in the long run for improvements to power plants or water and sewer pipelines.

"We take great pride in the fact that a significant portion of the dollars we collect from our customers remains in our community," McElroy said. "This year we will reinvest over \$500 million of our customers money to support ongoing utility operations and make the capital investments necessary to keep the community's utility systems strong and reliable. This activity supports the local economy and leads to thousands of local jobs."

Additionally, JEA expects to contribute \$106.7 million to the City's general operating fund in 2013, a figure described as a "record."

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JCCI shares vision with San Marco Preservation Society

BY SUSANNA P. BARTON
RESIDENT COMMUNITY NEWS

Jacksonville Community Council Inc. President and CEO John Werner presented plans for the JAX2025 initiative during a mid-October San Marco Preservation Society meeting. He called on local residents to support the community identity study and strategic action plan, launched in September.

“When we look at the history of Jacksonville, we know Jacksonville has been changing and it has been changing dramatically,” Werner told the preservation group. “San Marco is a wonderful example of things changing and things staying the same.”

He said Jacksonville is faced with an identify crisis.

“We don't know who we are as a community,” Werner said.

JAX2025 hopes to change that. The



Pittman



Werner



Barakat



Cannon

community-driven initiative and visioning process, which organizers say is funded entirely by private donation, will be facilitated by St. Nicholas-based JCCI. JAX2025 organizers are in the process of collecting 10,000 survey responses on its site, www.jax2025.org. The group had amassed 4,000 surveys by mid-October, Werner said. Community discussion meetings will begin in January; ensuing community meetings will help develop action plans. A report is expected to be delivered by May 18, and a 13-year implementa-

tion phase begins May 19, Werner said.

The project website describes JAX2025 as being “about action and change. It's about becoming the city we could be by creating a shared vision, finding solutions and making them real, and identifying leaders for our future.”

Mayor Alvin Brown is the JAX2025 honorary chairman. Granada resident and CBRE Group Senior Vice President Oliver Barakat joins former Florida Times-Union publisher Carl Cannon and Clara

White Mission Inc CEO Ju'Coby Pittman-Peele as the initiative's “Tri-Chairs.”

At the conclusion of his 20-minute presentation, Werner urged residents and members to participate in JAX2025 by taking the online survey and attending community meetings in January.

Doug Skiles, past president of the San Marco Preservation Society, later likened the JAX2025 visioning project to the San Marco by Design study, spearheaded by SMPS volunteer Valerie Feinberg nearly two years ago. He said many residents indicated they wanted a more walk-able community during the project's multiple focus group studies. This vision already is playing out in several projects, including improving pedestrian walkways throughout the neighborhood and the traffic changes proposed for San Marco Square.

Vitti officially named superintendent of DCPS

The Duval County Public School district officially welcomed new Superintendent of Schools Dr. Nikolai Vitti to its helm, approving his contract effective Nov. 12.

His contract expires June 30, 2016. The announcement follows an exhaustive search that yielded many high quality candidates.

Vitti will be relocating to Northeast Florida from Miami. His wife and four children will make the transition to Duval County in the coming months. His children

attend public schools. Vitti is the former chief academic officer with Miami-Dade County Public Schools (M-DCPS). His primary focus is to take the district from good to great by: expanding early childhood education; increasing the graduation rate; developing instructional leaders; improving teacher quality and morale; streamlining the efficiency of business and operations, and strengthening parent and community involvement.

“I am eager to listen and act on what

our stakeholders believe needs to happen to transform our district into a national model, where all students excel and develop the skills and confidence to fulfill their aspirations,” Vitti said. “Public education is at a breaking point and we must prove that it continues to be the vehicle to make the country's promise of equal opportunity a reality.”

Vitti received the prestigious Presidential Scholarship from the Harvard Graduate School of Education, and was a

member of the urban superintendent program, which has developed a number of successful superintendents throughout the country. In 2012 he completed his doctorate from Harvard in education administration, planning and social policy by writing a dissertation on urban parent involvement. He received his master's degree in educational leadership from Harvard as well.

Vitti holds another master's degree in education from Wake Forest University, where he was awarded a Master Teacher Fellowship, and a bachelor's degree in history.

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Southbank Riverwalk makeover slated to begin June 2013

Concrete structure to replace wooden walkway by March 2014

BY STEVE DiMATTIA
RESIDENT COMMUNITY NEWS

If you have ventured along the Southbank Riverwalk lately, your experience might have been a bit more adventurous than you preferred due to the rotting, dangerously slippery-when-wet boards that date back to 1985. That is about to change.

A concrete walkway will replace the current wooden structure by March 2014 according to a new timeline presented during negotiations between Haskell Company, the city, and property owners along the Southbank, including Crowne Plaza, Gate Properties, Wyndham Hotel and Duval County School Board. Construction is slated to begin June 2013 and demolition of the walkway between the Main Street Bridge and Gate Riverplace would be complete by July 29.

Arriving at a workable timeframe for the project has been a long walk. "Inspection reports date back to 2004 and Haskell was brought on as general contractor in 2010 to inspect and work on upgrades," said Dave DeCamp, director of communications for the City of Jacksonville and

Mayor Alvin Brown. "We've presented the timeline and general concept to land owners and we will tweak it based on their input. Everyone involved supports what we think is a really good concept."

DeCamp said the cost of the project is targeted at \$15 million and is budgeted for \$23.2 million through fiscal year 2016 via the city's capital improvement plan; \$17.2 million has been budgeted for 2012-2013. The money comes from a state grant (\$303,000), 2010 city council appropriations (\$11.9 million), bonding proceeds (\$5 million) and capital improvement (\$2 million per year for three years).

"The money for the project will be approved after the design of the project is finalized," DeCamp said. "The numbers are likely to change based on project bids and other design savings."

Finding ways to minimize the impact of construction on daily business drove recent negotiations, par-

ticularly with Crowne Plaza. Solutions include using construction methods that reduce noise (such as not using pile hammers), focusing primarily on the water side rather than land side of the properties, and working during the businesses' off-season, according to Cheryl Robitzsch, project director for Haskell.

"The talks have been positive. We should have the sovereign submerged land leases signed by December, then we'll apply for environmental resource permits. As soon as the paperwork is put together we should

be good to go by June." Robitzsch said. Florida's sovereign submerged lands are public trust lands below navigable water, and an ERP is required before beginning any construction that would affect wetlands, alter surface water flows or contribute to water pollution.

The new timeline is great news for Chris Flagg, who was hired by Haskell in April 2011 as the project's lead designer. He completed

60 percent of the design before the project was put on hold eight months ago due to changes in the city's administration and landowner negotiations.

"I'm really glad it's back on track because it would be a huge oversight if we allowed the Riverwalk to disintegrate further," Flagg said.

His design will compliment that of the Northbank, with a concrete foundation and a curving, meandering walkway of varying widths made of colorful pavers and offering interactive art pieces and seating areas covered by vivid "shade sails." The marina will be redesigned and landscaping and signage will enhance access points. Flagg said it will be very pedestrian and bicycle friendly and that it is aligned with the vision of San Marco by Design.

"It started as a replacement project, but as we looked at it from a design perspective, it became a destination project," Flagg said.

That is an approach that DeCamp said fits well with the city's vision.

"This is a very high profile community asset that everyone values and wants to improve, particularly the mayor, who has made downtown development one of the keys not only to our economic recovery but to making our city a great place to live."

"We've presented the timeline and general concept to land owners and we will tweak it based on their input. Everyone involved supports what we think is a really good concept."

Dave DeCamp

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Speakeasy, package store owners prepare for opening

Parking waiver draws concern

BY SUSANNA P. BARTON
RESIDENT COMMUNITY NEWS

Many residents are toasting plans for The Parlour and The Grape & Grain Exchange, a San Marco Square speakeasy and gourmet package store under renovations at the southwest corner of Balis Place and San Marco Boulevard. Interior improvements at the 3,125-square-foot site have been ongoing this fall and the “coming soon” sign appears to be a closer reality. An early November opening date seems imminent.

While the project has been widely embraced as a new retail vigor for the square, others are concerned it is setting a precedent for circumventing city parking requirements.

During the mid-October San Marco Preservation Society meeting, a longtime resident of Largo Road stood up to share his frustration with a parking waiver the business received from the planning council this summer.

“They were supposed to provide 45 parking spaces but they got a waiver to provide zero,” the resident told a full room of SMPS members and guests. “I don’t want to see our neighborhood become like Avondale.”

Avondale has faced myriad parking issues in recent years following administrative deviation approvals and other

rezonings that have reduced parking requirements for local restaurant owners and retailers. With the area’s popularity surging, parking is scarce and residents nearby local commercial centers now face tight on-street parking in front of their homes and other fallout in the area of security and noise. Local representatives and groups like Riverside Avondale Preservation want to study the neighborhood’s parking predicament to see how to best move forward.

“We’re not opposed to business, but next time we need to pay attention to the parking – we can’t take very much more,” he said.

Bob Smith, owner of The Grape & Grain Exchange and a San Marco resident who has worked in many San Marco restaurants and establishments over the years, said parking has become “demonized” recently.

He said while there is a formula in place that says how many parking spaces are necessary based on the size of the business, it is not so simple in a historic district like San Marco.

“In a historic district, you can’t just go in and build a parking garage — there are deviations for that,” Smith said. “We’re not creating any more of a forced use than there already exists in San Marco — we did our due diligence three times over. We’re not trying to come in and rewrite the book and open a crazy nightclub — we’re just trying to open something fun.”

He said San Marco is in a much bet-

ter situation than Avondale in terms of parking resources.

“Yes we are a historic district like they are, but we have a better parking situation where there is room to grow,” he said, referencing the parking possibilities that could come along with the East San Marco project at Hendricks Avenue and Atlantic Boulevard. “There is so much more room for groups to come in.”

A late summer waiver from the city planning commission provided The Grape & Grain and The Parlour two primary allowances: One, to reduce the required minimum distance between the property and a church or school from 1,500 feet to 342 feet in the CCG-1 Zoning District in order to receive a liquor license; and two, a companion administrative deviation to reduce the number of required parking spaces from 45 to 0 for the proposed nightclub use, the planning commission order read. The legislation – E-12-42 and AD-12-38 – were recommended for approval by the planning council subject to conditions.

The planning council recommended approval with the following conditions:

1. There shall be no patron/customer access from Balis Place and the alley at the southside rear of the property.
2. The area for retail liquor sales for off premises consumption shall be limited to 25 percent of the retail floor area portion of the building.
3. Prior to commencement of the use or issuance of a certificate of use, the applicant shall provide a letter from

the Southside Baptist Church confirming the existence of a shared parking agreement between the church and the San Marco Merchants Association, which would accommodate the required 45 parking spaces for the proposed use.

4. The nightclub/lounge area portion of the space shall be limited to 1,800 square feet in area.

5. No speakers or amplified music shall be permitted outdoors. District 5 City Councilwoman Lori Boyer, who was sitting next to the resident during the Oct. 15 meeting, said the property is in compliance. But the issue needs to be addressed in the city’s parking code standards – which are universally designed and do not specify more urban, historic settings like San Marco.

“It’s an issue though – we have a single code standard for the city and it requires a lot of parking,” Boyer explained. “The same parking requirements are in place for a mall. In concept, in an urban area we don’t need to require the same number of spaces. On the other hand, we want to recognize the problems that have developed in Avondale.”

She said the Southside Baptist Church parking lot, which is shared parking arrangement between the church and community, is a “huge asset” for San Marco.

“Parking in San Marco is not as severe as Avondale yet, but it’s something we need to continue to watch,” Boyer said.

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Jewish book festival turns a page in San Jose

The 16th Annual Jewish Community Alliance Jewish Book Festival will be held at the JCA's San Jose campus this month. Organizers said many outstanding authors will be in town for the event, discussing a diverse selection of books that have "something for everyone."

The literary event begins on Nov. 1 with a talk by Rabbi Richard F. Address, author of "Seekers of Meaning – Baby Boomers, Judaism and the Pursuit of Healthy Aging." The program begins at 7 p.m. and is co-sponsored by the River Garden Hebrew Home. Using key texts from the Torah, Address shows that the foundation of a happy and healthy life is the meaning we seek in the community of others and in our most fundamental relationship with God.

The schedule continues through the week:

Monday, Nov. 5, at 1 p.m. – Steve Berry, author of "The Columbus Affair." A family's secret, a ruthless fanatic, and a covert arm of the American government – all are linked by a single puzzling possibility: What if everything we know about the discovery of America was a lie?

Publishers Weekly said, "An engrossing thriller from bestseller Berry." Guests should bring a dairy lunch. Coffee and dessert provided and reservations are required by Nov. 1.

Tuesday, Nov. 6, at 7 p.m. – Guiliano Hazan, author of "Hazan Family Favorites – Beloved Italian Recipes." Giuliano Hazan, son of Marcella Hazan, shares recipes that have been passed down from generation to generation along with reminiscences of Shabbat dinners at his grandparents' house. A "Today Show" regular, he shows how various cul-

tures encountered during the family's wanderings from Turkey to Italy and the United States has influenced the recipes they still enjoy today. Disclosure: many of the recipes do not observe kosher principles.

Wednesday, Nov. 14, at 7 p.m. – Edie Lutnick, author of "An Unbroken Bond – The Untold Story of How the 658 Cantor Fitzgerald Families Faced the Tragedy of 9/11 and Beyond." Edie Lutnick co-founded and heads the Cantor Fitzgerald Relief Fund that has raised and distributed over \$250 million to victims of terrorism, disasters and emergencies. A labor lawyer by training, Edie's life changed forever when her younger brother perished in the World Trade Center and her other brother's firm was nearly destroyed. Through dedication and Tzedakah, Edie and her brother, Howard, committed their leadership

of Cantor Fitzgerald and its Relief Fund to changing the lives of thousands.

Sunday, Nov. 18, at 10 a.m. – Patrons' Brunch featuring David Misch, author of "Funny: The Book – Everything You Always Wanted to Know About Comedy." David Misch has been a comic folksinger and stand-up comic. His screenwriting credits include "Mork and Mindy," "Police Squad," "The Muppets Take Manhattan" and "Saturday Night Live." He teaches musical satire at UCLA and "Practical Foundations of Comedy" at USC. The book posits that humor is a defining characteristic of humanity.

All books will be available for sale and signing. Events, except for the Patrons' Brunch, are free and open to the whole community.

BRIDGE cont. from 1

contract amount of \$157.8 million, begins 2,300 feet south of San Diego Road and ends at the St. Johns River. FDOT Spokesman Michael Goldman said work will begin in January on the 1,255-day project. The timeline is based on projected contract days that include added time for weather, holidays and unforeseen field circumstances. He estimates the work will conclude during the summer of 2016, a date subject to change.

FDOT officials hosted the community at a Oct. 30 gathering at its training facility on Edison Avenue. Notices for the meeting went out to property owners within 300 feet of either side of the proposed alignment, according to the flyer.

The scope of work includes: the replacement of the Interstate 95 Overland bridge; reconstruction of I-95; reconfiguration of the interchange at Atlantic Boulevard and Philips Highway; construction of a new parallel service road for northbound traffic; reconstruction of a new parallel service road for southbound traffic; a widening of the Fuller Warren bridge at the southbound portion adjacent to the Southbank (not over the

river); and the widening of San Diego Road bridges.

The FDOT still needs to acquire 30 parcels to complete the property assemblage needed for the project. FDOT officials said that means 20 percent of the necessary property transactions, mandated under eminent domain laws, still are outstanding.

Residents who did not attend the late October meeting still have ample time to review finer points of the FDOT's plans. Materials are available for review at the San Marco Library at 1513 LaSalle Street and at the FDOT Urban Office at 2198 Edison Avenue. Written statements may be mailed to the following address no later than Nov. 9: Craig Teal, FDOT, 1109 S. Marion Ave., MS 2002, Lake City, FL 32025, or via email to craig.teal@dot.state.fl.us.

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Library friends hosting warehouse sale

The last Book Warehouse Sale of the year, organized by the Friends of Jacksonville Public Library, will be held No. 9 at the FJPL's Book Warehouse.

The book warehouse is located at 3435 University Blvd. N. in the University Park Library. Organizers said the sale will be one of the group's largest.

"We've expanded our shelving space and we have lots of books to sell," said Harry Reagan, president of FJPL. "Our sale opens with a members-only night and we'll be offering our \$10 bag special several days."

The special is all the books that can be stuffed into a brown grocery bag for \$10. Book prices are \$2 for hardcover and \$1 for

softcover and 50 cents for paperbacks. DVDs and CDs are \$3. Children's books are \$1 for hardcover and 50 cents for softcover. "Better books" are individually priced, mostly \$4 to \$8.

Reagan said FJPL will be asking shoppers to sign petitions supporting a straw vote on establishing a special tax district for the library. The tax district was the proposal that came out of a special JCCI (Jacksonville Community Council Inc.) study to find a way to stabilize library funding. The library budget has been cut several times in recent years. Reagan said FJPL also is helping organize petition circulators to work at voting places during early voting and on Election Day.

For more information on days and hours of the sale, visit www.fjpl.org or call (904) 630-2304.



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REEFS cont. from 1

Road. The city of Jacksonville, through its Housing and Neighborhoods department, applied for the permits to construction the artificial reefs. The application said the reefs expected usage were for boats and shore-based fishing. The reefs would help "4-6 boats utilize the site at any one time" and "enhance shore-based angling at Riverfront Park located in the San Marco area of Jacksonville."

The reef originally slated for submersion 483 feet off Riverfront Park will be moved further south and out into the St. Johns River channel, Boyer said.

Boyer is vice chair of the waterways commission, a 13-member board that works "in cooperation with the St. Johns River Water Management District, the state Department of Environmental Protection, the State Department of Health, the State Fish and Wildlife Conservation Commission, the United States Fish and Wildlife Service and the United States Geological Survey...to study and make recommendations to the council with respect to the improvement, development and protection of the St. Johns River and all tidal waters in Duval County," according to the city website.

The Riverfront Park reef — and issues neighbors articulated about the park's current usage — generated much conversation at the October subcommittee meeting, according to meeting notes. And from the discussion came encouraging action plans from several of the agencies represented on the commission.

Subcommittee members came up

with several suggestions during a lengthy discussion period over the matter. Some of the ideas included:

- Having the Florida Fish & Wildlife Conservation Commission officers at Epping Forest Yacht Club visit the park on occasion to determine whether or not the anglers have fishing licenses.

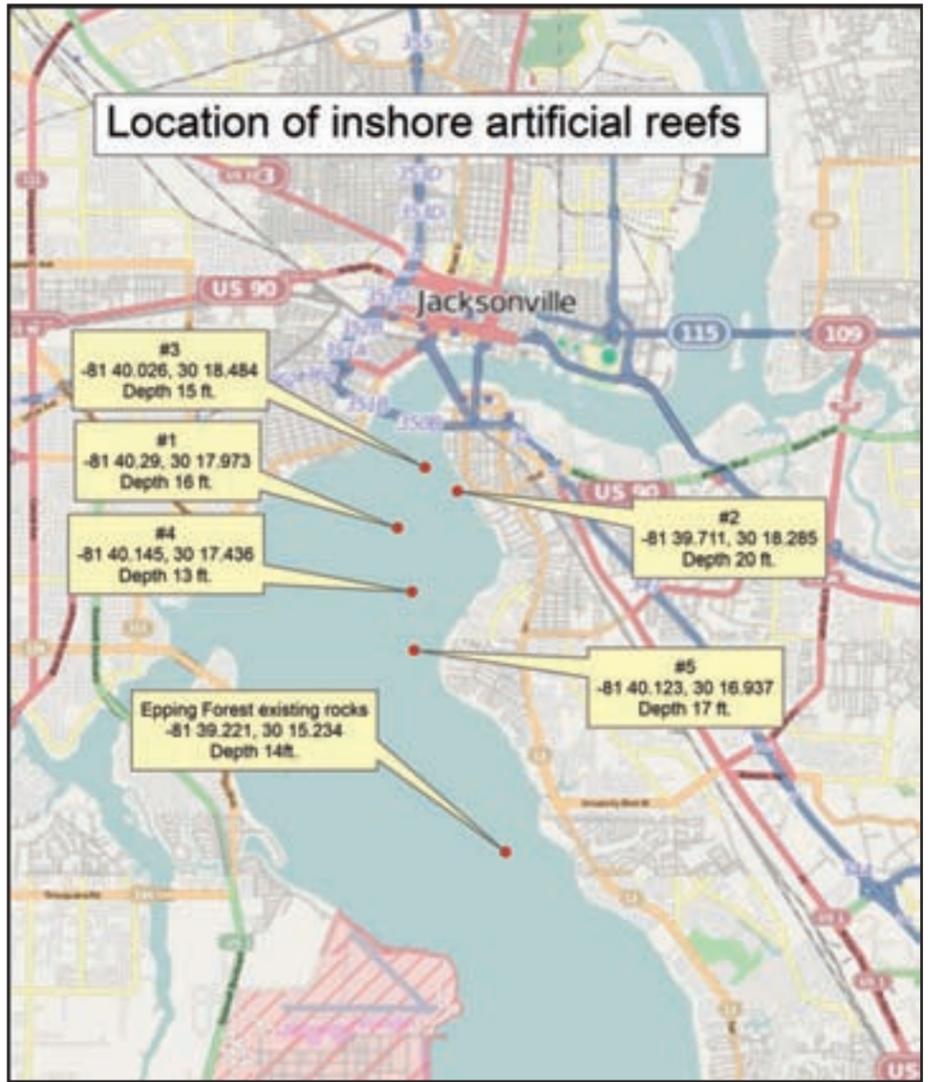
- Having the Recreational Fishing Alliance and other group representatives visit the site and distribute pamphlets

- Building a fishing pier at the park

Waterways Coordinator Captain Jim Suber told the meeting attendees that these types of problems are common at all public access sites where fishing is the primary activity. Waterways Commissioner and Chairman Scott Shine indicated he would talk to the Florida Fish & Wildlife Conservation Commission to "see if they can lend a hand with enforcement of rules at the site," the notes read.

"There were a lot of individuals assuming responsibilities for different things," Boyer said in late October. "Recreational Fishing Alliance was going to agree to regularly visit the site and make sure people understand that if they don't comply with the rules that fishing might be eliminated — and to encourage them to clean up for themselves and not to trespass, things like that."

She said the city also has been doing a more frequent job of emptying the trash cans at the park. Jacksonville Sheriff's Officers and representatives from the Florida Fish and Wildlife Commission also have been making more visits to the park in recent weeks to check fishing licenses. San Marco



Preservation Society, she said, had "made some initial steps about talking to residents and the city about the potential of having a floating dock at the location, and allowing fishing from that as an option."

"The floating dock might alleviate some of the problems onshore, but you still have the parking problem and the bathroom problem so I'm not sure how

that goes."

In her monthly newsletter to constituents, Boyer also said the city continues to look at options short of closing the park to fishing. "

"But all acknowledge that the lack of parking and bathrooms are major problems that make the intensity of use a challenge and a problem for all residents," she wrote.

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Mobility Plan fee moratorium ended Oct. 19

BY STEVE DiMATTIA
RESIDENT COMMUNITY NEWS

The sun officially set on the 2030 Mobility Plan fee moratorium Oct. 19, but developer Toney Sleiman continues to advocate for a new moratorium bill, leaving the plan's proponents on guard.

The one-year moratorium was adopted to stimulate growth by lifting impact fees on new development. But not everyone thinks it has been effective enough to warrant an extension.

Motivated by rumors the Oct. 9 city council meeting agenda might include an extension bill, 40 individuals came in support of ending the moratorium. Their biggest concern: Without a mobility fee, there is limited funding for capital improvements. Many spoke on behalf of citizens' groups, including Riverside Avondale Preservation, San Marco Preservation Society, Springfield Preservation and Restoration, Urban Core CPAC (Citizen Planning Advisory Committee), Greater Arlington/Beaches CPAC and the Bicycle Pedestrian Action Committee.

"Anything can still happen with this bill and we wanted to make sure the council knows there is opposition to an extension both on economic and philosophical terms," said San Marco-based developer Doug Skiles, who spearheads the opposition.

No one has advocated for an extension during council meetings, the mobility fee was not addressed at the Oct. 23 meeting and, as of press time, no bill had been filed. But Sleiman has

been clear in his intention to seek an extension.

"Another year moratorium is the smart thing to do in this economy," Sleiman said. "It makes no sense letting it die, or extending it for less than a year, or just having a reduction in the impact fee; those are half-way measures."

Proponents for both sides have lobbied council and the Mayor's office since there is a possibility that a new bill could be introduced. However, neither the administration nor any council member has declared a willingness to sponsor new fee moratorium legislation.

"The administration would not initiate an extension of the moratorium at this time, as it is a council matter," said Jessica Deal, Mayor Brown's city council liaison.

At a recent Southeast CPAC meeting, Brown stated, "We always knew it [the moratorium] was a one year plan."

That aligns with feedback from council members Jim Love, Lori Boyer, John Crescimbeni, Warren Jones, Bill Bishop, Bill Gulliford and Stephen Joost. They, in addition to Greg Anderson, Ray Holt, Clay Yarborough

and Matt Schellenberg emphasized that, if a bill is taken up, they would carefully weigh the data before deciding (other council had not been contacted by press time).

The data does not strongly support an extension. Of 124 mobility fee

applications totaling \$17.5 million, only 27 have been permitted (21 percent). Fees waived equal \$3.1 million.

However, 17 waiver applications were filed within the first 11 days of October compared to 15 in September, according to Stephen Smith, who compiles this data for the city.

Some council members suggested this last minute rush might indicate the moratorium was not used effectively.

But Mike Herzberg, Director of Development for Sleiman Enterprises, noted that projects are not counted in the waiver figures until they are issued a permit, which can be up to six months after the moratorium ended. Therefore, these October projects could possibly increase the moratorium waiver totals.

Additionally, Sleiman argued that mobility fees dissuade some national developers.

"There are companies that are only building new stores in areas where

impact fees are waived," said Sleiman, pointing to RaceTrac Petroleum. Trey Spivey, RaceTrac's real estate manager, confirmed that an impact fee would likely limit the number of stores they would build in Jacksonville.

"We've got to focus our capital on where we can get the most bang for the buck," said Spivey. It is noteworthy that RaceTrac has built only one store locally during the moratorium period and it was not eligible for a waiver.

While some developers may not embrace the mobility fee, its return will help fund capital improvement projects throughout the city. For Riverside/Avondale, that means a streetcar connecting to Downtown. San Marco would see the widening of Philips Highway. But proponents are aware these projects could be in jeopardy again if the council can be convinced to revisit the issue.

"We're happy to see the moratorium end and will be paying close attention to make sure the community will have an opportunity to respond if another bill is introduced," Skiles said.

Note: Southeast CPAC has invited Herzberg and Skiles to present the issues on November 26 at 6:30 p.m., St. Vincent's Southside Hospital, 4201 Belfort Road. Contact Rosemary Wesolowski at 904-255-8261 or rosemary@coj.net for information. To learn more about the Mobility Plan: <http://www.coj.net/departments/planning-and-development/community-planning-division/transportation-planning/mobility-plan.aspx>

"Anything can still happen with this bill and we wanted to make sure the council knows there is opposition to an extension both on economic and philosophical terms,"

San Marco-based developer
Doug Skiles

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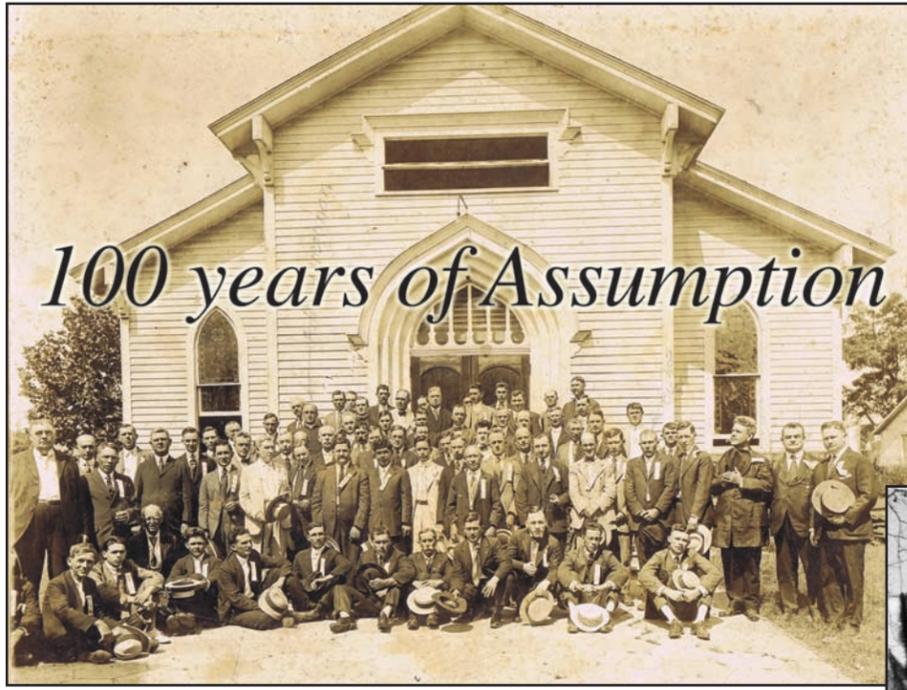
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(Editor's note: Assumption Catholic School and Church has been an important faith fixture in the St. Nicholas community for a century. School leaders shared an enlightening history of Assumption, which provides an interesting perspective of the neighborhood during the past 100 years. Local alumni may recognize names of some of the school's founding fathers – and sisters. The school and church launched the centennial celebration in September with a fall festival in early October and a parish family campout in mid-October. The church and school plan to have a centennial historical church tour in December and leaders invite the community to help celebrate this milestone.)

It was in the early autumn of the year 1913 that the prayers of a small group of Catholic laity in South Jacksonville were answered, when His Excellency, The Most Reverend William J. Kenny established the parish of the Assumption on the south shores of the St. Johns River. Father

Patrick Barry celebrated the first Mass on October 15, 1913.

Father Patrick Bresnahan succeeded Father Barry and in 1923 a contract was signed to start construction of a new parish hall and school. The school opened that fall with an enrollment of 110 students. The school was staffed with four Sisters of St. Joseph from St. Augustine. Sister Mary Agnita was the first principal.

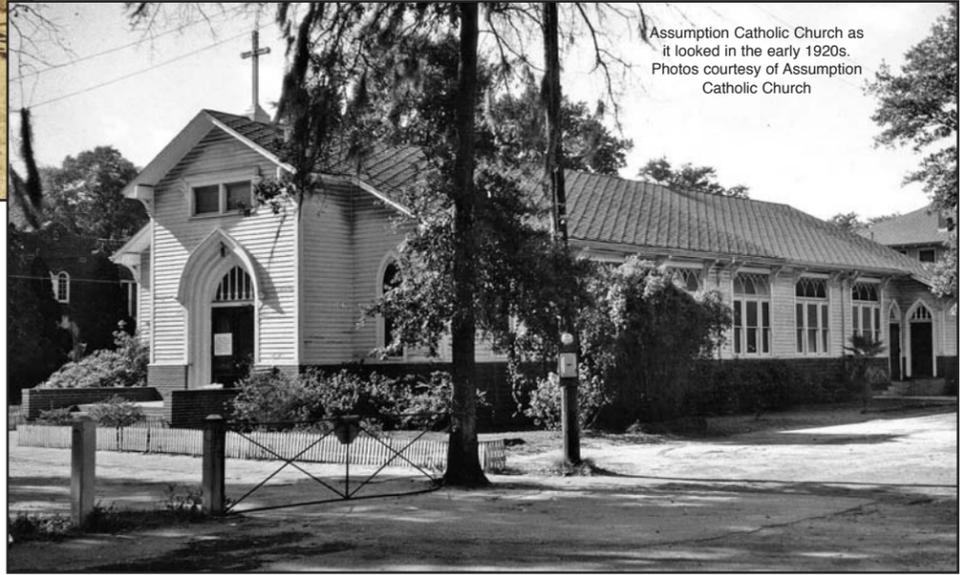
The parish and school continued to expand and in 1942 Father George Rockett, who was the current pastor, began to investigate the possibility of acquiring a parcel of land on Atlantic Boulevard. Father James Cloonan made final arrangements for acquisition of the land. This acquisition was finalized at a time of growth in the Southside area. Father Cloonan's first

project was to convert the existing building into a temporary school and convent. The new Assumption School opened in September of 1949 with an enrollment of 317 students. The school also saw a change in the Order of Sisters that were teaching in the school. The St. Joseph nuns left and eight Sisters of St. Dominic arrived to staff the school. Sister Marie Joseph Barry, niece of the founding pastor, was the first Dominican principal.

Under Father James Cloonan, a new church building was built on the site

old auditorium was renovated to house the school library.

Monsignor Eugene Kohls became the pastor in 1977 and has since constructed another meeting hall that is used by the parish, which frees up the parish hall for school use. A preschool was added that provides a safe, caring environment for three and four year olds. The original school building has been completely renovated and updated. The new computer lab has been outfitted with IBM compatible computers with the latest software. The



Assumption Catholic Church as it looked in the early 1920s. Photos courtesy of Assumption Catholic Church

of the school in 1955 when the city acquired the original property for the expressway. A new rectory and convent were built in 1958. As enrollment increased so did the need for more space. In 1965 an additional school building and a parish hall were built under the guidelines of Monsignor Harold Jordan. This addition made available eight more classrooms. The

junior high building has been renovated with new floors, windows and chalkboards.

The history of a living community is ongoing. The life processes of adjusting, expanding, coping with new and different circumstances are constantly in motion. Assumption is one of the oldest parochial schools in Jacksonville.

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Getting to know...

Assistant Chief Bobby L. Deal



Name: Bobby L. Deal
Title/Rank: Assistant Chief;
 Zone 3 Commander

What are the boundaries of Zone 3?

Zone 3 is the southeastern portion of Duval County. It includes everything east of the St. John's River, south of Beach Blvd., west of the Atlantic Ocean, and north of the St. John's County line. It includes the communities of Mandarin, San Marco, Southside, and San Pablo, just to mention a few. It is actually larger in population and geography than the cities of Lakeland and Tallahassee, just as a reference.

How many officers are under your leadership in Zone 3?

Approximately 200 sworn officers, including the supervisory cadre.

What do you want the community to know about the Zone 3 officers?

That they are among the finest men and women our community has to offer. They are a dedicated group of highly trained professionals that chose this career out of a strong desire to make a difference by having a positive impact on this community. For them, it is not just a job but also a way of life. I'm sure that the same can

Recently, Jacksonville Sheriff's Office Assistant Chief Bobby L. Deal spoke to a group of San Marco-area residents about crime and crime prevention in the neighborhood. It is not the first time Deal has been a presence in the community – he is highly regarded for meeting with neighborhood groups and sharing his experiences with crime in Zone 3.

While Deal lives on the Northside, he has strong ties to Zone 3 both professionally and personally and tells The Resident "there's nowhere I'd rather work." Get to know this 34-year veteran of the force and a little more about Zone 3 – the area that includes San Marco and San Jose. He shares valuable information about what residents can do to better safeguard their property and thwart additional crime.

be said about all of JSO, but as the Zone 3 Commander, I get to see our officers' amazing accomplishments on a daily basis, and I'm extremely proud to lead this group of loyal public servants.

What should residents beware of these days in terms of recent criminal activity?

To begin with, they should know that they have a much lesser chance of becoming a victim than they have had since the early 1970s. That being said, we always want to address the "fear of crime" as well as the crime itself. Therefore, our citizens should be careful to safeguard their sensitive information to prevent identity theft, and take basic precautions of locking their doors, not leaving valuables in their vehicles, and maintaining proper lighting.

Ideally, how can residents help you and your officers keep the neighborhood safe?

The biggest thing they can do, beyond securing their own property through basic crime prevention steps, is to be vigilant and look out for each other. Don't hesitate to report something suspicious or out of place. What might seem small at the time could actually be a key piece of information we need to solve a bigger problem.

With a million people in this city and only 1,600 police officers, we recognize that we can only be successful by working in partnership with our residents. We need their help.

What is ShAdCo and how can residents get involved?

ShAdCo stands for the "Sheriff's Advisory Council". It is a collection of community groups that each represents a specific geographic patrol sector (we have three of them in Zone 3, referred to as Golf, Hotel, and India). They are an outstanding group of law abiding citizens that want to get involved in their community and make a difference, by acting as the eyes and ears of law enforcement. They also help us to prioritize our workload by letting us know what is important to their community. They have monthly meetings, which are open to the public. Anyone interested in joining is encouraged to attend a meeting or contact the Zone 3 Substation for additional information.

Favorite words of wisdom?

We should all strive to leave behind a legacy that we would be proud for our children to see. We should execute our duties with this simple concept in mind; what would we like for people to say about us to our children during a future meeting.

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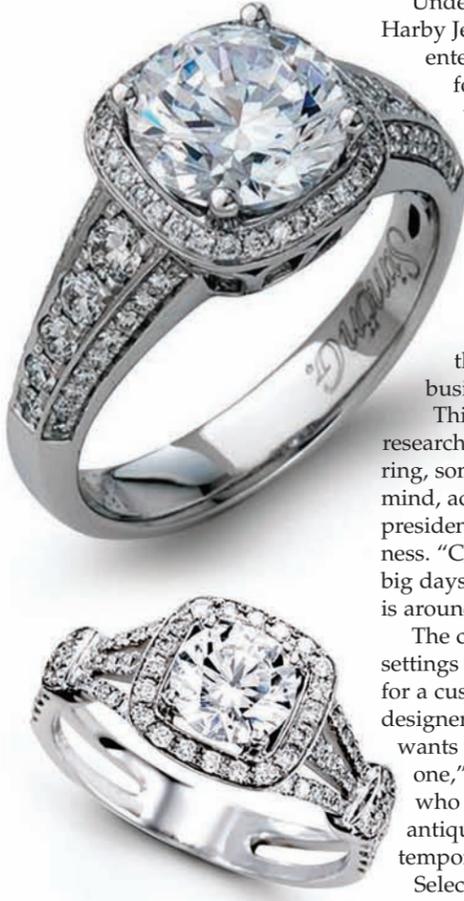
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"Engagement rings have always been our primary focus," said Hugh Harby, president and third generation owner. "We consider the engagement or wedding ring to be the most important sale that will, usually, generate future business."

This time of year many couples are researching the purchase of an engagement ring, sometimes with a holiday proposal in mind, according to son Brad Harby, vice president and fourth generation in the business. "Christmas and New Year's Eve are big days to propose, especially when family is around to celebrate," Hugh noted.

The couples will find a hundred or more settings from which to choose, or can opt for a custom setting designed by any of 10 designers. "At least one in ten couples wants to change a setting or create a new one," said Hugh. "We have designers who specialize in traditional, others in antique settings and still others in contemporary lines."

Selecting the setting is just one of the steps in the process of getting the engagement ring at the best value; choosing the

stone is the other step. Clients may want to see a variety of diamonds first and are shown different qualities under a microscope. "Our sales style is unique," said Brad. "It's always a sit-down presentation. We remove the barrier of the jewelry display." Hugh added, "Our presentation is informative and instructional. We teach our clients about the characteristics of the diamond, and then determine their preferences by showing examples of each quality of stone."

If the client doesn't see exactly the stone they have in mind, the Harbys can search the diamond market worldwide to locate the right diamond. "We're looking for the best value for the customer," Brad explained.

Prospective buyers shouldn't be intimidated by the location and both Harby father and son are quick to make their clients feel at ease. "Most people come here for happy occasions," Hugh said. "I love both the science and sales part of this changing industry. We continually educate ourselves about new technologies, styles and synthetics."

He also noted that if Harby Jewelers wasn't the first in the area to put up a website, they were probably the second. "We do a tremendous amount of business online, and are unique in that we list our prices," stated Hugh. "We also keep in touch with our customers via email and catalog mailings."

Some clients don't re-engage with the jewelers for years, but always remember the place where they bought their engagement ring and return for other occasions. Recently, a long-time customer called from Tibet to place an order. "He wanted to make sure it would be ready when he returned from his trip," said Hugh.



Harby Jewelers is located at 1301 Riverplace Boulevard, the 25th floor of Riverplace Tower. Visit Monday-Friday, 9:30 a.m. to 5 p.m. or preview the diamond and jewelry selection at www.harbyjewelers.com. Appointments not required, but accepted: (904) 346-0641



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VINTAGE VEGAS INSPIRES COWFORD BALL PLANNING

Cowford Ball 2013 organizers held "A Taste of Vintage Vegas" event last month at Five Fillies Farms to introduce the event to past and prospective supporters. This year's honorary chairs are Hilah and Ron Autrey. Event Chairs Susan and Jay Williams and Vice Chairs Francy and Matt Robertson welcomed everyone to the gathering. The event featured a buffet by Executive Food Service and entertainment by Lorna Greenwood on the fiddle.

Julianne and Michael Kelly with Sheila Collier



Billy and Mollie Summer with Ron and Hilah Autrey



Lindsey Williams, Mandy Allen, Cherie Graham and Emily Felkner



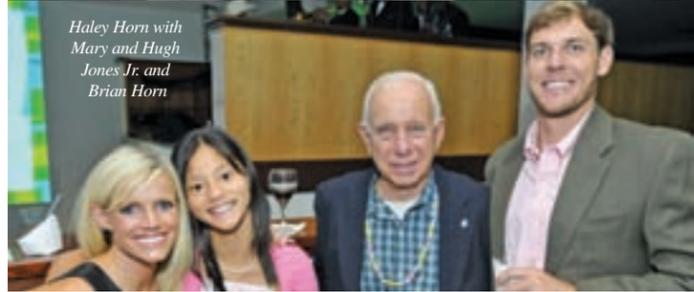
Robin Love, Anne Meyer and Randall Marchman

ARTSCAPADE GUESTS HAVE HEARTS FOR KIDS

Patrons of the Hearts held its annual Artscapade gala last month at The Museum, a St. Nicholas event facility in Midtown Center. The theme was Big Band Swing and artists from around the Northeast Florida/Georgia area were featured. The gala raised money for Patrons of the Hearts, a local nonprofit offering heart care to children from underdeveloped countries.



Will and Vicki Schaefer, Michael Byrd and Jim Gray



Haley Horn with Mary and Hugh Jones Jr. and Brian Horn



Lisa Teel and Kerrie Slattery

Larry Clark, Hilda Ettetdgui, Debi Hanks, Dr. Jose Ettetdgui, Nancy and John Bedford

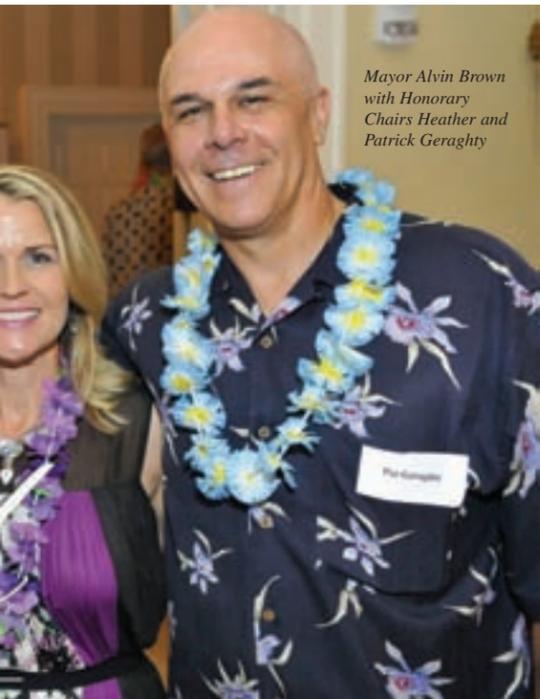


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Mayor Alvin Brown with Honorary Chairs Heather and Patrick Geraghty

OFF TO THE RACES FOR JDRF FUNDRAISER

Patrons helped raise money and mint juleps glasses for the Juvenile Diabetes Research Foundation North Florida Chapter last month at the 12th Annual Miracles Gala. Held at the Sawgrass Marriott in Ponte Vedra Beach, the part's "Derby After Dark" theme helped draw an enthusiastic crowd to the seated dinner and silent auction gala. Organizers hoped to raise more than \$265,000 at the gathering. Proceeds benefit the organization's Artificial Pancreas Project. Co-chairs of the Miracles Gala were Heather King of Jacksonville Beach and Jennifer Trednick of San Marco.



Christine Auger and Mindy Lytle

Co-Chairs Heather King and Jennifer Trednick



Denise Merlot, Jodi Leafer and Amanda Isaacs



Melody Van Zant, Aria Todd and Judy Van Zant



Jensen and Sarah Hande

FINFEST DRAWS SUPPORT, HEARD LOUD AND CLEAR

Jacksonville Speech & Hearing Center held its FinFest on the River event in the newly redesigned Timuquana Country Club ballroom Oct. 13. The fundraiser broke through a prior record nearly tripling the previous efforts, according to executive director William "Bill" McQuilkin, Jr.

Special thanks went out to the Presenting Sponsor, Florida Blue and the Honorary Chairs Heather and Pat Geraghty.



Jim and Susan Towler with Natali and Moody Chisholm

HUNDREDS GROOVE TO LIVE MUSIC AT FLETCHER PARK

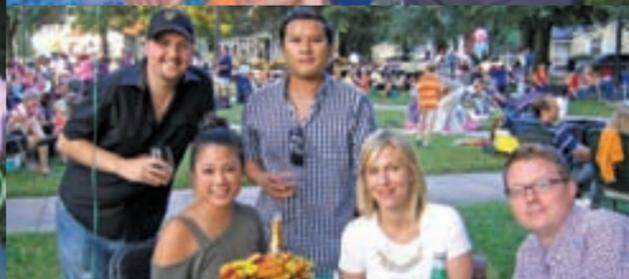
Jonathan Barron with Ethan and Chloe

It was the perfect blend of ideal weather, good music, tasty picnic fare, friends and families, and lots of lively conversation. The San Marco Preservation Society's annual Concert in the Park, held at Fletcher Park on Oct. 12, attracted adults and kids of all ages who came out to enjoy the fun-filled, free event from 6 to 9 p.m. The local band Klob kicked off the evening with an eclectic mix of soul and blues and a dance troupe from Turning Point of Dance performed to hip hop and show tunes.

Kids paraded their colorful balloons, twirled hula hoops and practiced throwing footballs. A face painting booth and Marble Slab Creamery ice cream station also were big hits with the kids.



Megan and Keith Eggleston with son Julian, donning a homemade spider hat, along with David Booher



Bob Smith and Jackson S. Phakoy with Debbie Smith, Gina and Chris Townsend

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MOVERS & SHAKERS

Farhat wins JSO honor

The Jacksonville Sheriff's Office named San Marco resident Sergeant Jay Farhat the September 2012 Police Supervisor of the Month during its September Meritorious Awards Ceremony. Farhat was lauded for his supervision and leadership during three attempted murder investigations that took place between December 2011 and February 2012. The cases involved an aggravated battery in Brentwood Park, a case where a suspect shot at three officers in the Arlington area and a shooting at Regency Square Mall.



Taylor makes move to Prudential

San Marco Resident Ginny Taylor, who served as president of her family owned business, Oaklawn Cemetery, for more than five years, is now working as real estate professional at Prudential Network Realty's metro office in San Marco. Taylor, a Jacksonville University graduate, spent the



first 15 years of her career in real estate finance and development. "Helping families find their new home is what I love most about being a Realtor," Taylor explained. "Sharing their joy and excitement of living the American dream of home ownership is my greatest reward."

Residents receive beautification awards from SMPS

The San Marco Preservation Society recognized three local residential and commercial construction projects with its annual Beautification Awards. Co-chairs Kelly Rubin and Sherri Meadows presented awards to local winners during the group's October meeting.



Kelly Rubin and Sherri Meadows with Terri Schneider

The winners and their projects included:

- Terry Schneider and John Boney, residents at the end of West Cove Lane. Terry Schneider and Scott Leuthold of William Leuthold Architects designed the home. The new home's design was based on Schneider's initial sketches. Leuthold helped Terry realize the style and massing of the home. The home showcases beautiful vistas from the 20' x 32' conservatory with big 8' x 8' windows overlooking River Oaks Park and the St. Johns River. The project included the removal of a one-story brick home previously designed by Ivan Smith in 1939 for Mr. & Mrs. J. L. Watson.



Rubin and Meadows with Geddes Anderson. Photos by Heather Stine

- Anderson/Murphy Law Firm. A site at the corner of Cedar Street and San Marco Boulevard was ideal for Geddes Anderson and Neils Murphy who both live in San Marco. They thought the location to be perfect for clients, close proximity to the new downtown courthouse, Baptist Hospital, and many lifestyle advantages. The project's team included Doug Snead, architect; Almond Engineering; Weaver Construction; and Alicia Weaver with Shulte Design.

- Holly and Craig Kobrin, River Road. Their home was renovated for a family of seven. The Kobrins' ownership of the home makes it the third renovation to the home. Their additions to the home include a new swimming pool, pergola off the downstairs study, outdoor shower, summer kitchen, renovation of the garage and the Gator game room. The project's team included architect Hilda Etedgui, Interior Designer Ellen Dyal and Horne Builders.

Neighborhood Bishop elected university Chancellor

The Rt. Rev. Samuel Johnson Howard, Bishop of the Diocese of Florida and resident of San Marco, was elected the 24th Chancellor of the University of the South at Sewanee at a meeting of the University's Board of Trustees in early October.



Howard succeeds the Rt. Rev. J. Neil Alexander, who was appointed Sewanee's Dean of The School of Theology in the summer of 2012. The Chancellor, elected from the bishops of the University's 28 owning dioceses, serves a six-year term and is president, ex officio, of the Board of Trustees and a member of the Board of Regents.

Howard will provide leadership and counsel to the University's vice chancellor and Board of Regents. This role will be fulfilled simultaneously with Bishop Howard's continued service to the Diocese of Florida.

"I am most honored to have been elected to this position by my colleagues and look forward to the exciting opportunities ahead," Howard said in a statement. "It is a particular joy for me to serve in exciting and joyful ministry in our Diocese and at

Sewanee."

Howard has been a member of Sewanee's Board of Trustees since 2004 and the Board of Regents since 2007. In 2004, he received an honorary degree from the university.

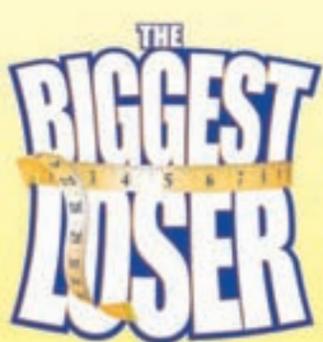


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My Best Friend's Closet moves, expands

It took a long Labor Day weekend – and lots of best friends – to move My Best Friend's Closet to its new, expanded San Marco storefront this fall.

Storeowner Sandy Myers said about a dozen friends helped her move from 1,200 square feet of retail space at the 2002 San Marco Boulevard to a more central space north of the San Marco Theatre.

"This location is vibrant – you can really see it," said Myers, a longtime San Marco retailer who used to own Edward's and moved that business several times when it needed larger quarters. "I have followed a habit of outgrowing my space."



The larger store allows Myers to keep an expanded selection of hats. Currently she has more than 200 hats on display, as well as more than 200 scarves.

My Best Friend's Closet is an upscale consignment store catering to sizes 14 and up.

San Marco teacher publishes AP Spanish book

Cathy Soud, a San Marco resident and Bolles upper school Spanish teacher, authored

the AP Spanish Language and Cultural Course Planning and Pacing Guide 2, which recently was published by the College Board.

The College Board tasked Soud and two other teachers in the United States with creating publications to assist teachers to prepare and design their courses for the AP Spanish Language Exam, which will undergo a complete change in 2013-2014. The test will be renamed the AP Spanish Language and



Culture Exam, emphasizing cultural components.

The guides provide examples of how to design AP course instruction based on each author's teaching context and highlight how the learning objectives, course themes and achievement level descriptions are addressed in the course.

"The process took six months and many edits, but at last has been finished," said Soud.

Soud continues to serve key roles in the AP Spanish exam and course design, working with the AP program for nearly 25 years.

Grape & Grain Exchange, The Parlour on tap for square



San Marco native and longtime Square employee Bob Smith, along with business partner and Douglas Anderson School of the Arts graduate Anthony Norton, are putting the final touches on The Grape & Grain Exchange and The Parlour in San Marco Square.

The Grape & Grain Exchange is expected to open Nov. 15, according to Smith. The retail store will focus on the sale of American craft distillery products and craft spirits, as well as craft beers and wines. Smith said the store is part of a national craft distillery movement – the industry has grown from 30 distilleries in 2006 to more than 250 this year.

"It's grown immensely and is the next step in the evolution of liquor, wine and distilled beverages," he said.

The store also will include sales of take-away cheese and charcuterie by the ounce, fresh baked breads, olives, stuffed olives and glassware. A small tasting area will allow customers to try some of the rotating beers on tap from local breweries, in addition to wines and distillery liquors. Smith describes the store as an "interactive retail

shop."

"We want to educate consumers so they can educate other consumers and in turn grow the business," Smith said.

The Parlour will be a 1,500-square-foot, 50-seat speakeasy lounge behind the storefront. Norton will be heading up that venture, Smith said, and the lounge will feature live music from jazz and blues bands. The bar concept is based on prohibition-style mixology and will use local, fresh ingredients. The Parlour is expected to open the second week in December.

Maple Street Biscuit Company on the rise in square

The sweet swell of fresh food will be blowing into San Marco Square this month.

Maple Street Biscuit Company, started by Avondale resident Scott Moore and Gus Evans, is going in next to The Grape & Grain Exchange at 2004 San Marco Blvd.

— in the site formerly occupied by The Black Bean.

On the restaurant's Facebook page, owners describe Maple Street Biscuit Company as "southern comfort restaurant with a modern flare."

The restaurant is expected to open in November



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GOGIVERS

Ellen Olson

BY JULIE KERNS GARMENDIA
RESIDENT COMMUNITY NEWS

When Tony Cruz, St. Mark's Evangelical Lutheran Church Music Director and Cantor, suggested that members Ellen and Eric Olson should start a chamber music group and do a concert series, Ellen saw several opportunities. One of those opportunities was to raise money to benefit the Juvenile Diabetes Research Foundation. The Olsons are both Jacksonville Symphony Orchestra musicians and the parents of daughter Gina, 16, who was diagnosed with juvenile diabetes at age two.

The Olsons founded the San Marco Chamber Music Society in 2008. The 5th season has begun, and the next free performance will be 7 p.m. on Nov. 4 at St. Mark's. String quartets will perform selections from Bach, Mozart and Shostakovich. The group's website provides information and concert

calendar.

"We have a pool of approximately ten symphony players who perform with the chamber group, sometimes in duets, quartets or chamber orchestra. The second concert of the 2012 season will feature string quartets and Eric will play the Bach Concerto for Oboe d'amore in A major. The Oboe d'amore is an unusual instrument, like an oboe but with a lower sound. The annual September concert always benefits the Juvenile Diabetes Research Foundation," she said.

Ellen is from New York and Eric from New Jersey, but the couple has lived in San Marco for 26 years in a home Ellen admits she hated at first.

"It's a '50s ranch, and the owners had covered all the beautiful hardwood floors with hideous green carpet and then put awful furniture on top of that," she said. "But we've been very happy here."

Eric, principal oboist for the Jacksonville Symphony Orchestra, has been with the symphony for 25 years. He teaches oboe, sings in St. Mark's choir and spends a



Ellen, Gina and Eric Olson

lot of time making the reeds for his instrument. He enjoys several sports, especially football and the Jaguars.

Ellen, a violist, played ten years fulltime for the symphony and is now on a part-time schedule. She has an unusual hobby working on vintage Barbie dolls, completely restoring them even down to re-rooting their hair. She has a side business selling the dolls on eBay and also enjoys restoring old furniture.

"About ten years ago my mother-in-law gave Gina her collection of old '70s Barbie dolls, but I was far more interested in them than Gina! They were in pretty rough

shape and I decided to try to fix a couple. That led to making outfits and fully repairing the dolls back to their original condition," she said.

"I've also tried making some reproduction Bisque dolls, and now am working on creating one-of-a-kind Barbie dolls and hybrid dolls."

The Olsons come from musical and volunteering families: Ellen's father was an amateur guitarist and Eric's mother played organ for churches. Eric's mother also worked as a volunteer tutor for inner city youth in Trenton, NJ. Besides her work with the chamber society, Ellen is also a volunteer with Literacy Partners at St. Marks, tutoring a fourth grade stu-

dent in reading.

Gina is a student at Douglas Anderson School of the Arts where she is a creative writing major. She also plays piano and studies ballet at Studio K Dance. The other member of the Olson family is Eleanor, the rescue cat, who was named for the former president's wife because she is "presidential looking," according to Ellen.

A favorite summertime activity of the family is attending the Peninsula Music Festival in Northern Wisconsin for three weeks every summer, where Eric plays oboe. They attend concerts, events and Gina has made many friends there over the years.

Ellen said that the family made a commitment to support juvenile diabetes research because they knew firsthand how the disease affects the youth who are diagnosed with it, and their families.

"It was very hard when Gina was little, she was not quite three when she was diagnosed and she had to have the insulin injections every day...we called her our little pin cushion – it was definitely no fun. Now, there are so many improvements in treatment, it's much better for the patients...but the goal is to find a cure," she said.

How can you help?

Editor's note: This month we continue a new feature at *The Resident* that we hope inspires residents to be change-makers for community good. "How can you help?" will profile a local nonprofit organization and showcase ways to support it. It is our sincerest hope that by creating awareness of local needs, we can all help generate positive solutions, funds and help for those in our community who deserve it most.

Mission: The mission of Second Harvest North Florida is to distribute food and grocery products to 450 member organizations feeding hungry people living in 17 north Florida counties and to educate the public about the causes and possible solutions to problems of domestic hunger.

Opportunities to help: Second Harvest North Florida relies on thousands of volunteers every year to supplement the work

of our small staff. Our year-round projects offer rewarding ways for individuals and groups of all kinds to contribute their time, talents and resources. Volunteers are needed to help us sort, bag and stock food in the warehouse; tend community gardens and gather fresh food in fields to help feed families; and perform office and administrative work that keep the food bank running efficiently. In addition, volunteers help with special events, commu-

nity-wide food drives and other urgent needs. Food and/or fund drives help ensure that the food bank always has food available to help those in need.

How to raise your hand:

Contact Toni Williams, manager of community outreach, (904) 517-5560, twilliams@WeNourishHope.org for more information.

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To Whom it May Concern:

The upcoming School Board election is incredibly important to all of us. The individuals who sit on the School Board have a significant influence not only on our daily work in the classroom, but also on the way in which the community perceives our local education system. If we want an outstanding public school system, one that is fully supported and celebrated by the entire community, we need individuals on the School Board who can make this happen.

As former Duval County Teachers of the Year we feel that Ashley Smith Juarez is perfect for this job. We are supporting Ashley because she has developed a passionate and well-informed perspective about public education here in Jacksonville. In addition, she has experience and expertise in both teaching and education reform. She is running as a leader who wants to positively impact student success rather than as a politician. Ashley believes the School Board should use its position to intentionally develop parent and community engagement that is positive and proactive. We agree and believe that you should support her as well.

Ashley needs your vote, and your friends' and neighbors' votes, to be able to accomplish all the great things that have excited us into supporting her. **Please vote for Ashley and tell your friends and neighbors to vote for Ashley as well!**

Make your voice heard.

Sincerely,

Scott Sowell, PhD 2012 Duval County Teacher of the Year

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Marjorie Nolan, 2009 Duval County Teacher of the Year

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Vote for Ashley on November 6th!

Mary Airheart Salon

"I didn't want a typical hair salon," began Mary Airheart, of Mary Airheart Salon. "I wanted to cater to the 'whole woman' - hair, skin, health and wellness, fashion and accessories - and that meant opening in a place that had great space, great light and cool vibes." After working for 20 years in salons at the Beaches and in San Marco, Airheart found what she knew would work at The Lofts San Marco.

The salon's 12-foot floor-to-ceiling windows look out above tree-lined Dorel Street providing both privacy and soul-soothing greenery. Airheart divided the open floor plan with a free-standing wall to provide four stations for hair clients.

"Each stylist has her own space, which provides for an intimate setting for our clients; they don't feel as though they are on display [to the public or to many other clients]. And to keep a certain vibe going, when possible we'll try to book clients of similar ages or likes at the same time," Airheart continued.

Avondale resident Lauren Berryman recently joined Mary Airheart Salon after working out at the Beaches for the past year, coming back to the San Marco area where many of her clients live. Berryman was also just voted Folio's JAX 2012 Best Hairstylist.

In addition to hair care, the salon has private space for Beverly Ginn, who provides facials, chemical peels, waxing and micro current products (Intaglio, Dermalogica, Image Skin Care and Skin Deep Pharmaceuticals) and Jane Iredale Mineral Makeup.

Ginn met Airheart four or five years ago while getting her hair done and they clicked immediately so it wasn't a stretch to come together in business. Skin Fixx by Beverly has its own private rooms in the salon so clients feel comfortable and secure when discussing skin care needs. Ginn is a member of the Parisian Skin Spa Advisory Board and both she and Airheart trained with Jane Iredale Cosmetics. They often hold educational events for other hair and skin professionals in the area as well.

The intimate setting of the salon lends itself well to evening and weekend events that offer clients private and group times with professionals in health, wellness, fitness and fashion. Airheart carries a few lines of clothing, accessories, jewelry and some home décor, and will bring in a wardrobe

consultant to help women put on the finishing touches for a special event or a fashion makeover. "I brought in merchandise from Atlanta, New York and Los Angeles late last fall and sold out the week before Christmas," Airheart said. "It was an experiment that was successful."

Mary Airheart Salon also holds events providing hair and makeup makeovers for cancer patients or women struggling to get back into the workforce. A member of Assumption Catholic Church, Airheart's strong faith is present in how she treats her clients. "I want to build relationships so that my clients feel comfortable coming here when they feel like they are looking their worst and then leaving looking their best."

She primarily accepts new clients through referrals. "We don't advertise. We network through our clients and are by appointment only," said Airheart. "This is my happy place."

New clients are being accepted at this time at Mary Airheart Salon, 1450 Flagler Avenue, Ste. 14, Jacksonville, FL 32207. Call or text 904-434-9664 or email MaryAirheartSalon@gmail.com.



Lauren Berryman, Beverly Ginn (center) and Mary Airheart in the courtyard of The Lofts San Marco. Photo by Kane Hallock

Makeover magic: An afternoon at Mary's place

Although journalists are supposed to remain at an objective remove from our subjects, sometimes we can't just help embedding ourselves.

It really wasn't much of a sacrifice to spend the better part of the area's first fall-like afternoon firmly seated in a chair at the Mary Airheart Salon at The Lofts San Marco. Putting myself into the more-than-capable hands of Lauren Berryman (voted JAX Best Hairstylist), I shared my thoughts about my goals. "Um...to look younger! And prettier!" And get some advice on how to manage extremely porous hair in a humidity-prone environment.

Berryman agreed that retaining my fringe was a youthful, softening move and suggested some under-layering for shape, highlights and lowlights for movement, and cover-up for the gray, plus a keratin treatment for the frizzies. As she worked we got to know each other and found we live just a few miles apart, love both cats and dogs, are avid readers, and enjoy some of the same bars and bistros.

While the color "set" I wandered around the salon, looking over the displays of jewelry, clothing and accessories, mentally choosing my



Christmas gift and wondering how I'd ever get my husband to visit this "happy place" for women. (Male clients gladly welcomed too!)

Finally after the cut and blow dry, Airheart pulled open the drawer of Jane Iredale cosmetics and set to work on my makeover. "You have a nice large eye palette [meaning I have a lot of space between my lids and my brows] so you can use a lot of color. Blues, violets and a bit of pink work well with your skin tones and eye color."

I loved it! And, to judge by the number of "Likes" and raves on my Facebook page, my "afternoon at Mary's place" was a total success.



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Merritt Island in November

BY NATHAN & TED MILLER

Merritt Island National Wildlife Refuge is a major migratory destination for wintering ducks along our Atlantic flyway. It consists of 140,000 acres of saltwater estuaries and marshes, and freshwater impoundments, and is roughly a two-hour drive from Jacksonville.

My father introduced my brothers and me to Merritt Island at early ages, and we have really enjoyed the beauty of this part of Florida over the years. And with the inshore fishing opportunities down along the Indian River and Mosquito Lagoon, you can always grab a rod and go inshore fishing in pursuit of trout or redfish if the hunting is slow. The kids have fun either way.

We would typically head down Friday after school (or once kids were finished with after-school sports) and arrive sometime around dinner. There are great places to eat around the Space Coast. Paul's Smokehouse along South Washington Avenue overlooking the Indian River offers great food with a waterfront setting.

One of our favorite restaurants was Dixie Crossroads located along Garden Street, just off Interstate 95. It offers great seafood and a fun setting. It was — and still is — probably one of the more popular dining spots in the area and attracts many people from around the state. It's always had a wait.

Many of the hotels in Merritt Island were hunter-friendly and allowed dogs in the rooms — and did not back-charge us for damp gear that may have been thrown on the floors or beds while we rested. But it is important to ask before the reservation is made. And in the unfortunate event that a dog had the

urge to swim in their pool, many did not say anything. Just try not to make this a habit.

After dinner, we'd spread refuge maps out on the beds and discuss projected wind direction, shared scouting reports and potential hunting destinations for the following morning.

Wake up calls were set usually for around 3 a.m. with the front desk, and then we'd be off to bed in an attempt to get a decent night's sleep. Tossing and turning in anticipation of the morning hunt usually consumed much of the late-evening hours, and very little sleep was achieved.

The early morning always started a little hazy as the loud ring from the front desk wake-up call overtook the low humming of the AC compressor. We'd take a quick glance into the parking lot to see how many rigs had already left, and evaluate who was still sleeping. Kids would race around the room gathering gear in anticipation of being the first to our spot while the fathers seemed to take more time. The first detour was always to the all-night convenient store for the cup of coffee and some food for the blind. Then we were off to the refuge.

Once reaching the boat ramp, the kids by shining Q-beams into the darkness for sleepy fathers backing boats into the water. These ramps are not your typical ramps poured in concrete. They are bald areas free from vegetation in the middle of nowhere where others have backed boats in on previous mornings. The assistance with the q-beams helps ensure boats launch on the first attempt. Once in the water, we load gear into the boat and race to the right spots.



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► One of my favorite times of the morning is running the channels along the dike systems — and seeing potential ponds to hunt. I remember wondering if there were birds working those areas the evening before and thinking, "Are we passing good spots, or is our intended destination better?"

As dawn approaches and waterfowl begins to move around, the dark silhouettes and the whistling of wings overhead magnified the anticipation and assured us a great morning was in ahead.

But the reality was that the experience of being with friends, family and the dogs up to this point had already made the morning great.

If fishing is more appealing, there are fish camps along the north end of the Mosquito Lagoon offering boat

rentals and slips where you and your kids can go stay a night or two. These are fun places for kids and you can be fishing within minutes after rolling out of bed and eating a quick breakfast.

These weekends are great with kids, and it is fun go with a few other friends and their kids. Kids enjoy the company of their peers, and it is always a smart idea to have other adults around in the event there is a problem.

Due to the increased popularity and pressure of waterfowl hunting over the years, Merritt Island has instituted a quota or lottery system for areas 1 and 4 to ensure a limited number of hunters can hunt in these areas. Areas 2 and 3 do not require a quota permit.

To download the mandatory brochure describing lottery rules for areas 1 and 4, time and days of hunting



and other rules and regulations for Merritt Island National Refuge, visit www.fws.gov/merrittisland/2013Hunting.pdf.

Send your pictures, stories and favorite destinations to The Miller Brothers at Nathan@FredMillerGroup.com or Ted@FredMillerGroup.com

2012 – 2013 Florida Season and Bag Limits

Youth Duck Season*

– Nov. 10 – 15

*Only youth 15 years of age or younger may hunt.

An adult at least 18 years of age must accompany but may not hunt.

Regular Ducks Season

Split 1: Nov. 17 – 25

Split 2: Dec. 8 – Jan. 27

Species and Bag Limits –

Ducks of 6 per hunter**

**of which not more than 3 may be wood ducks, 4 may be mallards – of which 2 may be hens, 4 scaup, 2 redheads, 2 pintail, 1 black duck, 1 mottled duck, 1 fulvous whistling duck, 1 canvasback. Season is closed for harlequin ducks. All other ducks may be taken up to the 6 daily-bag limit.

Bragging Board

The hunting season got off by a bow, rod and soon a bang this fall — and many residents have the photos to prove it. This month's bragging board features some recent tales of hunting and angling from local sportsman. If you have photos or stories to share, please send them to editor@resident-news.net.

Mega moose hunt

"After five years of applying, I finally received a moose hunting permit in Zone 3 in northern Maine. I was hunting with a good friend of mine, Keith Cote, owner of "Sportsman's Pride Outfitters" of Madawaska Maine.

"Madawaska is a very small community on the Canadian border in northern Maine. We began scouting for a bull on the morning of Oct. 6. We located a nice bull feeding with two cows and a calf and we decided that he was the bull we wanted. We went back the next morning to see if he was still in the area and once again we spotted the bull with the two cows and calf. We figured it would be a slam-dunk.

"The season started the next morning on Oct. 8. We were at that location well before daylight, anticipating that my hunt would be over in a matter of minutes. However, after several hours of hunting we were unable to locate the bull. We were unable to locate him all that day and half of the next day.

"We thought, 'well maybe he had a calendar and knew when hunting season started!' We decided at that point to pursue another bull. After hours of stalking a very large Spruce Pine Plantation, we located a very nice bull and began our stalk. We were able to close in on the bull to about 90 yards and I was able to harvest the bull with about 20 minutes of legal shooting time left.

"The bull weighed 940 pounds and had a 50-inch antler spread with 11 points on each side. I never expected to harvest such a fine representation of the Canadian Moose!"

— Hugh Gunter



Reelin' it in

Gusty winds and swift tides greeted this year's Creek Wars Triple Challenge Tournament. The conditions made for a challenging and exciting proving ground for our tournament anglers.

The Creek Wars 4th Annual Triple Challenge Tournament, held Oct. 13 at the Jim King Park and Boat Ramp at Sisters Creek, grew to a 76-boat turnout with 38 anglers weighing catch for their chance to win one of 12 opportunities for cash prizes.

Among the participants was the team of Braxton Gillam and Nathan Miller from the Ortega area. Last year Mr. Gillam won the redfish category! This year his team weighed a 4.19-pound redfish, but did not place. Other local anglers include Darren and Jenny Murray weighing a 4.28-pound redfish, Scott Ludden weighing a 3.57-pound trout and Jeremy Roberts who seemed to not find any fish worth the trouble.

First place winners included: Luis DeSooza with a 19.02-pound aggregate, Jim Price, Ron Schurr and Otis Chauncey. For those who may not know, a 19.02-pound slam aggregate is a record setting achievement! Last year's slam winner only weighed a total of 12.98 lbs.

The Northeast Chapter of The Florida Irrigation Society presented the annual fundraising tournament. The event supports Wolfson Children's Hospital and the Guy Harvey Ocean Foundation.

— Ladd Roberts

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in the business of their trade

BY JULIE KERNS GARMENDIA
RESIDENT COMMUNITY NEWS

Left: Joanelle Mulrain; photo by Jensen Hande

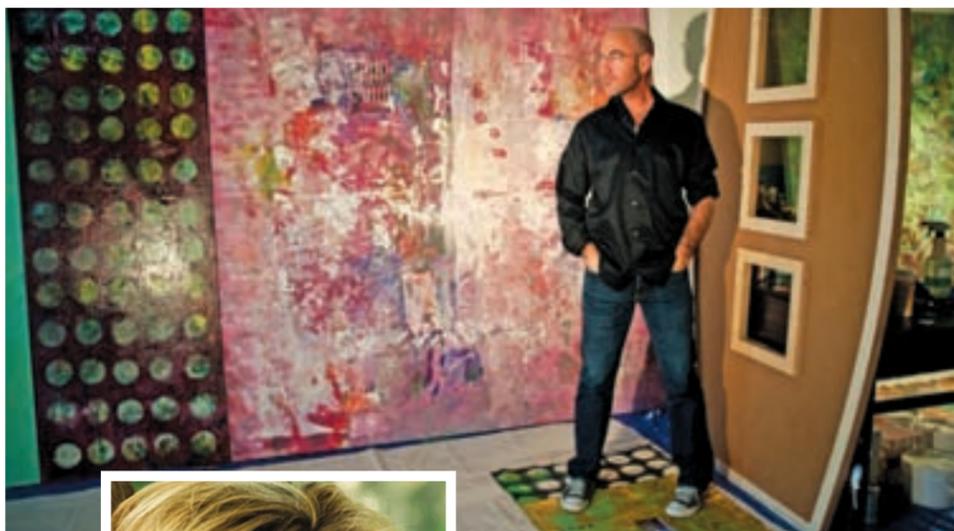
Below: Steve Williams; photo by Tiffany Manning

Ask artists about the business of art: observe rolling eyes and sighs of pure exasperation. A necessary evil often is the response, followed by frustration at the lack of universal standards to value artwork. Then add the need to master targeting, marketing and selling artwork in cyclical, unpredictable economic times and general confusion is the only certainty.

Steve Williams, Dolf James and Joanelle Mulrain, successful local artists, used business experience to bolster their marketing savvy. Williams, artist/gallerist and president of his family's 50-year-old business, Harbinger Sign, started as a graphic artist. Later, at various times, he painted large abstracts, worked for Harbinger, opened local galleries and sold out an exhibit in New York City's SOHO area.

"From business to art and back, I learned you build your market yourself – everything: create art, market/PR, sell, accounting, ship. Agents, galleries do these things for artists but usually at 50% cost," he said. "The bottom line is most artists don't do enough: stick to one theme, paint for a year, understand why/what you are creating. Create from the heart, from passion... learn where your work will be most successful...not just one gallery or market."

Dolf James, lifelong artist and corporate executive, calls the business of art, "a 3D chess game with no rules, laws or government oversight". That lets anyone create art in different ways at various levels: from creating at home/selling locally, to big-time shows at galleries.



Amy Crane, Cultural Council; photo provided by Amy Crane

Institute Marketing Director, corporate vice president at Baptist Health, ran Senator Bill Nelson's Washington office and published author.

"I had waited so long, started painting in 2005 and it just took off," she said. "My corporate background set me up to be able to take advantage of opportunities. Artists must operate as a business, be licensed to sell, work fulltime, pay quarterly taxes, understand rights, keep every receipt, share your do's and don'ts, learn from others, be open to ideas and collaborate!"

The Cultural Council of Greater Jacksonville recently brought Creative Capital, a national nonprofit providing financial and advisory support for artists, to host free seminars for the third time. Participants applied to attend, according to Amy Crane, deputy director of the council.

"We wanted a variety of artists to benefit as much as possible from valuable direction on business aspects they could apply to their own marketing and funding," Crane said. "Our individual artists create an economic impact for a more vibrant Jacksonville and these types of educational opportunities support their success."

"How do we value art? Should it be based on where we train, how much sold...the cost of materials? I learned by being in the business, just doing it...but first of all the art has to be good. Artists must be prolific, build a body of work and public awareness, then galleries will take them seriously. You can't be a one-hit wonder," James said. "The great thing is you don't need to sell art to make a living as an artist...explore grants, fellowships, sponsorships, corporate deals, museum and installation jobs."

Joanelle Mulrain spent 30 years on the "corporate train" as she calls her careers: Jacksonville Orthopedic

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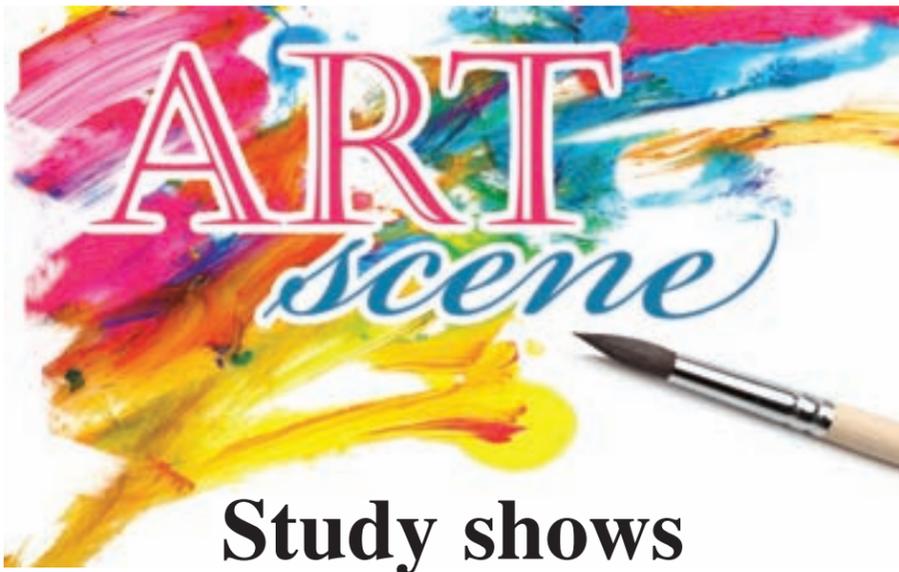
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Study shows financial impact of nonprofit arts, culture

A recent study by the Northeast Florida Center for Community Initiatives at the University of North Florida found that in 2011, Jacksonville's nonprofit arts and culture industry contributed more than \$66 million to the local economy.

The research study measured the economic contributions of 22 nonprofit arts and cultural organizations, which received funding from the City of Jacksonville's Cultural Service Grant program (CSG). The Cultural Council of Greater Jacksonville commissioned the report.

The report summarizes data from cultural organizations representing music, dance, visual arts, theater, history, and arts education. For 2011, these groups reported total expenditures of over \$33 million. Expenditures were reported primarily in the areas of personnel, rent, advertising and artistic fees. Using a multiplier developed by the Bureau of Economic Analysis, the economic impact of the arts and culture industry was determined to be more than \$66 million.

In 2011, nonprofit arts organizations in Jacksonville supported 238 full-time jobs, 339 part-time jobs, and 365 independent contract positions. Additionally, more than 11,654 community volunteers who donated 171,869 hours assisted the industry.

Organizations reported contributing more than \$1.7 million in pay-

roll, sales and property taxes. Surveyed organizations reported 739,688 admissions to cultural events with 50 percent offered at free and reduced rates.

"If jobs and expenditures were the sole measurements of our work, we would have a compelling story to tell," said Robert Arleigh White, executive director of the Cultural Council. "But the importance of arts and culture are not fully measured in those terms. In fact, there is no challenge that faces our city – from education enhancement to crime mitigation, downtown revitalization, tourism and more – that doesn't have a cultural component as a part of the answer. Our CSG partners entertainment, enjoyment and enrichment – and all for a per capita investment of \$3.27."

"We began compiling data on the nonprofit arts industry in 2001 when the reported economic impact of Cultural Service Grant recipients was \$58 million," said Jeffry Will, Ph.D., director of the Northeast Florida Center for Community Initiatives. "Indeed, since 2001 CSG agencies have yielded an economic impact of over \$710 million for Jacksonville. Through the years, the industry has supported thousands of jobs and attendance is robust, demonstrating that the arts serve as an essential local activity. Clearly, the arts provide a strong return on the public dollar."

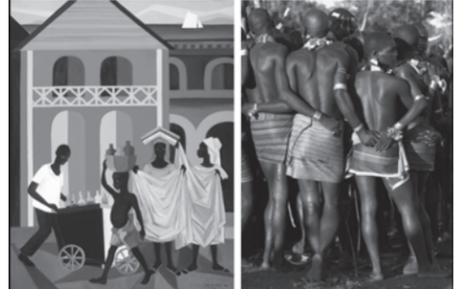
It's in the bag for San Jose Catholic artist

Fresh Market held an artist contest recently called "The Design Our Bag Challenge." One of the two winners was Karley Dry, a student at San Jose Catholic School.

Dry's prize was a \$50 Fresh Market gift card — and the chance to have her design selected to be featured on a reusable bag sold in Fresh Market stores.



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Lois Mailou Jones, *Street Vendors, Port au Prince, Haiti*, 1978. Acrylic. Courtesy of the Lois Mailou Jones Pierre-Noel Trust. *Lois Mailou Jones: A Life in Vibrant Color* is organized by the Mint Museum of Art, Charlotte, NC, in collaboration with the Lois Mailou Jones Pierre-Noel Trust, and toured by International Arts & Artists, Washington, DC. The exhibition is funded in part by the National Endowment for the Arts. *The Maz Brotherhood, Omo Valley, Ethiopia*, 2005, silver gelatin photographic print, 26 1/4 x 40 in. © Elizabeth Gilbert.

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The Way we Were

David Gum

BY LAURA JANE PITTMAN
RESIDENT COMMUNITY NEWS

(Note: In the last *The Way We Were* column, Jacksonville native David Gum shared memories from his early childhood. Here he recounts the stores and favorite establishments that made up "The Strip" of old in St. Nicholas and South Shores. He also shared several ads from *The Times Union and Journal*, publication date October 1, 1968.)

"To drive the short mile east from Kings Avenue and Atlantic Blvd. to Southgate Plaza is today a rather unimpressive journey. Used car lots, used tires, thrift stores, The Doll House, and empty storefronts are the predominate visuals. Looking at it today, it's hard to fathom that this strand was once a thriving and quite popular area of town. Our neighborhoods of St. Nicholas and South Shores bordered this once bustling strip of highway in the 1960s, and we felt lucky to be close to the action.

"The mile stretched from the Gilos

Drugs/ Herbs Pool Room corner at Kings Avenue eastward to Southgate Plaza. Opened in 1958, Southgate for a couple of years was the largest and most modern shopping center in the

standing outside McDuff Appliances, mesmerized by some of the first color televisions most of us had ever seen?

"Most of the high-end restaurants of the day were located on Philips Highway, but the fun places were on the Atlantic-Beach boulevards strip. For Italian, we had Pizza Joe's, Sorrento Pizza Patio, and Tony's Pizza King. We had Lum's beer-steamed hot dogs. Nearby was Assi's Gold Room, Jacksonville's premier Mediterranean restaurant of the time. For sit-down dinners, you could choose from Morrison's Cafeteria, The Old South, or Bagley's (later Keys Chili Parlor). When it came to fast food, we really had it going on. Milligan's, Toddle House (black bottom pie!), KFC, and even a Strickland's Seafood takeout were available. The king of them all was the Krystal Drive-In. With its six rows of parked cars, all with the radios blaring, it was one of the coolest

Jacksonville suburbs. Stores like Grants, Woolworth, Walgreen's and Lerner's Dress Shop drew in shoppers who wished to avoid downtown hassles. And, hey,

let's not forget about Toy Town and its magnetic power over kids citywide. One of my most vivid memories of Southgate Plaza in the 1960s is a huge carnival there with wild animals in cages. Just curious – does anybody remember the crowds

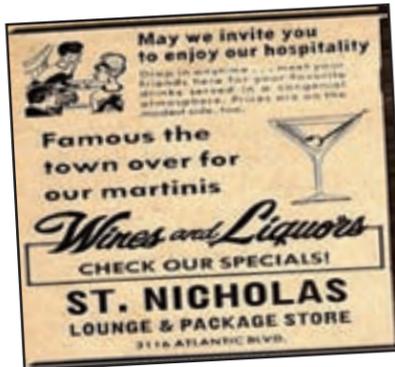
places to eat and hang out in the town. "Then there were the grocery stores. Four of them dotted the mile long stretch—an A&P, a Daylight Grocery, and not one, but two Winn-Dixie's. What's now the Veterans Thrift Shop was the neighborhood Winn-Dixie before Southgate plaza opened with its brand new store. For some reason, the two Winn-Dixie's operated for seven or eight years less than one half mile from each other.

"One of the most recognizable remnants from that same era is the old St. Nicholas Shopping Center. Built about the same time Beach Boulevard opened in 1949, it is still painted the indescribable yellowish beige I remember as a kid. The center is still home to St. Nick's Lounge and Curry Thomas Hardware—both original tenants.

"Unfortunately, these two retail survivors are among the few remaining stores that once constituted a vibrant neighborhood business district. Long gone are Dipper Dan's Ice Cream, Preston's Drugs and Soda Fountain, as well as my first employment venue—Southside Fish Company. The Southside we knew back then pretty much consisted of San Marco, St. Nicholas, Lakewood, and a handful of other little neighborhoods. Today, it reaches all the way to Julington Creek and the Intracoastal. Malls and big box stores east and south of our old stomping grounds have long since squeezed out many of the local businesses, leaving the once vital stretch of thoroughfare with scads of commercial vacancies and a sort of inner-city vibe. Oh well, so goes metropolitan evolution. Fortunately, the neighborhoods of St. Nicholas and South Shores are as beautiful as ever and, as always, great places to live. I don't see that changing."

Gum is a graduate of Wolfson High School and University of North Florida, and he is currently a piano bar entertainer in Jacksonville.

If you or someone you know is age 70 or better and has a history of living in the San Marco/St. Nicholas/San Jose areas, please send contact information to Laura Jane Pittman at Ljpittman@comcast.net to be considered for a future WWW column.



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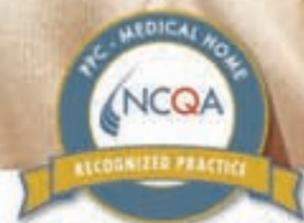
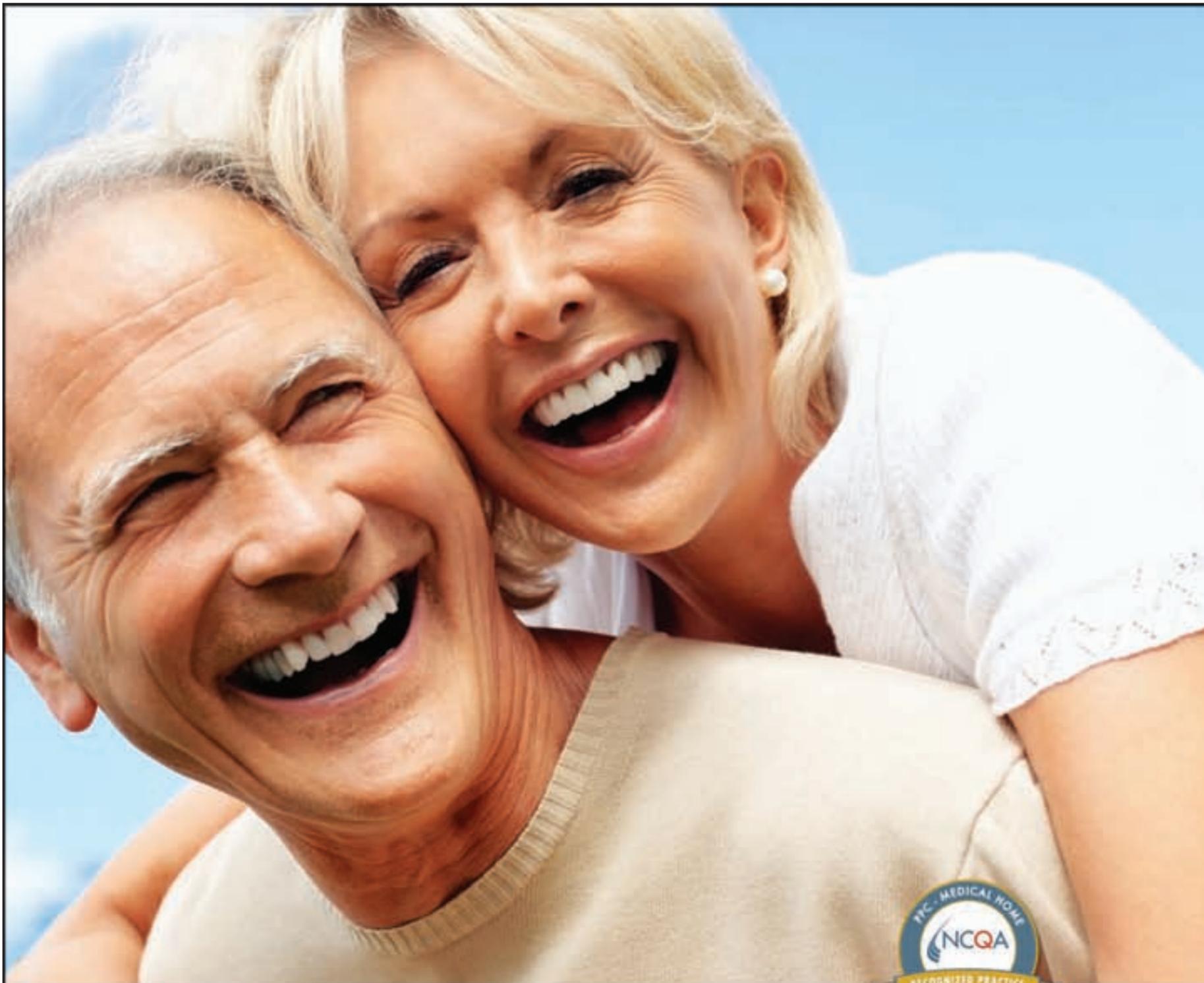
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Baptist officially opens senior health center

Baptist AgeWell Center for Senior Health officially has opened following a recent ribbon cutting.

The facility is the centerpiece program of Baptist AgeWell Institute and is an outpatient clinic of Baptist Medical Center.

“Baptist Health has a long-standing commitment to helping people in our community maintain their quality of life as they age,” says Hugh Greene, president and CEO of Baptist Health. “In 2011, we deepened this commitment by forming Baptist AgeWell Institute, which integrates research, education, clinical care and social services into a holistic program, followed by the opening of AgeWell Emergency Care for our elderly ER patients. The opening of AgeWell Center for Senior Health is the next significant step in transforming the way our community cares for older adults.”

The AgeWell Center is located on the first floor of the Baptist/Aetna building on Prudential Drive in San

Marco.

It offers a comprehensive approach to geriatric healthcare and is led by a fellowship-trained geriatrician as well as a multidisciplinary gerontology-trained team. The center serves patients 65 and older who are experiencing complex issues affecting their daily activities.

Clinical care at AgeWell Center is led by Marisol Lance, DO, a fellowship-trained geriatrician who recently moved to Jacksonville from Birmingham, Alabama where she was an assistant professor at the University of Alabama School of Medicine, Division of Gerontology, Geriatrics and Palliative Care.

“I have made it my mission to improve the health and wellbeing of older persons,” Lance said. “I am very excited to be here in Jacksonville leading the healthcare team that will positively impact the lives of seniors in Northeast Florida through the work of Baptist AgeWell Center.”

Patients of AgeWell Center for



Senior Health receive a comprehensive geriatric assessment of the physical, emotional, social and home environmental factors that might be affecting their health and wellbeing. Based on the findings of the geriatric assessment, an integrated care plan is developed and a care coordinator, who is a qualified social worker, works with

the patient, family, primary care physician and the rest of the multidisciplinary team to implement the plan. Other members of the patient's care team may include a clinical pharmacist, mental health provider, rehabilitation therapists, dietitian and clinical nurse specialist.

Retirement community to host car show, open house

Cecil Pines Adult Living Community, an affordable retirement community at Cecil Commerce Center for adults 55-plus, is roaring into fall with a 10-year anniversary open house and classic car show.

The event will be held at Cecil Commerce Center from 10 a.m. to 2 p.m. on Nov. 10. Organizers are planning a fun-filled day that includes food, music, drawings and a fun house for children. Complimentary shredding services cour-

tesy of UltraShred Technologies, Inc. also will be available to guests. Admission is free, but donations benefit the Northeast Florida Alzheimer's Association.

Cecil Pines is a Front Porch community located at 6008 Lake Cove Avenue. In 2000, Front Porch made an agreement with the city of Jacksonville to lease the property through a base re-use program and start an affordable community for seniors. Cecil Pines is a nonprofit community.

Local exhibit highlights 100 years of architectural history

The Museum of Science & History has partnered with the Jacksonville Chapter of the American Institute of Architects to present for a historic architecture exhibit.

“Jacksonville by Design: AIA Celebrates 100 Years of Architecture” opens Nov. 3 at the Southbank museum.

The exhibit is a journey through the past 100 years of architecture in

Jacksonville. It illustrates how the city rose from the ashes of the Great Fire in the early 1900s and features architectural examples from the Great Depression, World Wars, mid-century development and sunburn expansion.

Jacksonville by Design will be on display in MOSH's Loft Gallery on the third floor.

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Bracing for impact: 'Miracle on the Hudson' survivor plans turkey drive

Casey Jones aims to buy more than 160 turkeys for homeless

BY SUSANNA P. BARTON
RESIDENT COMMUNITY NEWS

Casey Jones was the last person to evacuate the icy left wing of submerged U.S. Airways Flight 1549, which landed in the Hudson River in early 2009. He lost his footing on the listing plane and slipped into the river before being delivered — in donated clothing — to the warm safety of a New York City hotel room. Jones had a life-changing moment when he looked at his post-crash reflection in the bathroom mirror.

"My hair was going everywhere and I felt for the first time a cut on my head — the shirt I was wearing was too small and my pants were six sizes too big," said Jones, a Fruit Cove area resident and local technology manager. "In that moment, I had this realization about what it must be like to be homeless. I was nowhere near homelessness, but every single thing I'd depended upon to get me to my destination was gone. The only phone numbers I knew were the ones I remembered. Complete strangers gave me my clothes. In that moment I went from being judgmental about

why someone's homeless to 'holy cow, we need to do something.'"

Since then, Jones has shared his story with groups across Northeast Florida — including the Jacksonville Chamber of Commerce and Assumption Catholic Church.

The part of Jones' story that really resonates with people is what he did after that realization. His own personal "call to action" came via radio. He heard the Salvation Army needed 200 turkeys to feed need families in the area — but only had 25 to share. Jones describes it best in a letter he wrote to five of his friends just before Thanksgiving 2010:

"It broke my heart to think how many families won't be able to put a turkey on the table Thanksgiving day," he wrote in an email to his friends. "Publix has turkeys on sale this week and every \$25 will buy three turkeys. I am going to Publix around lunch time tomorrow to buy some turkeys and deliver them to the donation center downtown. I am writing to you to see if you would like to donate to this cause. I'll handle all of the logistics. I'll buy and deliver the turkeys and I'll make sure you have a receipt for the donation. If you feel so called to donate, simply let me know how much and I'll take care of everything else."

That email generated enough



Stan Boschert, Michael Greene, Connor Jones, Casey Jones

money for Jones to buy 140 turkeys for the Salvation Army — in less than 24 hours.

In 2011, Jones typed another email request — this time to 10 friends. His request was the same: "I just spoke with Holly at the Salvation Army and this year the need is even greater. They need 850 turkeys and have not received any yet. They are distributing to the families next Tuesday. Please read the email below and let me know if you would like to make a contribution. Thank you for considering my request."

The result? He helped raise enough funds to cover the purchase of 160 turkeys for the Salvation Army.

This year, Jones is going at it again. He plans to ask 15 friends — and all 15,000 readers of The Resident — to see if he can break last year's record, and help the Salvation Army at an even bigger level.

"That experience," said Jones of his airplane crash experience, "has led me to continue to seek ways to help the homeless and less fortunate in our communities. And to do so with love and compassion in a way that does not, at any time, pass judgement."

For more information on how to help Jones with his annual turkey drive, contact him at cjonesjax@gmail.com or by phone at (904) 599-6125.

Baptist honors pastoral care community

Last month, Baptist Health celebrated Pastoral Care Week — lifting up those in the hospital community who provide spiritual counseling to others. It's a group that receives little public attention or accolades.

"Pastoral Care at Baptist Health is a tremendous resource for our employees, patients, families, volunteers and community. Meeting spiritual needs is valued as an integral part of providing care," said Larry Wagoner, director of Pastoral Care for Baptist Health.

Baptist Health's Clinical Pastoral Education (CPE), developed by Wagoner in 1980, has trained hundreds of people with various faiths from North Florida, South Georgia and throughout the world.

"Students of Christianity, Judaism, Islam and Buddhism have trained with

us. At Baptist Medical Center Jacksonville and Wolfson Children's Hospital, current chaplains and students represent at least 13 different denominations and many nations, speaking multiple languages," Wagoner said. "We are also fortunate to have chaplain assistants, volunteers who have completed at least 400 hours of clinical, supervised training in our program."

Pastoral caregivers counsel patients who may not feel comfortable expressing anxiety, fear or loneliness with their family or spiritual advisors. They also serve as liaisons between patients and physicians, staff and family.

"When people come here to our hospitals, they think their life is interrupted. But really, this is just part of life," Wagoner says.



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Jr. Residents

Student wins top model contest



Hendricks Avenue Elementary School fifth-grader Grace Atkins recently won the Dillard's Model Search 2012. The annual contest attracted nearly 70 contestants, who won votes from customers. Atkins, who lives with her family near Point La Vista in San Marco, won an iPod shuffle and the honor of having her picture up in the store for a month.

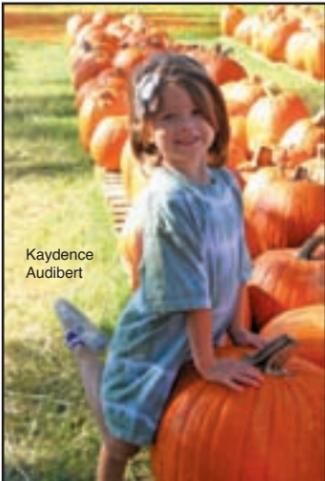
San Jose Episcopal celebrates fall



San Jose Episcopal Day School hosted its annual Fall Festival last month on its San Jose campus. In addition to providing food and fun for the students – including a popular cookie walk – the event also served as an alumni gathering opportunity. Guests enjoyed mingling at the campus and visiting their favorite teachers.

Pumpkin fun!

SUM Preschool children visit the Pumpkin Patch for story time and a scavenger hunt



Kaydence Audibert

Students from Southside United Methodist Church Preschool didn't have a far walk to enjoy the fall foliage and pumpkin patch on their school campus. A trip to the pumpkin patch is an annual adventure for many neighborhood children, and these students enjoyed their visit.



Ms Laurie's and Ms Jennifer's class visits the Pumpkin Patch
Photos by Kelly Murphy)



Birthday party fosters philanthropy

San Jose resident Caroline Giddens took the focus off herself and put it on the needs of others during her 10th birthday party this fall.

Instead of bringing gifts, Giddens asked her friends to bring new socks or underwear. The items were donated to the Foster Closet (www.fostercloset.org). The group provides clothing for local foster children.

"I'm very proud of Caroline's idea to give to others as part of her birthday celebration," said mom, Karen. Inspired to follow Giddens' selfless act? Be a copycat! Visit the Foster Closet site or check in with other groups that need clothing donations this time of the year.



Front row: Claire Evans, Caroline Giddens; Second row: Cameron Fenner, Mary Elizabeth Shoemaker, Brooks Garvie, Addison Saieg; Back row: Kim Cromer, Kate Cromer
Photo from Karen Giddens

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Nonprofit hones in on area private schools for student success



Focus on Excellence program launched this fall

Getting students through school and into college is a challenge for any family – particularly in today's economic climate. But add at-risk and financially drained to a bright student's load, and many would-be college leaders slip through the cracks.

A local nonprofit organization aims to change that outcome. Focus on Excellence has recently established partnerships with several local private schools in the neighborhood to give at-risk students a firm educational grounding – and better position them for college and college scholarships.

The group's goal is "to get our scholars into the best possible college or university with the best possible retention rate and best financial aid package." To achieve that, FOE believes a private school education will give its students the best chance for collegiate success. During the past year, the group has been working with local private schools to find student applicants who fit its standards. To qualify for the program, students must be entering the ninth grade and have a 3.3 GPA and acceptance at one of the partner high

schools. According to an FOE brochure, selection is based on middle school performance and recommendations from current teachers. Parents of the student must meet financial requirements to prove need and the student must complete a formal interview process, write an essay and meet with FOE staff. The student also must plan to attend college.

Local private schools have been eager to help, according to FOE officials.

"The response has been great from the participating private schools," said Rebecca Faiella, director of development for Focus on Excellence. The nonprofit organization is based near San Marco on Philips Highway. "We receive more applications than we can help each school year and our goal is to raise awareness and program dollars to accept more FOE scholars in the future."

In the group's first year, it awarded 25 scholarships to students from a few private schools. Currently, organization officials said there are more than 50 students participating in the program at five private schools – The Bolles School, Bishop Snyder High School, Episcopal School of Jacksonville, Providence and University Christian School.

"This approach works well as FOE students are supported academically, socially

and emotionally to help them achieve in high school and to receive the best college and university acceptances with complete financial aid packages," Faiella explained. "The small academic environment and support from our participating schools – coupled with the mentoring, tutoring, workshops and summer programs offered through FOE – give at-

risk, high-performing students the foundation and skills necessary to succeed in life."

The group's first workshop of the year was in early September and marked the

program's official kick-off. During the workshops, students looked at tracks for the students based on grade level. Junior and senior students worked on college preparation and standard application requirements, as well as financial aid and standardized testing requirements. Freshmen and sophomore students learned more about public speaking and being confident.

FOE hosts nine mandatory Saturday workshops throughout the school year to help prepare students for college.

Faiella said the workshops and program help retention, which translates to scholars getting into college with the best financial aid packages.

The plan seems to be working. All eight graduates from the 2011-2012 program are in college with ample financial aid support. In a few years, the FOE will produce its first college graduates.

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Cross created by SJEDS students during 2012 Art Day

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