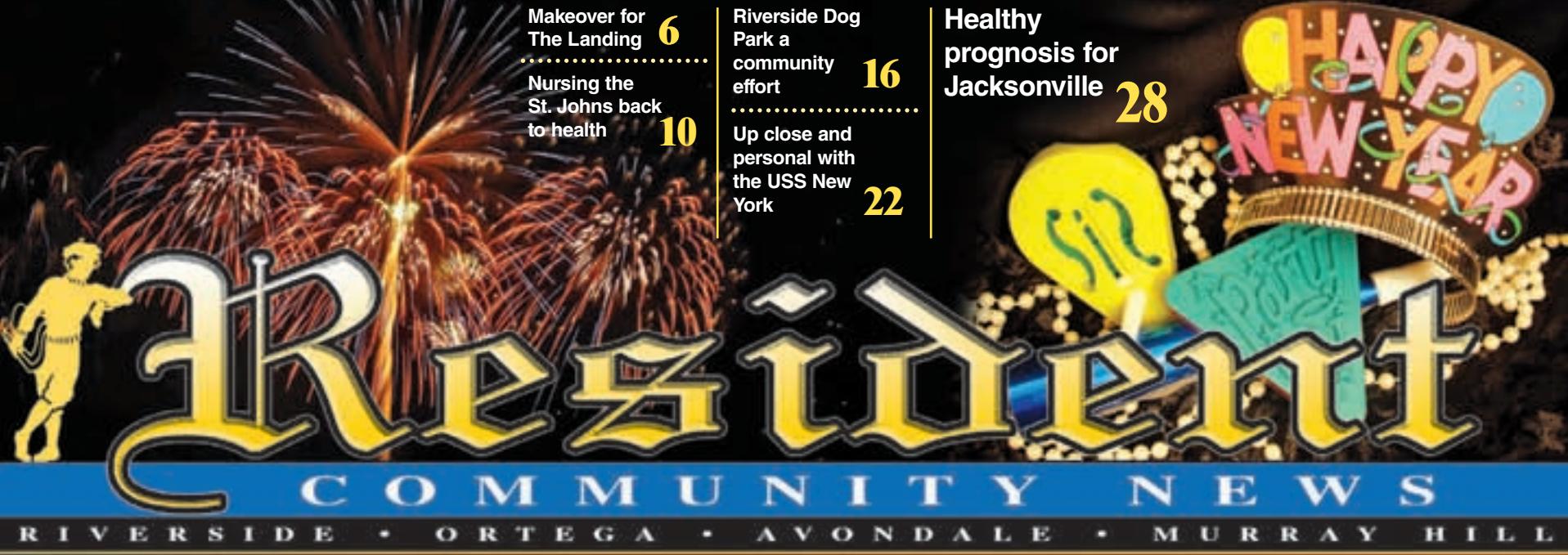


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prognosis for
Jacksonville **28**



Frances and Mark Hutto with Ed and Ann McCarthy



Leaving a lasting impression

The lavish textiles and rich colors of the Indian-inspired theme for the 37th annual gala, *Impressions of India*, will be hard to forget as they were accompanied by palate-pleasing cuisine and performances by members of the Indian Cultural Society. Despite the beauty and reverence patrons have for the Indian culture, nothing tops the priority of service to children at Wolfson Children's Hospital, one that serves every culture and every child.

SEE MORE PAGE 25



Dick Pierpont, Elizabeth Colledge, Robert Moody and Leslie Pierpont

Ortega patrons of symphony open home to guest conductor

Past chairs of the Jacksonville Symphony gathered for a reception at the home of Dick and Leslie Pierpont on Nov. 18 to welcome guest conductor Robert Moody, the third of eight conductors who will lead the Jacksonville Symphony this season while the orchestra searches for a new music director. SEE MORE PAGE 25

Parking study committee releases proposed solutions

Residents want merchant ownership of issue

BY KATE A. HALLOCK
RESIDENT COMMUNITY NEWS

Ironically, at a time when Downtown and The Landing are struggling to rebrand as a destination for visitors and local residents, the historic districts are looking for solutions to the problems inherent with increases in economic prosperity.

Many other cities' historic districts have capitalized on their historicity and embraced that "destination" status, but some Riverside and Avondale residents are not at all amused by the actions of mostly late night patrons at neighborhood bars and restaurants.

Residents who live near those retail areas – The Shoppes of Avondale and the Park & King corridor – have been vocal about disruptions to their peaceful streets.

According to Oak Street resident Neil Rushing, who lives in the family home originally built in 1923, "I have seen every change that has taken place in the [Avondale] shopping center and area, but this has been the worst. I am one block behind The Brick. My quiet street is now a parking lot, trash dump and expressway."

Over in the Park and King retail corridor, Forbes Street resident Colleen Ryan has a slightly different concern about the development in that area.

Ryan's biggest gripe is the uncivil, sometimes downright rude, behavior that

..... SEE PARKING, PAGE 14



Public hearing scheduled for Commander rezoning

The second of three public hearings for PUD 2013-0342 is tentatively scheduled for Tuesday, Jan. 7, before the Land Use and Zoning (LUZ) Committee. There are other high visibility applications scheduled for the same day, so LUZ Chair Lori Boyer, District 5 Councilman, has also reserved Thursday, Jan. 9, as a backup date. The first hearing, by the Planning Commission, approved the application with conditions. The third hearing, before City Council, is tentatively scheduled for Tuesday, Jan. 14. For information, visit the website at <http://commander-rezoning.com/important-dates/>

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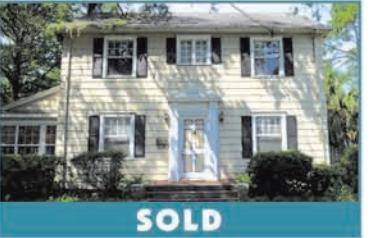
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LETTER TO THE EDITOR

High density projects like the St. Johns Village are good for communities

The controversial development of high density apartments and shops planned at the location of the Commander Apartments called St. Johns Village should be looked at from how it may help the surrounding neighborhoods. It also should be viewed as being good for the community overall.

Jacksonville has a smaller, much under-utilized urban footprint. The majority of the city is lower density suburban development that destroys woodlands while creating hundreds of square miles of nitrogen treated/aquifer-depleting lawns and makes the automobile the king of transportation.

The empty areas in the old urban core are ripe for the proper development that can help make the city more ecologically and people friendly. Examples of these empty areas being developed are the 220 Riverside Avenue Development with a portion of their property set aside for Unity Plaza where a storm water runoff pond becomes the centerpiece of a 1,000-seat amphitheater.

There is a development on Pope & Land's property in the planning stages that also becomes an example of the new urban multi-purpose development. This development will build

high density housing of about 300 units with retail space in an area from Riverside Avenue to Park Street. This development is to the south of

they can be a Transit Oriented Development (TOD) by having a transit station, trolley or bus stop at the development.

decreases fuel usage, pollution and the need for Downtown parking.

There are several other developments that exist that are could be a

part of a transit friendly Riverside and Avondale. These include Park Place (one block from Riverside Avenue), Broadview Terrace (one block from Riverside Avenue), San Juliene on Riverside Avenue, 1661 on Riverside Avenue, the apartments at 2061 Riverside and numerous small apartment buildings on the way to St. Vincent's Hospital.

There are numerous multi-family buildings stretching west along St. Johns Avenue to the Shops of Avondale. The next real high density housing development is the Commander Apartments. This is next to the shopping center known among locals as the "Little Landing." The question is what to replace these structures with and how to make the best use of the space?

You can leave the area as it is. You have an older building that can be renovated, but may have outdated floor plans. Will these lease or sell as condos to today's younger generation? This is a major maybe. Also the

St. John's Village



McCoy's Creek and can be built in a way that is friendly to the watershed.

These higher density developments do two things. First, they actually improve energy efficiency. Items like common walls and stacked units lower the outside wall area per person when compared to a single family home. The other advantage is

The Pope & Land site is an area of about one-quarter of a square mile on Riverside Corridor that will contain housing units. These units will be tied upon completion with the Downtown area and other parts of Riverside by bus and possibly an extended Skyway. This leaves automobiles parked at the developments and

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retail is probably over-built and the landscaping and parking can probably be changed to prevent run-off into Fishweir Creek. Remember that our river is currently overloaded with nitrogen.

Looking at the footprint of the project, there are some things that can be done to improve the project and make it somewhat more transit friendly. There is space off of the S-curve on St. Johns Avenue for transit pull-ins in both directions. There also is room to change to single entrance with traffic light timed to operate in sync with the traffic light at St. Johns and Herschel.

The other consideration is the fact that this project is waterfront and we need to do all that is possible to prevent runoff of pollutants and use environmentally friendly landscaping that can be nitrogen free and require little water usage. When traveling on the St. Johns between the Acosta and Fuller Warren bridges by boat the Haskell Building stands out.

This building has plantings that require no fertilizer, little watering and help to slow down and absorb runoff. This is the type of landscaping that we need for all new structures built in or areas landscaped in watersheds. Hopefully this is being taken into consideration when these types of project are constructed. Note: More information on River Friendly Landscaping is available from the Riverkeeper.

– Bruce A. Fouraker

Now for a look at how this project can help the neighbors. According to Brad Thoburn with JTA, there are currently two bus lines that run by the area. The first has a one-hour service loop and the second has a 65-minute service loop. The idea is to time the two buses so each bus stop is served every 30 minutes.

Perhaps JTA could go a step further and extend the Riverside Trolley route; this would create 15-minute service times at the new TOD. The other thought is to have pull-ins for the busses. This would create a more traffic friendly environment. For those using their cars, the traffic light discussed earlier would help provide a safe ingress and egress from the property.

Also there should be a pedestrian walkway at the light to allow safe passage to and from the bus stop on the west side of St. Johns Avenue. This development is within walking distance of many shops on both St. Johns and Herschel and within an easy walk to the Shops of Avondale.

The new project helps those who live on St. Johns Avenue, Riverside Avenue or within three blocks of these streets by improving JTA service and making the area more accessible by bus. By decreasing headways, the transit optional commuter should have a better incentive to take the bus.

Riverside Avenue Opens at Willowbranch Creek



A team of landscapers worked feverishly on Saturday, Dec. 14, to open the new sidewalk and lay sod in order to present a finished look for the annual Riverside/Avondale Luminaria Night on Dec. 15.

BY KATE A. HALLOCK
RESIDENT COMMUNITY NEWS

The happiest day of his life, according to David Touring, was Thursday, Dec. 12, when he opened Riverside Avenue again to traffic after nine months of closure. Although he did not compare it to giving birth, those nine long months were one constant pain to Touring, the general contractor for the project, and to nearby residents.

"I'm just happy to get this done," he said, watching the asphalt being laid on Dec. 11. "We're opening the road a week ahead of our [revised] schedule."

The project was bid at \$337,000 but final total cost is approaching \$500,000 as a result of changes requested by the City and the fixes required when construction dams blew out after heavy rainfalls last summer. After three attempts to do what the plans specified, Touring finally contracted with

another company that specializes in cofferdams to resolve the flooding that was impeding progress.

On his own dime, Touring is replacing the sidewalk in front of the condo after the owners had asked the City to replace it.

"I guarantee you it will look great, it will be done right and we won't leave anything hanging," the contractor said. "We've all been in it together and trying hard."

Touring is now waiting for reimbursement from the City of Jacksonville in order to complete the project, erecting the balustrades along the sidewalk. "There's a long lead time on the balustrades and that's the last thing that's going to happen," he said. "When they're put in, it's done."

The contractor estimates that completion will occur by March, one year after beginning what should have been a four or five month project.

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Jacksonville Landing heading for a makeover

Community provides input for a world-class waterfront

BY KATE A. HALLOCK
RESIDENT COMMUNITY NEWS

Members of the Jacksonville community participated in a planning workshop last month with the goal of identifying improvements that would enhance The Jacksonville Landing to make it the centerpiece of the city's waterfront experience.

The workshop, "Making waves: realizing a world-class waterfront," was held Dec. 9, at the Jacksonville Main Library. Mayor Alvin Brown kicked off the presentation with his thoughts on what an improved mixed-use Landing would mean for the city: "We want to make Downtown a signature destination for every opportunity. Can you see a 24-hour downtown Jacksonville?" Brown asked. "Critical to improving Downtown is The Landing. It has not met its full potential, and a new game plan for The Landing needs to focus on housing."

JAX Chamber president Daniel Davis was equally as enthusiastic, saying "I am bullish about the future of Northeast Florida and Downtown. Let's get the bulldozers going and make it happen."

Echoing those sentiments was Downtown Investment Authority's Aundra Wallace: "The goal is not to reinvent the wheel nor do we want a lengthy planning process." Wallace showed images of successful down-

town destinations, such as Baltimore's Inner Harbor, Pike Place Market in Seattle, Chicago's Navy Pier, and Savannah's River Street, among others.

The workshop was presented by the Downtown Investment Authority, in partnership with Downtown Vision, Inc., the American Institute of Architects (AIA), Sleiman Enterprises and the Haskell Company. It was facilitated by Tom Hurst, AIA Jacksonville President.

In his presentation to community members and leaders, Alan Wilson, an architect and employee of Haskell, shared the group's goals for The Landing which include "view" corridors and a riverfront connection; pedestrian-friendly; a rejuvenated event and entertainment center, a destination restaurant experience, and a public art infusion.

Proposed plans include opening a portal from Laura Street by demolishing the northern building and erecting two buildings on either side of an open area, to include restaurants and banquet facilities; parking lots on the east and west that can be operated independently for private conferences and banquets; an art promenade on the west and an exhibit space on the Riverwalk near the Main Street Bridge.

• Community feedback

While most of the community members in attendance thought the proposal was interesting and achievable, some focused on the problems

that plague the city at every turn: traffic, parking (whether too much or not enough) and lack of affordable Downtown housing and necessities.

"The Landing was highly successful at first. We need to bring retail back and we need to have the right kind of housing for the young professionals who have come back to Jacksonville. It needs to be affordable. We have too much parking here already," said Tom Purdue, an architect and urban planner.

District 2 Councilman Bill Bishop wants to get rid of the access ramps for the Main Street Bridge. "Access from the south is difficult. Return the Main Street Bridge to a two-way bridge and get rid of the ramps," he said. "This will open up the eastern end of The Landing. We don't need the bridge to accommodate high-volume traffic any longer."

Brenda Dargan concurred with Bishop. "Let's get rid of the Main Street ramps and revitalize the area down to the Old Courthouse and to the Hyatt," she said. "Focus more on the pedestrian and consider closing a portion of Hogan to vehicular traffic."

San Marco resident and businessman Doug Skiles, who has had great success with streetcapping and other urban improvements spoke up about the perceptions about parking. "Free street parking in front of retail is important," he noted. He said that even if people circle once, to see free parking near their destination is encouraging, citing San Marco Square as a successful example. Skiles also suggested installing a stairway or an elevator from the Main Street Bridge down to The Landing.

More than a few at the workshop spoke up on behalf of workforce housing, saying that revitalization of Downtown will only come when younger people can afford to live there. One young professional said that she travels a lot and spends time in cities that don't roll up the door mat or turn out the lights after 9 p.m. "I



want places that stay open later, more variety in the restaurants," said Carla Jones.

Kemal Gasper, a member of ImpactJax, is a community advocate wanting to see Downtown stay alive and thrive. "Let's draw in the young professional and entrepreneurs. King Street did that and its thriving now," he said. "Build retail that the young will love. We need to be aggressive and create a one of a kind experience."

• Appeals for more public art

The art community was well represented and threw out ideas ranging from an artist co-op to public education spaces with rotating displays, exhibits and functions to interactive, engaging art, such as in Chicago.

New Cultural Council Executive Director Kim Bergeron summed up the sentiments. "Treat the entire structure as public art with each building an interactive work of art," she said.

Other ideas included a broader Riverwalk to accommodate both passers-by and café patrons, shade on the Riverwalk, more waterfront access and accommodations for boaters, a variety of music that will draw younger crowds and appeal to other ethnicities and cultures, as well as some type of major attraction.

"Keep the momentum going after it opens by drawing visitors to a major attraction," stated one participant. "Make it a reason to stop and visit; a museum. Just redesigning it is not a long-term solution."

Developer Michael Balanky, Chase Properties, said the time was right to undertake the renovation. "We need to take advantage of the timing, this administration, local development, local ownership to create a critical mass of retail and workforce housing and maximize the density. Let's create an iconic structure," he concluded.

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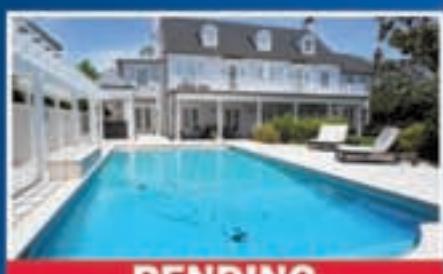
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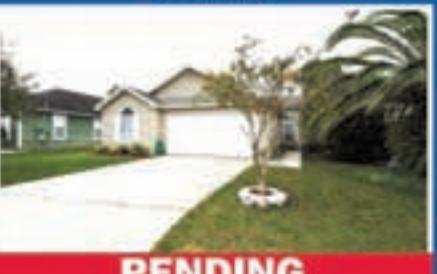
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Billboard company appeals denial

Two-sided outdoor ad would mar Southbank views

BY LARA PATANGAN
RESIDENT COMMUNITY NEWS

A rendering of a two-sided billboard with an ad for Subway sandwiches may be a sign of what may come for residents living on the Southbank as CBS Outdoor appeals a denial to relocate a billboard to Kings Avenue in San Marco.

Originally rejected by the Downtown Development Review Board, CBS appealed to the Downtown Investment Authority last

month for resolution. After three hours of debate, the issue was deferred until a workshop could be held and the volumes of material could be studied.

At issue is a static billboard that was removed on the north side of I-95 as part of the Overland Bridge project. Its owners want to put up a replacement billboard that would mar the view of residents living in area high rises as well as the unimpeded view of the Downtown skyline that drivers traveling north on I-95 finally access.

The proposed two-sided billboard, which shows an ad for Subway in the CBS rendering, would ruin the views of residents living in The Strand, The Peninsula and San Marco Place Condominiums.

Jane Condon, a resident of San Marco Place since 2007 and founding principal of La Villa School of the Arts, enjoys the beautiful views of downtown from her condo and thinks erecting the billboard on Kings Avenue would be a step backwards for the revitalization of Downtown by defacing its skyline.

Condon said when she was principal at La Villa, which is located Downtown, they were prohibited from even putting a sign with announcements of student activities in front of the school and can't believe the city would consider this huge billboard that will be seen in San Marco, Downtown and from the interstate.

"I object from my own point of view, pun intended, but also for

people of Jacksonville. I don't think we should be going in that direction," Condon said. "Why are we even debating something less attractive than what we want to make our Downtown into? It's a shame we have to convince people to not ugly up the city."

Alicia Grant, an Avondale resident who was one of the founding directors of Scenic Advocates for Jacksonville, is opposed to the potential billboard on Kings Avenue and Draft Ordinance 2013-493, which could reverse components of a 1987 charter amendment passed by a voter referendum which stopped the construction of new billboards and removed hundred of others from neighborhood roadways.

"Our feeling is that it's like putting lipstick on a pig," Grant said. "It's a bad, unnecessary bill. We get used to ugly and we shouldn't. There are a lot of people invested in the aesthetics of our City and billboards are not the way to go."

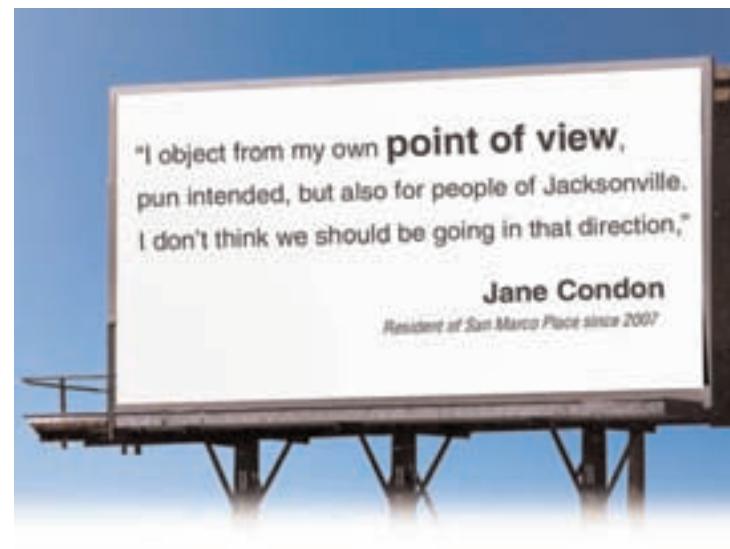
Jim Rinaman III, of Rinaman and Associates, is one of those investors.

He bought the Kings Avenue property where his law firm is located in

2006 and has bought other properties in the area he plans to develop.

Rinaman said he is just one of several business owners who have faced setbacks in the area including the year-long construction on King's Avenue, and the pounding from the Overland Bridge project. He does not want to add a vinyl 65-foot billboard as another obstacle in the neighborhood's redevelopment.

"The sign is an unwelcome intrusion into the aesthetic of our neighborhood. No one wants that in their view," Rinaman explained. "There is



a lot of hope right now of that area being redeveloped."

Ultimately Rinaman thinks billboards are bad for the neighborhood and the City.

"I believe the voters in the city expressed that already and I suspect if they voted again today they would say the same thing," said Rinaman, a resident of Riverside. "It's bad for the community."

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Avondale	\$162K	\$197K	+22%	132
Riverside	\$133K	\$170K	+28%	34
				+34%
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YMCA Riverside breaks ground for new facility

Nearly all funds have been raised

All but \$2 million of an estimated \$21 million project has been raised after months of fundraising, leading to the groundbreaking of the new YMCA on the waterfront lawn of the current facility at 221 Riverside Avenue. It is expected to open in 12 to 16 months.

According to First Coast YMCA, the new three-story Y will be a dramatic, glass-fronted 71,054 square foot building overlooking the river, constructed using the latest standards of energy efficiency. It will rank among the best YMCA designs in the country and serve as an attractive destination for downtown. The existing Y will remain fully operational during construction.

Earlier in 2013, two anonymous donors contributed to the project to honor a well-known local civic leader and philanthropist, James H. Winston, a long-time friend of the organization and former chairman of the Board of Directors among various other leadership roles he's played at the Y.

"I am pleased and honored today to offer a personal word of thanks to the generous and selfless donors who have named this extraordinary Y building for my family," Winston said at the Dec. 4 groundbreaking. "I have been involved with this Y for over 50 years and it has nurtured and sustained my health for all of those years. I've always felt and feel more strongly now



Latest rendering of new Winston Family YMCA

that the First Coast YMCA is a vital, important and relevant asset to our community and is part of what makes this a great city."

A central focus of the new Y is on bringing youth development and healthy living programs to Riverside's neighboring communities, such as North Riverside, Oakland and West Jacksonville, where the need is great. Oakland and North Riverside are part of Health Zone 1, which has the highest rates of heart disease mortality, diabetes mortality and homicide deaths in Duval County. West Jacksonville, only a number of blocks away, is not far behind. The Y plans to invest more than \$1 million to improve the health and well-being of some of the area's most distressed neighborhoods and will strategically provide programs that support the resolution of the educational achievement gap for First Coast kids across the next 10 years.



The fundraising campaign is co-chaired by Russell Newton, III and John Anderson. Other members of the cabinet include Ron Autry, Doug Baer, John D. Baker, Billy Ball, J.F. and Peggy Bryan, Carl Cannon, G. John Carey, Ceree Harden, Leerie Jenkins, Percy Rosenbloom and

James Winston. Leadership donors recognized at the groundbreaking include John D. Baker, II, The Weaver Family Foundation Fund, Gilchrist Berg, Luther and Blanche Coggin, Florida Blue, Russell B. Newton, Jr., and Mr. and Mrs. Russell B. Newton, III.

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Clean bill of health within reach for St. Johns River

Cypress trees at Stinson Park in Ortega wear a skirt of algae – photo by Jennie Busey

Editor's note: In keeping with this issue's theme about health and wellbeing, The Resident reached out to the St. Johns Riverkeeper for thoughts on how the community can restore and maintain the health of one of Jacksonville's greatest assets.

BY JAMES C. ORTH
EXECUTIVE DIRECTOR, ST. JOHNS RIVERKEEPER

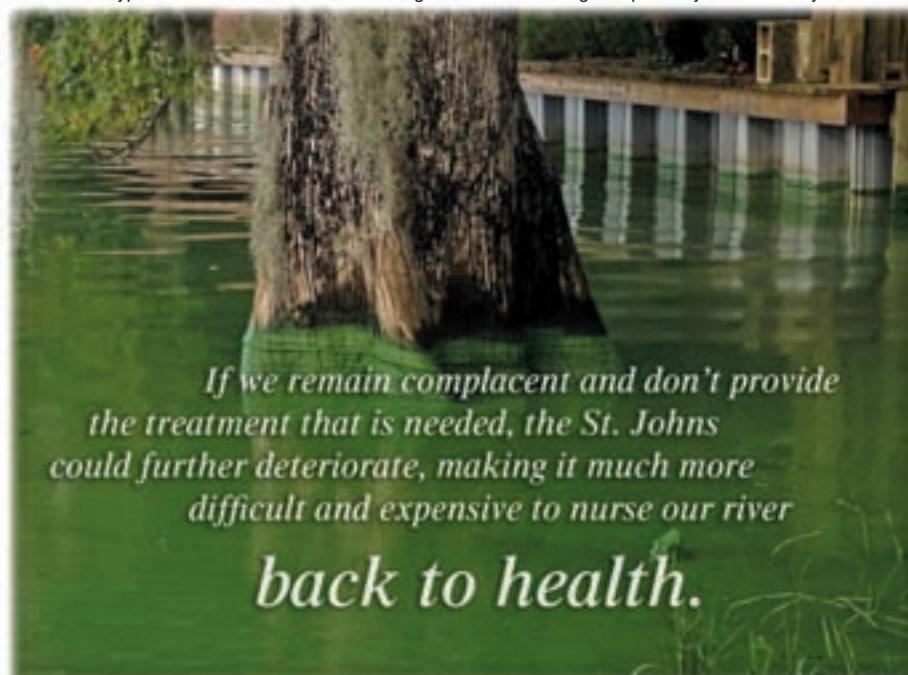
I am asked frequently, "What is the current health status of the St. Johns River?" Unfortunately, this is never an easy question to answer. Overall, our river is sick, but that certainly doesn't explain the complexity of the problem or the myriad and severity of the ailments from which it suffers.

Just like our bodies, the St. Johns has many different parts and a variety of complicated and intricately connected systems that comprise the whole. Many of the river's parts (tributaries, wetlands, main stem, etc.) often suffer from different pollution problems, with some areas of the river doing better than others and indicators of health often changing throughout the year.

Similar to our own changing health conditions, the health of the river and its various parts can change and fluctuate too, due to human activities, weather patterns and a variety of other environmental factors.

While the St. Johns River may be suffering from many different ailments, it certainly isn't dead or even on life support. We actually have a realistic opportunity to restore the river. But, do we have the will, commitment and patience to do so?

If we remain complacent and don't



If we remain complacent and don't provide the treatment that is needed, the St. Johns could further deteriorate, making it much more difficult and expensive to nurse our river back to health.

provide the treatment that is needed, the St. Johns could further deteriorate, making it much more difficult and expensive to nurse our river back to health. It's not unreasonable to think that the St. Johns could face a similar fate as the Indian River Lagoon, in the not-so-distant future, if we don't proactively and aggressively treat the causes of its illnesses. The Indian River Lagoon is one of the most important estuaries on the East Coast, yet this ecosystem has been on the verge of collapse with persistent algae blooms and a massive die-off of sea grasses, manatees, dolphins, and pelicans.

The good news is that the 2013 "State of the River Report for the Lower St. Johns River Basin" produced by researchers from UNF and JU

concluded that some improvements have been made in nitrogen concentrations and fecal coliform bacteria levels in some of the tributaries.

Unfortunately, many of these problems are chronic (nutrient pollution, fecal coliform bacteria, heavy metals) and far from being resolved. I am sure many of you are aware of the toxic algal blooms that persisted in our river and creeks throughout the fall. While we often know how to clean and resolve these ongoing problems, we usually aren't

willing to go to the lengths necessary to ensure that our river receives a clean bill of health.

Would you only purchase some of the medication or undergo a portion of the procedures necessary to make you well? By taking this course of action, ailments will persist, the situation will likely worsen and possibly become life threatening, and emergency care may ultimately be required.

We are usually unwilling to take chances like that with our own health, so let's not roll the dice with our river's either. The St. Johns is too important to our community and our quality of life. We owe it to ourselves and future generations to be good stewards of this incredible aquatic resource.

A clean and healthy river is within reach, but only if we commit ourselves to make it happen. In 2014, St. Johns Riverkeeper asks each of you to pledge to do your part. By investing in the St. Johns, taking personal responsibility,

demanding action by our elected officials, and remaining engaged and informed, we can eventually have the St. Johns that we all deserve – one that is healthy, thriving and nurtures our own health and well-

being. Learn more about how you can help online at www.stjohnsriverkeeper.org.



The Florida Yacht Club saw an unwelcome sight this year when algal blooms invaded – Photo By Dr. Andy Ouellette

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Urban planner encourages Jacksonville to invest in 'walkability'

Jeff Speck speaks at downtown breakfast meeting

BY NANCY LEE BETHEA
RESIDENT COMMUNITY NEWS

If Jeff Speck has his way, Jacksonville's podiatrists will be a happy bunch. That's because Speck, an urban planner and author of "Walkable City: How Downtown Can Save America, One Step at a Time," promotes walkability – the idea of creating more walkable cities through planning and design.

Speck spoke to a 400-seat crowd made up of city leaders, arts employees and business owners, among others, on Dec. 10 at the Omni Jacksonville Hotel. Hosted by The

Jeff Speck, urban planner, spoke to city leaders and Downtown advocates about investing in walkability on Dec. 10 at the Omni Jacksonville Hotel



Jacksonville Business Journal, Speck's talk generated audible cheers as he shared how downtown Jacksonville can become a more walkable city.

• Downtown is key

A city's downtown is tied to its identity. The more walkable an area is, the more vibrant the community. "Downtown belongs to everybody. It's the one part of the city that is everybody's. It's also the part of the city where its reputation is built," Speck said.

Five years ago, *Prevention Magazine* ranked Oklahoma City as the worst city for pedestrians, Speck said. Since then, the city has rebuilt its downtown core making it more walkable. Jacksonville can do the same thing if city leaders do it right.

"The tendency is to sprinkle walkability fairy dust everywhere, but [cities should] invest where it's going to make a difference and start in [their] downtowns," Speck added.

• Investing in Downtown

After Speck's talk, a panel of city leaders discussed downtown Jacksonville's potential to become

more walkable. Moderated by David Sillick, president and publisher of *The Jacksonville Business Journal*, panelists discussed ways to bring both residential and retail development downtown.

When asked to share the most salient point from Speck's presentation, panelist Alex Coley, co-founder and principal, NAI Hallmark Partners, said creating walkability downtown is achievable. Later, he encouraged residents to be active citizens and stand behind the City's new leaders. The room erupted in applause.

"We've had a chance to go to other cities. We've seen how they did it there," Coley said. "Residential is the absolute base block. Job one. Following that will be retail."

Another panelist, Daniel Davis, president and CEO of Jacksonville Chamber of Commerce, shared a memory from his youth. Loading up in their station wagon, his family drove 30 minutes to get anywhere in Jacksonville. Davis senses change coming to the city, though, focusing on Downtown. "Something is happening – an energy, a synergy, a sense of community," he added.

• Building community

Community is created in two ways, according to Speck. First is through neighborhoods. Since they are small and connected, residents can get to work, play, worship and shopping quickly. Neighborhoods are compact, mixed-use and walkable, he added.

Second is through sprawl, which is large, single use, not walkable and usually disconnected. The automobile is a necessity to get places. "This is why we have 'soccer moms.' The landscape is shaped around automobile use," Speck said. "The useful walk has been designed out of existence."

To help Jacksonville's Downtown become more walkable, Speck suggested asking a few questions. First, what is missing or underrepresented Downtown? "In most cities, and in Jacksonville, it's housing," he said. Citing statistics on Millennials, the generation born between 1977 and 1998, Speck said Jacksonville can attract these entrepreneurial thinkers and innovators by providing more housing Downtown.

Second, what is overpriced and underrepresented in downtown Jacksonville? Usually, the answer is parking. "Parking covers more land than any other land use in America," Speck said. He recommended raising the price of parking to make Downtown thrive. "Price parking in response to demand for parking," he said. "The parking meter was invented to create turnover."

Third, what is valuable yet wasted in downtown Jacksonville? Again, the answer in Jacksonville is parking, he said. Jacksonville has lots of parking Downtown, he said, but it's never full.



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Speck also suggested joining Jacksonville's most walkable neighborhoods with public transit. "Connect them to each other so people can get to cool places," he said. "Walkable neighborhoods don't need transit, but walkable cities do. If [it's not there], more people buy cars and [then] cities respond to that."

• Walking is healthy

Making a city more walkable not only impacts its economy and environment, it also helps citizens stay healthy, Speck said. Statistics show when a neighborhood or a city is more walkable, there is less obesity, less asthma and fewer car crashes.

Comparing Jacksonville to other American cities such as Portland, OR, and Atlanta, GA, Speck encouraged the city to act quickly. Areas of Atlanta were not walkable until about 10 to 15 years ago, Speck shared, when the city reversed some of its poor design. Jacksonville can do the same thing.

"Jacksonville is not competitive, but we can change dramatically and quickly," Speck said. Like Atlanta, Jacksonville will need to make planning and design changes in order to attract residents and retail operations.

"We've had a chance to go to other cities.

We've seen how they did it there, **residential**

is the absolute base block.

Job one. Following that will be retail."

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New Head of School found for St. Mark's Episcopal

The Board of Trustees of St. Mark's Episcopal Day School announced the appointment of Kevin R. Conklin as St. Mark's 10th Head of School, effective July 1, 2014. Conklin, his wife Elizabeth, and their daughters, Katie (13) and Lizzie (11), currently live in Chester Springs, PA, where he is the Head of School at The Montgomery School, a position he has held for the last 13 years.



Conklin was born and raised in Exeter, NH and holds a bachelor's degree in mathematics and economics from Lake Forest College and a master's in private school leadership from Columbia University. Conklin's teaching career includes The Kent School in Kent, CT and The Groton School in Groton, MA as well as Director of Alumni Affairs at Phillips Exeter Academy, in Exeter, NH, followed by Middle School Director at Beaver Country Day School in Chestnut Hill, MA.

Conklin was named the Head of School of The Montgomery School in July of 2000. Under his leadership, The Montgomery School moved to the forefront of curriculum implementation, including the creation of a STEM science program and the adoption of Singapore Math.

Prior to Conklin joining the St. Mark's community, they will also celebrate the heritage left by Cathy Hardage, who is retiring at the end of the school year.

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she and her 15-year-old daughter encounter as they walk in the area.

"I didn't buy in that neighborhood 20 years ago for the bars and restaurants," Ryan said. "I bought an older, affordable home that needed fixing up, in a peaceful, quiet and stable neighborhood."

Ongoing discontent finally led to the establishment of a Steering Committee by the City's Planning Department back in May 2013 to study the issue and come up with resolutions that would allow residents and retailers to live and do business in the same community

• Residents skeptical about solutions

After six months of research and deliberation about the parking issue in those two neighborhoods, the Parking Study Steering Committee revealed its initial recommendations to a group of approximately 50 residents early last month at the Episcopal Church of the Good Shepherd.

"Our charge was to balance the interests of residents and merchants," said committee chair Kay Ehas as she opened the meeting. "The merchants are part of our community; we like to have them here and it's really important to respect the residents' quality of life as well. Our goal is that they co-exist as peacefully as possible."

Martha Moore, a consultant with Ghyabi & Associates, presented a number of solutions aimed at

managing the existing parking supply, increasing that supply and managing behavior.

One of the recommendations presented was to put the burden on retailers to educate their customers about parking restrictions and discourage unruly behavior. The residents are skeptical about the effectiveness of that solution.

"Good luck," said Rushing, in response to behavior modification as a solution. "There is at least two generations out there that only think of themselves: 'I want to talk loud beside your house and on my phone, pee in the yard, park in the flower bed, up on the sidewalk, across the driveway, throw my sticky gummy bear yogurt cup, Mojo cups, and leftover pizza boxes in your yard because I can.'"

Another committee recommendation was to stripe spaces on the residential streets indicating legal parking spots and thus assisting in enforcement.

Tom and Sue Kenaston, homeowners on Pine Street, are not convinced that this is the best solution.

"This parking solution does nothing to protect the residents of Avondale from the growing traffic and parking problems being created by the Avondale commercial district," said the Kenastons. "It actually helps to convert our residential streets into commercial parking for the Shoppes by painting defined parking spaces on our streets to encourage customer parking in the residential areas. This is not a livable

solution for the parking volume that is about to begin. The impact will overwhelm the neighborhood, both residential and commercial."

Ryan is not happy, either, about the striping solution in the Park and King commercial district.

"If they stripe the street in front of my house, it will be on the market the next day because striping will promote my street as open to the public," she said. "We're zoned residential. Just because it's zoned mixed-used down the street doesn't mean the public can park in the residential areas."

• Two down, more to go

One solution that the residents do support is immediate enforcement of ticketing illegally parked cars. This was expected to begin late last month after personnel shift changes were made in the Office of Public Parking. Along with ticketing comes towing when visitors block driveways. The committee was going to look into contracting with a towing company for that purpose.

The idea of residential parking permits may also be accepted, but only if the permit enforcement time is earlier than the proposed midnight.

Two other recommendations that invoked a "wait-and-see" attitude were a valet service for bars and restaurants and a late-night trolley loop, beginning in 5 Points and extending up through The Shoppes of Avondale.

According to Alicia Grant, of Riverside Avenue, it's important that the restaurant owners own the problem and work on finding solutions for employee parking away from the residential areas. A shuttle service for employees may or may not solve the problem, especially in Avondale where there are very few non-residential places to park cars.

The committee put forth the possibility of striping Van Wert Street along Boone Park and requiring businesses' employees to park there, shuttling two to three blocks into The Shoppes of Avondale. There may be deed restrictions that prohibit allowing long-term parking and residents shook heads over that solution too.

In the Park and King area, CenterState Bank has agreed to

allow businesses' employees to use 30 spaces in its lot Friday through Sunday, as long as the lot is empty and clean come Monday morning. District 14 Councilman Jim Love, and president of the Park & King Merchants Association, has committed the association to paying for a janitor to clean the bank's lot.

• Residents' radical solutions

One could tell that the problems and the proposed solutions touched a lot of nerves. Some residents at the meeting offered up radical solutions, perhaps tongue-in-cheek, perhaps not. One attendee suggested that aggressive ticketing and towing would increase revenues to hire more enforcement officers. Parking meters were offered up as a solution. Another wanted to create a gated community north of Talbot to deter public parking on the streets east of St. Johns Avenue. The most radical statement was that of the resident who just "wanted the Shoppes of Avondale to go away."

The final solutions to be implemented are a start, but may not be the ultimate answer to damping the ire of the residents.

"This is not the end all, be all. We're going to be working on this forever," said Love. "Maybe there is new technology that will help. If it doesn't work, we'll quit doing it. We'll find some more things to do."

According to committee chair Kay Ehas, "Everyone wants to resolve this. It's just finding the right balance." She indicated that the committee's goal as of 2013 year end was to implement enforcement immediately and begin the process – and the funding – to get striping done as soon as possible. Other measures could conceivably be implemented during first quarter.

The committee plans to reconvene in April to assess the success of the recommended solutions based on measurements that include maintaining access for emergency vehicles on residential streets, protecting homeowner access to their driveways, maintaining quality of life in the neighborhoods, managing non-residential demand for parking and encouraging other forms of mobility, including walking, bicycling and using the bus system.

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Implementation measures considered for historic district parking

The Parking Study Steering Committee has proposed a variety of measures to address the parking problems that affect the merchants and the nearby residents. Some of those measures have gone into effect while others require ordinances, research and community agreement and may take longer to implement.

• Riverside/Avondale Implementation Measures Enforcement

Based on input at the final community meeting, parking enforcement went into effect prior to striping of residential streets. The City's Parking Division began enforcement in Avondale and at Park and King in late December. Enforcement officers will be out one day per week on Thursday, Friday or Saturday from 5 p.m. to 11 p.m. The Jacksonville Sheriff's Office will provide parking enforcement after 11 p.m.

Tickets will be given for blocking driveways, parking too close to intersections and fire hydrants, blocking or parking on sidewalks, and expired tags, and warnings given for other offenses. In addition, residents can call the non-emergency number, (904) 630-0500, about a blocked driveway, and the officer will confirm that the resident is unable to exit before requesting towing.

Stripe and Sign

Residential Streets

Coordination with Public Works will begin in January to develop a striping and signage plan for each area and a schedule to implement. Funds will have to be secured. Prior to striping, meetings will be held with residents on streets where it has been determined to implement parking on one side of the street only, as those streets are not wide enough to accommodate an emergency vehicle with parking on both sides of the street. Stripe marks will be as minimal as possible due to aesthetic concerns but enough to be effective. The goal is to have uniform signage design and placement standards that fit within the historic district.

Contract Towing Ordinance

Jack Shad, head of the City's Parking Division, is in the process of drafting an ordinance for City Council approval so that residents have access to a towing company that will respond to calls for blocked driveways.

Increase parking supply

Additional on-street spaces would be constructed where possible to increase the parking supply, with the potential to add a few spaces in each study area. For example, at Park and King, The Garage has unused driveway aprons that could be removed to accommodate angled parking spaces. St. Johns Avenue between Dancy and Van Wert can be striped for additional

parallel parking spaces, but funds will have to be found. The committee also suggested securing use of private lots where possible.

Implement night time trolley service

Coincidentally, the Jacksonville Transportation Authority and Riverside Avondale Preservation are working on a six-month pilot program for JTA to provide trolley service the first weekend of every month from 6 p.m. to 2 a.m. beginning Jan. 3. The goal is to grow the service to every weekend. The initial focus is on getting Riverside/Avondale residents to take the trolley instead of driving within the district. Longer term, the plan is to secure parking lots on the edge of the district for patrons driving to the historic district to park remotely and use the trolley.

Marketing/Education Plan

A small group of merchants are working on designing a marketing plan for merchants to implement to educate patrons about available parking, parking regulations and enforcement, the trolley service, and generally about being respectful of nearby residents.

Park and King Implementation

In addition to enforcing the parking laws, JSO will also police nuisance behavior.

CenterState Bank has agreed to allow the use of its parking lot for

employee parking only. Initially, only 30 spots have been set aside for employees.

Avondale Implementation

The feasibility of adding parking for employees on Van Wert along Boone Park will be explored. The City needs to determine if there is enough public right-of-way to accommodate parking because encroaching into Boone Park is not an option. Community meetings will be held prior to implementation.

Another measure would be the implementation of three-hour time limits on commercial on-street parking spaces when parking for employees is secured.

The Avondale Merchants Association is also considering a full scale valet parking program, if they can secure the use of the space behind the Coldwell Banker building for valet or employee parking.

A residential parking program, similar to those used in other historic cities, will be designed and implemented in the Avondale study area, with permit enforcement to start at midnight. It is important to note that the commercial parking demand can be met with the commercial on-street spaces after midnight, because the demand is much lower with only a few businesses open after that time. Community meetings to discuss program design will be held. The City Parking Division's new software has built-in residential permit capability.

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Benefit party kicks off dog park fundraising campaign

John Gorrie Investment Group offers \$50,000 in matching grant

Delores Barr Weaver, on behalf of The John Gorrie Investment Group, announces a \$50,000 matching grant for the proposed dog park in Riverside



In the life of a dog, two and a half years represents a generation of living and playing.

Large breed dogs will soon enjoy adult life racing over nine-tenths of an acre while smaller dogs will have 0.65 acres to strut over.

BY KATE A. HALLOCK
RESIDENT COMMUNITY NEWS

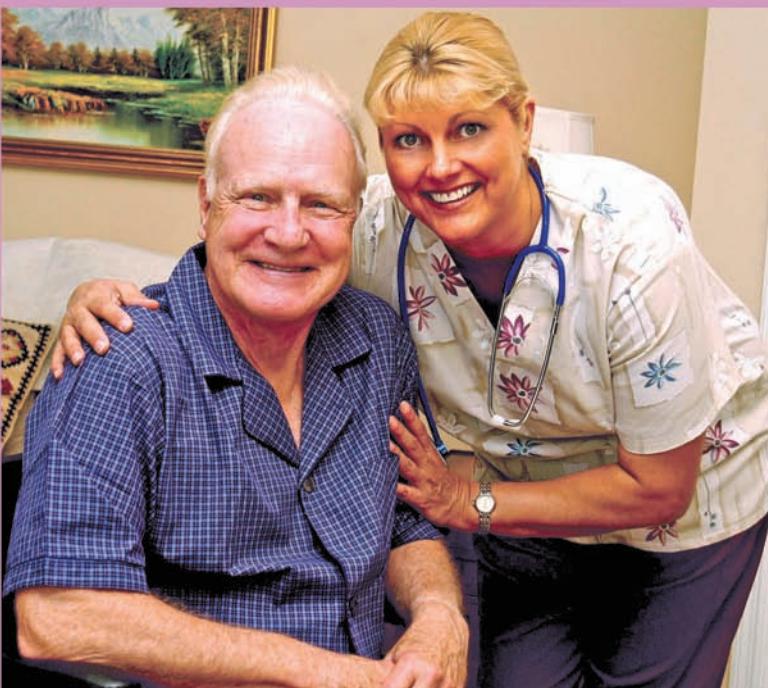
For dog owners dreaming of a place where Rover can run free and meet new friends, the proposed Riverside dog park can't be open soon enough.

According to Carmen Godwin, executive director for Riverside Avondale preservation, this project has been two and a half years in the making. "When we started on it, it

was an idea of the community; people really wanted to see this amenity for the neighborhood, but people didn't want to take away from the open field of Riverside Park," she said. "So we started thinking about utilizing the land under the bridge. [At Large Councilman] Robin Lumb and [State Rep.] Charles McBurney helped us coordinate with the FDOT and that took a long time. Once we got that secured, [District 14 Councilman] Jim Love said he would match \$125,000 out of district



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PAUL VILLINSKI *Fable*, 2011. Cello, aluminum (found cans), soot, wire. Lent by the artist and Morgan Lehman Gallery, New York.



Kay Ehas, Carmen Godwin, Doug Skiles, Trey Csar and Glenda Seitz were all instrumental in realizing the dream for a dedicated dog park



bond funds. My goal is to raise all the funds by March or April, build over the summer and open in the fall of 2014."

In the life of a dog, two and a half years represents a generation of living and playing. And if Godwin's goal is realized on schedule, large breed dogs

will soon enjoy adult life racing over nine-tenths of an acre while smaller dogs will have 0.65 acres to strut over.

Godwin noted that the total cost of the project from start to finish is \$300,000, and they have already expended the funds for the engineering and design. "We have \$91,000 left to raise; most will be private dollars but we're hoping that people will purchase a park bench with their name on it, or personalized bricks, to memorialize a puppy or give as a gift," she said at a fundraising kickoff party last month.

"We had over 100 people in attendance at the event [at the home of Jason and Lauren Mehta] and we raised over \$10,000 from ticket sales, donations and pledges," said Godwin.

The John Gorrie Investment Group is providing a \$50,000 matching grant to get people involved, and Delores Barr Weaver was at the event to make the announcement. "I'm so excited. I can't wait to see it open and the big dogs go one way and the little dogs go another," said Weaver. "No contribution is too small. Every dollar counts."

Doug Skiles, the project's engineer, was just as passionate about the dog park as was Godwin and Weaver.

"I absolutely love working with this neighborhood association, their energy and passion for this project has been great; and it's been great also to work with the different city and state leaders," Skiles said. "FDOT has done a lot. I don't know how many City Council meetings we had to attend to get the agreements put together, but it represents a continuation of the corridor from Riverside Arts Market, now the Artists Walk and now the dog park on the other end."

Resident Trey Csar summed it up nicely for the benefit attendees: "We all love dogs and like the idea of a dog park, but it's not just about dogs. It's about community coming together and an attraction for the neighborhood. This is a great project for the community."



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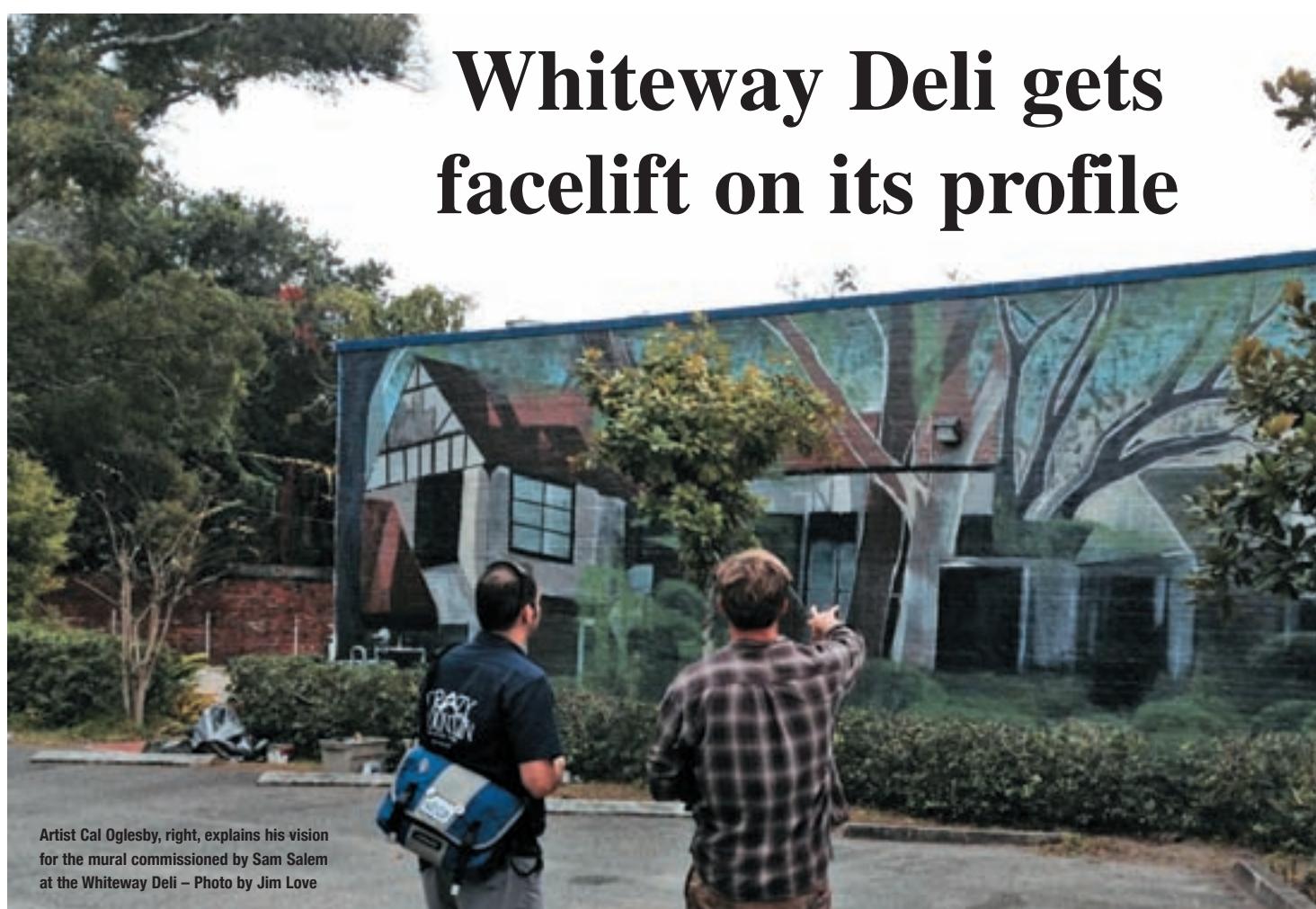
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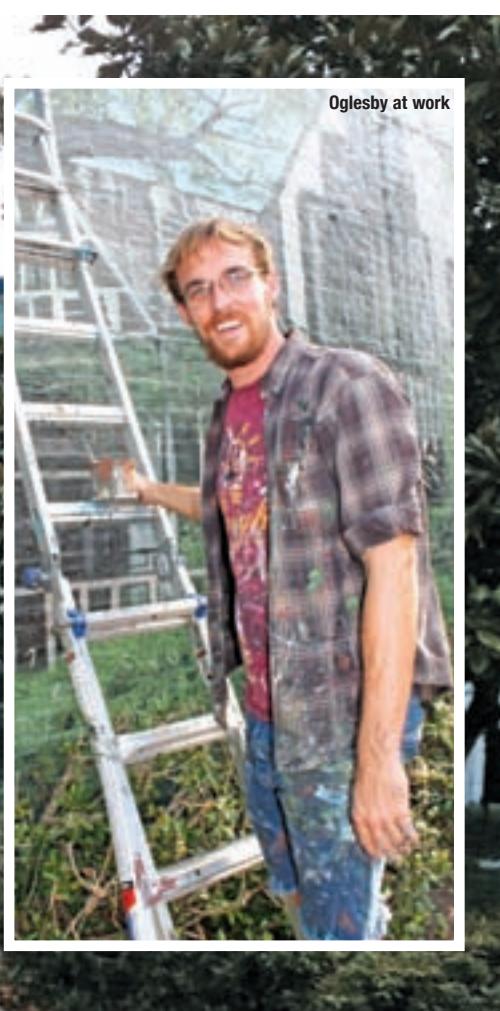
3/1-1,417 sqft. Don't miss this charming Avondale bungalow that has just recently been completely updated. New eat-in kitchen with island, updated bathroom, wood floors throughout, wood burning fireplace in large living room. Nice open floor plan with lots of windows.

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Whiteway Deli gets facelift on its profile



Artist Cal Oglesby, right, explains his vision for the mural commissioned by Sam Salem at the Whiteway Deli – Photo by Jim Love



Oglesby at work

Mural brings beauty to King Street

BY KATE A. HALLOCK
RESIDENT COMMUNITY NEWS

Sam Salem has passers-by looking twice at the side of his deli at 1237 King Street. The realistic scene painted by artist Cal Oglesby, 27, portrays homes from Avondale that almost makes you want to knock on the doors.

Salem and Oglesby connected after the deli owner saw an article about Oglesby's mural on the Wall Street Deli in 5 Points and then the artist happened to visit Salem's Whiteway Deli for breakfast one morning.

The deli's proprietor had originally

wanted something done with the property's rear wall but the muralist had another idea for the more public-facing facade.

"Sam expressed an interest in having something painted on his wall," said Oglesby, a Murray Hill resident. "He originally presented the concept of a forest piece and I suggested incorporating local residential architecture with trees from the area as well. I created a layered composition using digital imaging software and after presenting it to Sam he agreed to begin the project."

The project took about a month overall from design to completion, using about 15 gallons of paint in a few basic colors. The total area of the painted surface is roughly 16 x 60 feet, around 1000 square feet.

“I feel drawn to working on

buildings, but do work on canvas also. With canvas, I prefer larger scales that require a more involved application,” explained Oglesby. “Buildings are alive to me and when I work on a building, it feels more like I’m facilitating what each building or wall has to say.”

"Judging from the amount of artwork hanging inside Whiteway and Sam's general enthusiasm for the project, I'd say that Sam is a lover of art and creativity itself. Whiteway is a place where anyone can go and feel like family," noted the muralist. "Almost everyone I've seen walk through the doors appears to be a regular. That says a lot about a place and the people who work there."

Salem said that he has received a lot of positive comments about the mural, and many people point out

homes they recognize.

"The beautiful thing about street art is that it's not a painting stowed away on a wall inside someone's house for only a select few to see; it's available, accessible and there to be shared by the public," Oglesby said. "I feel that Sam is someone who values community, loves Jacksonville and wants to do everything he can to make this a more beautiful place for people to live."

According to Salem, the motive for the mural was not to deter taggers as he has not had a problem with graffiti, but it probably does help keep taggers at bay. Oglesby's perspective is that "I feel that most taggers value the time and effort put into murals and have respect for that. People have been itching to draw on walls since the dawn of man!"

MOVERS & SHAKERS**Riverside resident new director of strategy for digital marketing firm**

Spencer Pitman, of Riverside, was recently hired as director of strategy by PCR Agency, a downtown Jacksonville-based digital marketing firm.

Pitman will oversee the firm's internal business development and standardization.

"As a growing agency, we are delighted to have such an accomplished strategist join our team," said Drew Himel, PCR Agency founder and CEO. "At PCR Agency, we strive to generate the greatest possible return on investment for each client's marketing budget, so it is vital to have a strategist who can help us identify the most efficient ways to provide industry-leading customer service and results-driven online marketing."

Prior to joining PCR Agency, Pitman was a consultant with Pontis Strategies, where he helped clients refine and execute business models through corporate research and analytics. Pitman was the original director of strategic development at Pinfluence, a startup that helped brands grow targeted networks of followers in short time periods.

Riverside surgeon to perform revolutionary stroke procedure

Dr. Saumil Oza, a Riverside resident and physician at St. Vincent's Riverside, is expected to perform the first LARIAT procedure in North Florida this January.

St. Vincent's Medical Center Riverside will soon be the first Northeast Florida hospital to offer a revolutionary procedure that reduces stroke risk in patients with atrial fibrillation (Afib) – the most common type of abnormal heart rhythm and a leading cause of stroke in the U.S.

The LARIAT procedure closes off blood flow to the left atrial appendage – the area of the heart from which most Afib-related strokes originate – to effectively reduce stroke risk in patients with Afib.

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Pure Barre, a new kind of exercise facility

Pure Barre opened its doors at 1661 Riverside Avenue on Nov. 1 after a five-month renovation of a former fitness center. It is owner Victoria Koster's first business, a franchise with "unparalleled results and a flawless business model," according to Koster, a former elementary education teacher. The "lift, tone and burn" total body workout utilizes a ballet barre for stability during the routines. Classes are held several times each day, and a variety of packages are available, by the month or by the class. Contact Koster at (904) 778-5922 for more information.

**McDonald joins Delores Barr Weaver Policy Center**

The Delores Barr Weaver Policy Center recently named Tayloe McDonald, of 5 Points, as new Director of Strategic Planning and Public Affairs position.

In her new role, McDonald will develop collaborative partnerships to ensure the Policy Center's long-term sustainability and success in its mission to improve the lives of girls in, or at risk of involvement in, the juvenile justice and foster care systems.

McDonald became involved with the Policy Center through her volunteer

work with TEDxJacksonville, assigned to work with Dr. Ravoira during a talk about the status of girls in the juvenile justice system at the Oct. 26 event.

McDonald graduated magna cum laude with a bachelor's degree in psychology from the University of Florida. She is a member of Leadership Jacksonville's class of 2013 and the Women's Giving Alliance, serves on the board of directors of the Cultural Council of Greater Jacksonville

and Girl Scouts Gateway Council, and continues to serve on the TEDxJacksonville leadership team.

**DCPS board member recognized**

Rebecca "Becki" Couch, Duval County Public Schools board member representing District 6, was named a Certified Board Member of the Florida School Boards Association early last month at the association's 68th Annual Joint Conference in Tampa.

Couch earned the recognition by completing at least 96 hours of voluntary training in 12 areas that focus on the governance roles and responsibilities of school board members.

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The Crabtrees

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Christine Claxton

This is Christine Claxton standing with her beautiful new 2013 Volvo C70 Convertible. She traded in her Saab Convertible.



Dr. Michele Cavendish

This is Dr. Michele Cavendish taking delivery of her new 2014 Volvo XC90. Dr. Cavendish was a past Volvo owner and has come back to Volvo.

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The trip of a Lifetime



Clelia Davis, of Ortega, and Leighton Tesche, Venetia resident, on board the USS New York, leaving Norfolk en route to Jacksonville

BY LEIGHTON HOLMES TESCHE

Rarely does an opportunity and the privilege for a three-day voyage on a large Navy ship come to an ordinary citizen. When this one did, however, I and my fellow Navy League member, Clelia Davis, jumped on it.

And we had to – we were only given a day to respond! And this wasn't just any Navy vessel. This was the USS New York (LPD-21), making its way from its old homeport in Norfolk, VA, to its new home in at Mayport Naval Station, Jacksonville.

Make no mistake, this is a special ship. The entire hull of this wonderful ship is made out of steel from the Towers of 9/11. The ship is resplendent in memorabilia from the families of the victims of this assault on our country. Not surprisingly, the ship's motto is "Strength forged through sacrifice. Never forget."



On Dec. 3, we flew to Norfolk to board at 6 a.m. on Dec. 4 to join only eight other Navy League guests from Jacksonville and Tampa. We were honored to spend three days and two nights aboard with a crew of 360 Navy personnel and 50 Marines. As most of you have read in the newspapers and seen on TV, a LPD-21 means "amphibious transport dock" which basically means this ship can carry and deliver 700-plus Marines anywhere in the world where they are needed. Not only Marines, but many large tanks as well.

It is not a carrier but large helicopters such as the MV-22B Osprey Tiltrotor aircraft are able to land on the ship. We watched while we saw many landings and take-offs most of Thursday. This was awesome! On Friday we watched two of them land and deliver many of our elected officials, among them Congressman Ander Crenshaw, Mayor Alvin Brown, the three Beaches mayors, several Admirals and many others, to ride into

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Not quite the Ritz-Carlton, but the berth still had a television and a phone

► Mayport for the celebration that awaited us at the dock.

I have watched from the other vantage point many times, but to actually be on the ship coming in to dock was truly a once-in-a-lifetime experience for me and my fellow guests aboard. The tugboats were out with their water hoses spraying to welcome us through the jetties that guide the ships to port. (Fun fact: these jetties were the idea of and engineered by my great-grandfather Dr. Able S. Baldwin, for whom the town of Baldwin was named.) The sun was shining, the weather was gorgeous, and from talking with many of the wonderful sailors and Marines moving to Jacksonville to make it their home for the next several years, much excitement and happiness! Believe me, the city of Jacksonville is truly blessed to be receiving this many wonderful men and women who are defending our country for us.

What I get asked most about my journey is (1) how were the sleeping quarters, (2) how did you manage the different levels of the ship and (3) what was it like to be aboard. Well, it was an honor to be aboard. We were treated like the most honored guests which meant that we received tours by the Master Chief himself, CMDCM Shawn Isbell; we met and saw regularly, Captain Jon Kreitz, the Commanding Officer, and we were greeted warmly when we arrived by the XO (executive officer) of the ship, Captain Chris Brunett, with coffee in the Officer's dining room, where we took most of our meals. In other words, we were treated like royalty! There was even an ice cream and cake social on Thursday night and the whole ship sang to my

friend and bunkmate, Clelia, who just happened to have a birthday that day. Believe me, that was a birthday she will never forget.

Our sleeping quarters were a larger-than-expected berth with six bunk beds and our own bathroom. Just four of us had the room so it was surprisingly not too crowded. I can't say that I could sleep more than two nights like this, but what an experience. If you wanted to turn over while you were sleeping, you had to make a plan. Bumping one's head was normal.

The different levels of the ship required slacks and flat shoes. One must have three contacts on the handrails and steps to avoid a fall. And, according to the staff, even the most experienced of sailors, have injured themselves. But after a few days, I was maneuvering like a pro. I had even avoided seasickness – but only with a patch! However, I can't say that knowing where I was on the ship was easy. Just when I was about to figure it all out (all the corridors, stairs, locked chambered doors, etc.) it was time to leave. We got lost a lot!

One of the most touching parts of the journey was a burial at sea for 20 of our servicemen and women. This was held on the aviation platform where they held a 21-gun salute. To qualify for this, some had waited up to two years and qualifications were the same as to be buried at Arlington.

Clelia and I were thrilled to be on the flight deck when the distinguished guests arrived on Friday morning to sail in with us to Mayport. I found out later that this is the most dangerous place on the ship to be because it is so close to the actual aircraft. The flight deck officer with us told us that only once did he have to duck to the floor when a helicopter's blades came too close to the windows. Having not had that knowledge at that time we were, naively, most comfortable.

Friday, our arrival day, was weather perfect! Standing on the top deck of the ship, we arrived to the tugboat welcome, the Navy band playing, tents set up and many welcoming families and dignitaries cheering us into port. Clelia and I even had assigned seats under the tent next to the officers of the ship. What an honor! This was a trip of a lifetime.

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WARMING PATRONS TO CAUSE

The opening night party was unforgettable Friday night affair at the 2013 Art & Antiques Show, presented by BB&T Bank. The festive occasion, highlighted by amazing art and antiques, featured over 47 different collections throughout the Southeast and beyond. The Young Collectors collection, designed and styled with a backdrop by Crosby Designs for Hugo's Interiors was also a hit in its second year. Thanks were in order for every sponsor, including the continued partnership of the Tine W. Davis Family Foundation with The Women's Board. Proceeds from the event will fulfill the much-needed funding demands for the Pediatric Surgery Center of Distinction at the Wolfson Children's Hospital.



Will and Karla Newton



Jerrold and Spring Rosenbaum with Charles and Ellie Zimmerman



Ken Forrester, Mark Rosenberg, Michael Magevney and Glen Feeley



Downing Nightingale with Michelle, Phil and Joan Risley and Gay Nightingale



Carolyn and Ray Bridges with Kitty and Wayne Davis



Marian Smathers, member of the Jacksonville Public Library Foundation board of directors with her husband



Suzanne Hudson-Smith, Denise Reagan, Marisa Carbone, Kathy Lussier, Ron Block, Helene Kamps-Stewart

JPLF HOLDS OPEN HOUSE FOR NEW DIRECTOR

Supporters of the public library were invited to meet new executive director C. Suzanne Hudson-Smith and enjoy holiday sweets in a new venue. This new space in the Jacksonville Main Library, formerly used as a bookstore run by the Friends of Jacksonville Public Library, recently underwent a facelift by Perdue Office Interiors. It was re-introduced to FJPL patrons as a conference/event center at a holiday open house hosted by the Jacksonville Public Library Foundation. The space was closed for nearly a year before getting a new lease on life as a chic and cozy place for small gatherings.



Mary Patton, Robert Moody and Jacksonville Symphony Orchestra musician Phillip Pan

CONDUCTORS CLUB PATRONS MEET GUEST CONDUCTOR AND VOCALISTS



Members of the Conductors Club gathered to meet guest conductor Robert Moody and guest vocalists Christina Major and Troy Cook in the Davis Gallery. Moody led the Jacksonville Symphony Orchestra in Beethoven's "Eroica" and Vaughan Williams' choral symphony Dona Nobis Pacem in late October.



Jim Winston, Jeanie Bass and Robert Moody



Dr. Eli Lerner, Duval County Medical Society President, Dr. George S. Trotter, and Dr. Todd Nussbaum, Executive Director of We Care Jacksonville's 4th annual Caring Awards on Nov. 14. Two awards of service were given, one to Daniel B. Lestage, M.D. and one to North Florida Surgeons, recognizing health care volunteers in the community. The event raised \$90,000 for the network of health care professionals and hospitals who donate primary and specialty care to Duval County's uninsured, homeless and medically under-served. Collectively, in 2012 they provided nearly 10,000 specialty care services valued at \$16 million.



Peter Crooks, Paula and Michael Weatherby

CARING AWARDS RECOGNIZE SERVICE GIVEN WITH NO STRINGS ATTACHED

The 2013 Dr. George S. Trotter Founder's Award was presented to the Duval County Medical Society at We Care Jacksonville's 4th annual Caring Awards on Nov. 14. Two awards of service were given, one to Daniel B. Lestage, M.D. and one to North Florida Surgeons, recognizing health care volunteers in the community. The event raised \$90,000 for the network of health care professionals and hospitals who donate primary and specialty care to Duval County's uninsured, homeless and medically under-served. Collectively, in 2012 they provided nearly 10,000 specialty care services valued at \$16 million.



Annette Edwards, Danielle Leen, Lynn Sherman, and Megan Denk



BY NATHAN & TED MILLER

The month of January brings heavy winds offshore. It also brings great species of sport fish to our area. The technique in targeting these pelagics off the First Coast generally consists of trolling multiple baits at a time (artificial, natural, or both) usually between 4 – 6 knots slow trolling, or 12 – 18 knots high-speed trolling.

But there is another technique that has generated a lot of interest, mainly in the Atlantic off South Florida and the Florida Keys this time of year. This technique is the art of kite fishing.

We use the term "art" as it is reminiscent of a conductor directing an orchestra.

The technique requires constant management and control of multiple lines (six or more) to ensure the presentation is maintained precisely as the angler intends. Anything less than perfection defeats the purpose and benefit of using kites.

The idea is to present live baits in a natural way, without a lot of line and terminal tackle in the water like trolling. Pelagic fish have keen sight, and heavy line, snap swivels and hooks can be seen sometimes and can certainly deter bites.

Kite fishing (if done correctly), keeps all the metal and heavy terminal tackle out of the water, presenting just the live bait.

Using a kite is a similar concept to trolling with outriggers. Release lips are used at various locations on both to keep different baits spread out to cover different

Art of kite fishing – a new technique



Ortega angler Trent Newton, 15, catches...then releases

areas along the surface. And these clips are designed to open and release the line once the pressure of a strike is applied.

The main difference between using kites and outriggers is kites are used when the boat is drifting, not in motion.

Kite fishing equipment

One of the first items is the obvious: fishing kites. Most anglers who kite fish use two at a time. But more could be needed to ensure you have the proper equipment as conditions change (more or less wind). Some are designed to fly better in more wind, some better in less.

Next item would be electric reels (one or two, depending on the number of kites you fly at one time). The electric reels would be placed on a kite rod, usually around 3? feet, which is shorter than the typical rod.

Small lead split shots or weights strategically placed to the kites will allow the angler to fly two at once. Attaching weights on the left side of the kite will make it fly left. Adding

weights to the right will make it fly right. This is critical in keeping them apart from each other if the angler intends to fly two at one time.

Small balloons should be used and attached to the upper side of the kites to ensure the kite will float in the event it falls to the water.

Two or three release clips will be secured to each kite line at different locations. Each clip will hold the mainline from their respective rod at different locations below the kite line. The clips will release with the pressure of a strike and the angler can continue to fight the fish.

The mainline to each rod is equipped with a

highly visible object (typically a bright red cork) to be placed at the connection from the mainline to a 15-foot leader. Knowing the distance from the cork to the live bait will help you know how high or low the bait is in the water column. Ideally, the cork should be kept 15 feet above the surface which lets the angler know the bait is right at the surface. Keeping the bait at the surface keeps the tackle out of the water which should translate into more strikes. Live bait splashing at the surface also sends more of a distress signal which is sure to increase bites as well.

Deploying the kite

When deploying the kite, the electric reel is set in reverse to let line out. The kite slowly rises up and out away from the boat (the angle depends on the amount of wind). The first release clip on the kite line will engage after a few seconds and will deploy along with the kite. The angler stops the electric

reel and clips the first main line into the first release clip. This will be the "long" line and where the live bait is the furthest from the boat. The kite is deployed further.

After another 50 feet (plus or minus), the second release clip is engaged. The angler clips the second mainline into the release clip (this will be the "short" line) and continues letting the kite out until this bait is at the preferred distance away from the boat. This process can be continued with another line if you plan on fishing three baits per kite.

The line from the first rod runs up to the furthest release clip on the kite line and continues straight down to the water surface ("long" bait). The line from the second rod runs up to the closest release clip on the kite line and continues straight down to the water surface ("short" bait).

It is important that everyone on board agrees to the terminology. A frustrated captain yelling, "Flying bait right-long" expects everyone on board to know which bait needs to be adjusted quickly. In this case, line would be manually let out on the right side bait, furthest from the boat to lower the bait to the surface.

Once the kite is fully deployed, the rods will be placed in rod holders with an open spool (clickers on) so that a striking fish can take line as the angler begins the count down before setting the circle hooks.

Kite fishing is a great technique for targeting all types of species. Mahi mahi, tuna, wahoo, sailfish and marlin will all be attracted to the live bait that is strategically kept at the surface by the angler. It will also increase chances of witnessing the strike which can be a lot of fun.

Furthermore, the rods and reels used when kite fishing can be downsized to ensure kids will enjoy the experience of fighting a fish with lighter tackle.

Happy New Year!

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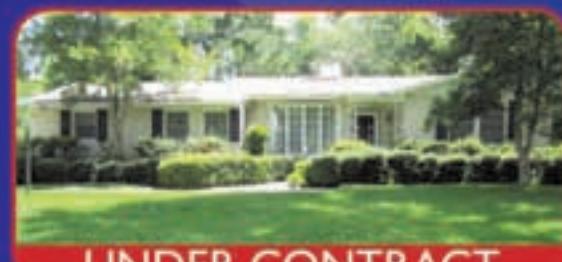
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New leaders see healthy prognosis for Jacksonville

City can be healthy with more collaboration

BY NANCY LEE BETHEA
RESIDENT COMMUNITY NEWS

In the human body, the vascular system transports blood to and from the heart. Arteries, veins and capillaries deliver life-giving blood to all of the body's cells and tissues. If arteries become clogged, inflamed or blocked by clots or masses of debris, the body can suffer from heart attack, stroke or other life-threatening conditions.

Like a human body, the city of Jacksonville has a heart – its downtown – as well as arteries, veins and blood. As a center of culture, worship and government, Downtown Jacksonville offers citizens from surrounding areas the nourishing blood of concerts, church services, sporting events and shows. When citizens leave Downtown, they take away an oxygenated experience of being in a city full of character and history.

But could Downtown Jacksonville be healthier? Could a new exercise and diet plan help the city attract new residential and retail establishments?

To several new leaders in Jacksonville, the city's health prognosis is good. Though they're not medical doctors and the City is not a human patient, they each have sugges-

tions about how Jacksonville can be more robust.

If their leadership is followed, "The Bold New City of the South" may be poised to become a rosy-cheeked global destination sooner rather than later but it will require a unified vision borne of collaboration and innovation.

VISIONING

Theodore Carter is the executive director of the City of Jacksonville's new Office of Economic Development (OED). He has been in Jacksonville for 11 months. A downtown resident, Carter sees potential, though he said Jacksonville doesn't compare to Miami, Washington D.C. and New York City – all places Carter has lived.

"I've been pleased with my experience. I told my former colleagues, [Jacksonville] exceeded my expectations," Carter said. He moved to Jacksonville from Washington D.C. after his appointment by Mayor Alvin Brown last year. "People quickly adopt Jacksonville and become passionate about it. We want to take it to the next level."

Carter's goals for OED include supporting the City's new Downtown Investment Authority, marketing and branding Jacksonville and continuing to focus on attracting world class sports entertainment. In 2014, for example, Jacksonville will host an exhibition for the National Basketball Association, Carter said.

Long-term goals include supporting small business and entrepreneurship by working with the University of North Florida, ramping up international trade through the Jacksonville Port Authority and working with Duval County Public

Schools and the community college system to develop a local workforce competent in finance, education and technology.

Though Carter acknowledges many positives about the city, such as its friendly people and numerous amenities, he admits Downtown Jacksonville lacks vibrancy. "It's not a well-known city, but it has a lot of promise," he said.

Using the analogy of the human body, Carter likened the city to a young adult poised for tremendous growth opportunities. "People should feel excited about that," he said.

Carter notes healthy growth in the new 220 Riverside development. "The Northbank is a dense, emerging neighborhood. It has a live-work-play feel," he said. "With a grocery, 700 residents, the new YMCA and the ring of Fidelity, Florida Blue and CSX, it's

a fun, dynamic area."

COLLABORATION

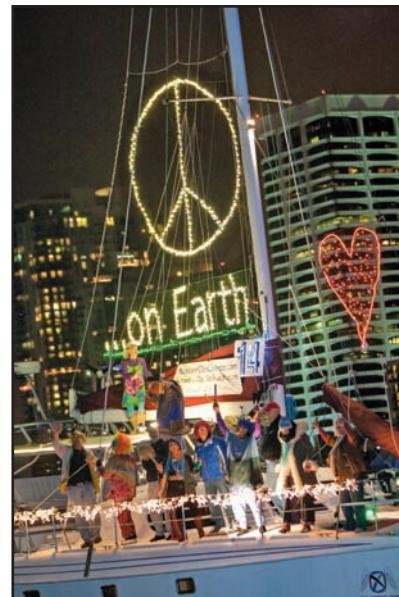
Like Carter, Visit Jacksonville CEO Paul Astleford has lived in Jacksonville for 11 months. Moving most recently from Ohio, Astleford said he and his wife fell in love with the city on their first visit in March 2012. "It has to do with our love of nature and love of water. The incredible hospitality and graciousness of the people is wonderful," he said.

Visit Jacksonville's goal is to market not just Jacksonville, but the Northeast Florida region to the world. Funded by bed tax dollars, the organization's mission is to create, market, sell and promote an exceptional visitor experience, Astleford said. "It's also to create greater community pride."

To achieve its mission, Astleford, a San Jose resident, shared Visit Jacksonville's goals. Like a doctor questioning a patient about symptoms at the beginning of an exam, Astleford recommends self-reflection. "The first goal is to look at the organization itself and how it's related to the community's efforts to deliver its mission," he said.

The second involves building credibility of both Visit Jacksonville and the area's hospitality industry through healthy economic impact. One way to do that is by marketing Downtown Jacksonville. "Downtown is one of the key areas of Northeast Florida," Astleford said. "That means customers don't recognize city or county boundaries. We're promoting Northeast Florida, and Downtown is a core," he added.

Astleford admits collaboration is crucial to achieving his organization's goals. "We need to explore our future



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► together and what that looks like, not just what the community feels like to an outsider, but what it looks like," he said. "That means collaboratively creating an image for the outside world. We want to distinguish ourselves in the world as a great place to live, work and play," he added.

Noting a current transformation from a decades-long silo-driven mentality in Jacksonville to a much more collaborative and innovative mentality, Astleford sees progress. "It's already happening," he said, "and watching that happen has been wonderful."

INCREASED ACTIVITIES

Numa Saisselin, President of the Florida Theatre, also sees a growing vibrancy in

Downtown Jacksonville. Originally from New York, Saisselin moved to Jacksonville a year and a half ago after leaving a similar position at the Count Basie Theatre in Red Bank, New Jersey.

An Avondale resident, Saisselin quickly noticed the friendliness of the people in his new neighborhood. "When we first moved in," he shared, "there was a steady stream of visitors at the front door telling us where the



dry cleaner was or the vet or the best route to get to work."

There's a lot to do in Jacksonville, Saisselin acknowledged, but one goal for the Florida Theatre is to increase the level of activity. "We weren't as busy as I expected us to be," he said. So, Saisselin led the Theatre in increasing the number of events.

"There are already as many shows on sale this year as there were all of last year," he added.

Another goal for the Florida Theatre is to perform self-examination. "We have a number of plans right now, but we need to step back and ask who we are and what we want to be and what kind of impact we want to have and in what order," Saisselin said. "We also want to be more active and more involved in the community."

The Theatre, which is listed on the National Register of Historic Places, has been home to entertainment, cultural and community events since 1927, and it currently hosts approximately 200 events per year, according to its website.

To accomplish his goals, Saisselin knows he needs to address perceptions of Downtown Jacksonville. "I have worked in three other historic



"People quickly adopt Jacksonville and become passionate about it. We want to take it to the next level."

Theodore Carter, Executive director of OED

theaters," he said, "and it's an urban myth that people don't want to come downtown. It's not true. We just need to give them a reason to come downtown," he added.

Citing the successes of One Spark, the Jacksonville Jazz Festival and the Jacksonville Light Boat Parade and Fireworks Spectacular, Saisselin said the city is more vibrant than it's given credit for. "I'd like to see that [perception] get better," he said. "There's a strong urban core, but Downtown Jacksonville needs to be strengthened. More people working here, and more

people enjoying the nightlife."

REMOVING BLOOD CLOTS

In order to improve the city's circulation, Jacksonville must become healthier. Its exercise regimen may need to include removing the blood clots of a large homeless population, and negative perceptions about parking and crime that have blocked its success in the past.

With new leaders implementing strategies to take Jacksonville to the next level, Jacksonville has the opportunity to emerge healthy and strong for the future.

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Cyclist's widow runs IRONMAN in his memory

BY LARA PATANGAN
RESIDENT COMMUNITY NEWS



After enduring the tragic death of her husband, Riverside resident Kelli Bynum finished the ultimate endurance race, but it was the sense of peace that came from crossing the finish line that was her true triumph.

Bynum's husband Jared was killed by a motorist on Nocatee Parkway while riding his bike on what would have been his last long training ride in preparation for the IRONMAN Florida triathlon held November 3, 2012.

364 days later, Bynum finished what her husband could not.

"I had just completed a half IRONMAN six days before he died and I was so sore, I swore to Jared I would never do a whole one," Bynum said. "But once he died training, I had to do it."

Before Bynum could participate in the grueling 2.4-mile open water swim, 112-mile bike ride and the 26.2-mile run, she had to register.

Because of the event's popularity and since previous participants have first dibs at entering; registration usually fills up within three to four minutes.

Thanks to one of Jared's friends who contacted race officials and told them about Bynum's interest in completing the race in her husband's honor, she was offered a complimentary spot.

With race entry in hand, she was on a course not just for the most intense physical training of her life, but a journey that would lead to new friendships, fateful encounters and a finish that transformed a year of devastating grief into a celebration of life.

"These girls that I am closest to today, I didn't even know a year ago," said Bynum.

Marie Vogler, a San Marco resident, is the exception. She had been Jared's running partner since 2010 and worked with him at the Haskell Corporation.

That is how she first came to be friends with Bynum and in the year since his passing Vogler and a small group of women became more than just training partners.

"We went through so many highs and so many lows together. I've seen everyone at their best and their worst," Vogler explained. "We were all there for each other. Everyone had their own reasons for doing the race and we all knew what Kelli was out there for. We stuck together."

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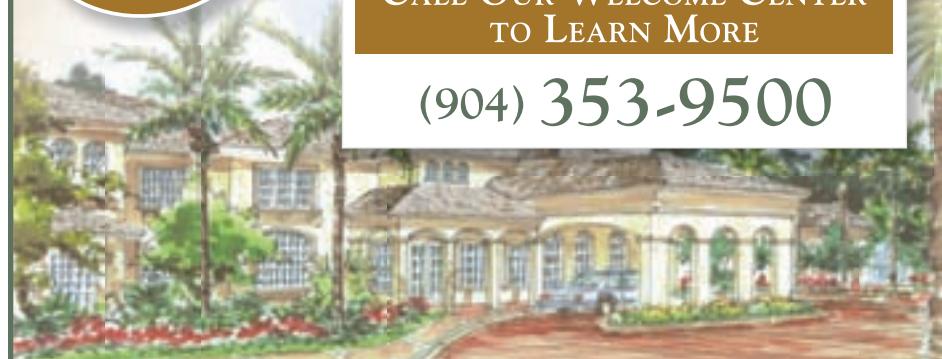


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Kelli and Jared Bynum high-fiving before a 2012 IRONMAN race in Augusta, GA.

Sticking together meant training for up to eight hours in a single day.

"It was like a part-time job. Sometimes we trained 20 hours a week," Bynum said. "The alarm goes off at 3:30 on a Saturday morning and so you are in bed Friday night by 9 p.m. It changes your social life. But Marie and I made a lot of great friends that became our social network."

The group even wore matching jerseys during the race that read IMGF (IRONMAN Girlfriends) in neon pink letters.

Vogler said this made the group easily recognizable on race day especially since Bynum's story was featured as an athlete spotlight at the IRONMAN banquet held two nights before the race.

When the spotlight about Bynum's motivation for entering the race to honor her late husband aired, there was one person in the audience who was intimately familiar with the accident.

"The race director came up to me after it aired and said 'There is someone I want to introduce you to.' The woman was visibly shaking. I recognized her from the condo we were staying at and mentioned that we were on the elevator together," Bynum explained. "She said 'yes, but I didn't know who you were then. My name is Katrina, and I was the first responder the day of Jared's accident."

Bynum said the connection was uncanny.

"Neither of us had met before and here she was doing this same race. She said she would never forget Jared's accident."

It was the first IRONMAN competition for Bynum and Vogler, who thinks Jared would be proud of them both.

"To finally finish what he set out to do...Kelli got to tie up everything and end on a high note and do it with all these other girls," Vogler said. "Everything just worked out perfectly for her and she was ecstatic."

Bynum agreed.

"I was elated. It exceeded every expectation I had. It was the coolest thing I have ever done," said Bynum, who crossed the finish line in 11 hours, 51 minutes and 8 seconds, well ahead of her 13-hour goal. "It had been an incredibly hard year. I was ready for a day of celebration and that's just what this was."

But it was way more than a celebration for Bynum.

"Since the race there has been a different peace about me. I really wanted to do this for Jared. It was a huge way for me to heal and to honor him," Bynum explained.

Bynum finished the IRONMAN competition before the first responder from her husband's accident whom the race brought together. When the paramedic crossed the finish line, Bynum was there to put the medal around her neck.

"I told her this is a full-circle moment for me."



Haskell employee Marie Vogler trained with Kelli Bynum to run the 2013 IRONMAN Florida.



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Unique product mix, Southern hospitality keeps Grassroots growing

If you want special attention when grocery shopping, there's no better place to visit than Grassroots Natural Market at 2007 Park Street. It's not just that any of the nearly 30 employees can provide helpful advice about organic foods, supplements and household products, owners James and Jack Robison are also right there in the aisles with you.

According to older brother James, "Because it's a specialty store, inherently there are a lot of questions about the products. People come here looking for solutions and find a lot of items they're not used to seeing in a conventional grocery store these days."

He laughs, saying about their one-on-one approach, "It's a combination of Southern hospitality coupled with a unique product mix that may be uncommon to a lot of people."

Jack, younger by four years, adds "I think it's that we like all the products we sell, use them ourselves, and are happy to talk about them and recommend things we like."

The Robison brothers, born and raised in Jacksonville, launched Grassroots Natural Market in 2006, but had a solid business model that helped them to survive and rapidly grow through the ensuing economic downturn.

"There was a need in the community for something like this," said James. "We've had tremendous support in the community and we've done nothing but grow every year since we've opened. That has afforded us the opportunity to gradually increase the inventory and broaden our selection and even build the new patio for our customers."

Jack was more blunt about their business' survival and growth in tough economic times. "We just knew we were going to make it work, no matter what. It wasn't a question of failure."



James, who has a degree in economics, shared "We'd love to have more floor space for the store, but we certainly don't want to leave the neighborhood that's shown us so much love, so we're caught between the direction that growth has taken us and the need and desire to be in this neighborhood. We really like our little spot here; it feels like home; we're now in our

eighth year here!"

Because their market is open seven days a week, the Robisons' typical week is long lived. James said "It's an enormous workload, keeping up with all of it, between all the vendors we have, the complexity of the product offering, being open seven days a week, extended hours...all those factors yield a

huge, huge time commitment. But it's what I like to do, so it kind of flies by, plus our crew is top notch and a pleasure to work with."

James added "It's not as expensive or as hard as people may think it is to live a healthy lifestyle. It's just a matter of having the gumption to stick with it. We have a diverse staff of experienced people who are eager to help you."

Jack pointed out that Grassroots is price competitive when it comes to organic foods. "Some people may think because we're a smaller store we'll have higher prices, but we buy stuff in a smart way, and have lower overhead and can be much more competitive than big box stores."

The young bachelors attribute the store's success to authenticity and their own interest in a healthy lifestyle. "We sell a product we believe in," said James. Jack noted that "When you're healthy you feel better, your life is better. Once you start eating fresh organic foods, you start to feel more vibrant and you'll continue that path of feeling good." James added "For us, Organic is a way of life, not a 'category' like it is to large retailers."

There are a lot of environmental reasons for people to shop organically, according to the Robisons. "To avoid both genetically engineered ingredients and tens of thousands of tons of pesticides dumped into the environment and onto your food," said James. "It's the kind of thing that's not a fad. It's about getting back to basics, to the way food was a hundred years ago."

grassroots
NATURAL MARKET

Grassroots Natural Market, 2007 Park Street, is open seven days a week, only closed Thanksgiving, Christmas and New Year's Day. The hours are Monday to Saturday, 9 a.m. to 8 p.m. and Sunday, Noon to 5 p.m.



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Blanding Jazzercise Center of Jacksonville, a long standing Westside business celebrating its 26th anniversary in 2013, never ceases to offer challenging, motivating, fun workouts. Jazzercise appeals to all ages and fitness abilities, with follow the leader type instruction. The workout program, which offers a fusion of jazz dance, resistance training, Pilates, yoga, and cardio box movements set to fresh new music, has inspired many to better health. Blanding owner, Donette Snyder, feels privileged to be at the Westside center, and gives credit to her awesome team of certified instructors and loyal staff along with many devoted customers, for the many years of success of Blanding Jazzercise Center of Jacksonville. Check out the 32 weekly class schedule and childcare options on jazzercise.com.

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Trinity Fitness improves physical, mental and spiritual health



A new fitness program is now available to residents in our area – one that is truly unique, aiming to improve physical, spiritual and mental fitness. Trinity Fitness Riverside owner and trainer, **Anthony Widener**, answers a few key questions he typically gets from prospective clients.

Client: How is Trinity Fitness different?

Widener: Trinity Fitness combines physical, spiritual and mental training into one dynamic workout. Our motto is **Healthy people: inside and out**. Training begins with prayer and a short devotion; workouts end with nutritional and motivational guidance. And it all takes place in an upbeat and fun social environment.

Client: What's the actual workout like?
Widener: Our boot camp style of training focuses on high intensity strength and cardio exercise for short periods of time. Unlike a lower intensity workout, our workouts increase fat burning for many hours after the exercise is completed. Every workout is different – you don't know what it is until you arrive. And although each session can be challenging, we help participants customize each exercise to meet their individual fitness levels.

Client: When and where are your workouts?
Widener: We hold numerous classes throughout the week – all in our new facility at 2650 Rosselle Street (next to Bold City Brewery) in Riverside.

Client: How much does it cost?
Widener: Trinity Fitness is a Christ-centered, faith-based, non-profit organization made possible through charitable giving. We ask only that people give what they can on a monthly basis.

For more information please visit our website at <http://trinity-fitness.org>. You can also check out Riverside's Facebook page: www.facebook.com/TrinityFitnessRiverside. Contact Anthony Widener for workout times and more information at anthony@trinity-fitness.org.

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City of bridges offers routes with a view

*Walkers, joggers make
Downtown more vibrant*

BY LARA PATANGAN
RESIDENT COMMUNITY NEWS

It's easy to lose the weight of the world, and maybe a few pounds too, while exercising over downtown bridges while enjoying tranquil views of the beloved St. John's River.

Runners, walkers, canines and their companions daily navigate the narrow walkways of the Main Street and Acosta Bridges, which provide a unique vantage of both nature and its urban counterpart.

San Marco residents David Lombana and his wife Daphne walk the bridges every Saturday and appreciate the activity of a river teeming with life.

"In the warmer months, the river is active with boaters, dolphins and such. I always have my phone with me to take pictures," Lombana said. "We usually see a big blue heron looking for a snack in the little marsh by the fountain."

Kara Bishop, an Ortega resident and avid runner, has used the bridges as part of her training regimen for the past five years.

"It's good for training and cardio," Bishop explained. "It helps me with my breathing especially at the

end of the Gate River Run when I have to go over the Hart Bridge. I hate that bridge!"

Besides the intervals of inclines, she likes the central access it offers to nearby neighborhoods.

"It's a great place to meet friends, and there are several good routes that take you into San Marco or Riverside. It ends up being a perfect distance," said Bishop. "My husband and I are big on supporting historic districts and really appreciate how great our downtown is and the Riverwalk.

It's neat to see so many people out there exercising. It helps to make

our downtown more vibrant."

Theresa Rose, a St. Nicholas resident, enjoys catching up with friends while walking her four-legged ones,

Deke and Daisy, her two rescue dogs.

"The dogs get so excited when I get my running shoes," Rose said. "They know where we are headed and enjoy the exercise and conversation as much as I do."

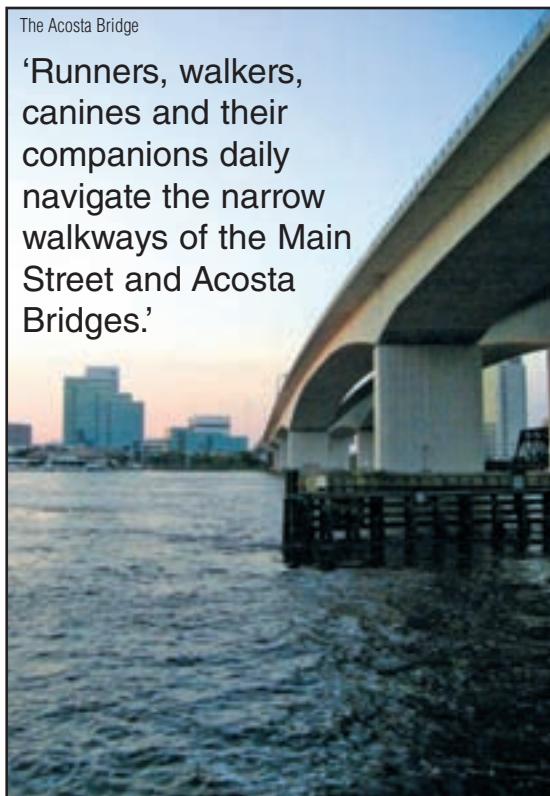
Although it doesn't have anything to do with playing cards, Rose refers to the small group of

women who regularly meet to hike over the bridges and meander along the scenic Riverwalk as her bridge club.

"We are all so busy, but know it is important to make time for exercise. Walking the bridges is a great way to keep up with one another. We talk and enjoy the unique views of the city from the Acosta," Rose explained. "Our bridge club loves to spot dolphins and manatees, which keeps us entertained, and motivates us to return so we catch another glimpse."

Jacksonville's downtown bridges do more than connect our neighborhoods; they link busy lives with friends and the serenity of the St. John's River.

"I don't know if it is being surrounded by nature or the company of good friends, but I just feel so much better about the world after our walks," Rose said.



Main Street bridge



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No rain check on a brain check

A good night's sleep improves health

BY PEGGY HARRELL JENNINGS
RESIDENT COMMUNITY NEWS

"To sleep, perchance to dream." How many nights a week do you lie in bed with an unquiet mind? Are you catastrophizing about events which may or may not occur? Are you re-playing the "should haves" and "what ifs" of your life? Feeling anxious, short tempered, having trouble focusing, feeling depressed?

Well, no wonder. The scrubbing bubbles which work so diligently every night in our brains to send "troubles down the drain" cannot do their work while we lie there tossing, turning and fretting.

Licensed Clinical Social Worker Constance Cooper says, "The first and most important thing I assess in clients, aside from suicidality, is sleep habits. Sleep deprivation is the number one cause of depression and other health problems including hypertension. I've never had a client who didn't feel better once sleep improved."

In a recent informal sleep survey of 20 Ortega residents ranging in age from 30 to 65, only one did not experience sleeplessness at least three or four times a week. Crying babies, snoring dogs (or partners), physiological problems, and worry were what murdered sleep.

Exercise and regularity of sleep habits were helpful to the one person interviewed who sleeps like a baby. Unfortunately, for someone with clinical depression, just getting off the couch can be equal to swimming across the St. Johns River with a backpack full of rocks!

So which comes first, depression or sleeplessness or vice versa? It's a "chicken and egg" conundrum. Research indicates that it's all interconnected.

Abnormal build-up of protein in the brain requires sleep hygiene – we need to snooze so those scrubbing bubbles can detox the residue of the day and prevent poor cognition, decreased attention and irritability.

Former prime minister of Israel, Menachem Begin, who was subjected to sleep deprivation as a form of torture, relates in his book White Nights: Story of a Prisoner in Russia, "To sleep – anyone who has experienced this desire knows that not even hunger or thirst are comparable with it."

Insomniacs have higher incidences of lowered immunity, high blood pressure, cardiovascular disease, lowered resistance to pain, memory loss and general cognitive functioning in addition, in extreme cases, to hallucinations and psychosis. Persons with chronic debilitating mental disorders such as schizophrenia and bipolar disorder frequently experience sleep difficulties which exacerbate the symptoms of their illness. Older adults with risk factors for Alzheimer's and dementia are more susceptible to depression and sleeplessness. In advanced stages of Alzheimer's, patients rarely sleep for long periods, which affects their overall health as well as that of their caregivers. Loneliness also has a significant impact on the physical and mental health of seniors, according to a study published by the Archives of Internal Medicine. "This country is not great at caring for its elderly. Look out for the people around you, because sooner or later that's going to be you."

So why do we get exams from the neck down – have our cholesterol, blood pressure, blood sugar, dexterity, reflexes, bone density and unmentionables

poked, prodded and scanned by professionals – but neglect our head, home of our marvelous brain? The little engine that could of our body controls everything from noggin to caboose, affects our emotional health, psychological well being, intelligence, creativity, decision making skills, reasoning skills, intelligence, social interactions, even our spiritual selves! It is only reasonable – a brain function obviously – to realize that if your brain goes out of whack, the rest veers off the track.

According to the National Alliance on Mental Illness, "New understanding of the brain and early identification and intervention can sharply improve outcomes of mental illness." Physical illness is more "self-contained" but the fallout from mental disorders affects not just the person afflicted, but families, friends, co-workers and society in general.

The cumulative effects of sleeplessness cause a derailment in physiological and psychological functioning that needs medical attention to increase safety and productivity. Numerous studies equate driving without sufficient sleep to driving under the influence of drugs or alcohol. Finding out the source of the problem so our self-cleaning brain can get to work while we slumber will keep the "floor boards of the skull well swept" and keep the train on the track of good physical and mental health.

Shakespeare says that "sleep knits up the ravel'd sleeve of care" and is the "balm of hurt minds." So, don't wait. Go get your head examined!

Ortega resident Bethany Pruitt, a junior at Trinity Christian, says she needs her shut eye: "Before a big test the most important thing for me, besides studying, is to get seven or eight hours of sleep. I can't function without sleep – it's just the way I am."



B R A I N C H E C K

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The Way we Were

Martha King

BY VICTORIA REGISTER FREEMAN
RESIDENT COMMUNITY NEWS



Martha King's life is a rich mixture of convention and contrast. Decades before married women kept their maiden names, Martha kept hers. Of course, John Wesley King Sr., her husband, just happened to be named King also. No monogram changes were necessary.

Martha's parents, Frank and Jessie King, moved from Alabama to Ortega in 1941. They moved into the home of Ed Larson who had been elected State Treasurer and had moved his family to Tallahassee. The Kings were delighted to get the Ortega residence as good housing was extremely scarce in war time. Later, they purchased the home when Larson moved to Tallahassee permanently.

Frank King, a structural engineer specializing in steel construction, was contracted to strengthen the Naval Air Station runways in order to allow the landing of newer, heavier aircraft. He came to Jacksonville after working on the hurricane ravaged bridges in the Keys and was also involved in the construction of ten steel strengthened houses in South Ponte Vedra. The steel reinforcements made the beach houses more hurricane proof. The Kings bought one of these houses and used it as their beach house for years.

Back in town, Martha's mother and other matrons expressed anxiety when young NAS pilots in training began "hedge hopping." This colorful phrase identified the young pilots who were flying low, just over the tops of Ortega's oaks. The idea was to make the tops of the trees flutter and possibly the hearts of some neighborhood belles.

Jessie King, one of the first women to graduate from UNC Chapel Hill, encouraged her daughter in both academics and music. Martha remembers her piano teacher, Genevieve MacMurray, who played the organ for the Catholic Church. She also remembers the recital gowns her mother sewed for her. "One was blue organdy, not bouffant because I didn't need that at the piano. The neck was scooped with a ruffle of Hamburg lace which was very popular at that time. Our recitals were held at Friday Musicals."

"Another needle and thread moment that I remember vividly was watching



Ann Jones' mother make handkerchiefs for her husband while she was waiting in the car for Ann to finish her piano lessons. Mrs. Jones would pull a thread through the fabric to make a straight square and then she would hem the squares with tiny stitches. The handkerchiefs were elegant."

Academically, Martha followed the traditional path from Ortega Elementary to Lakeshore Junior High and then on to Robert E. Lee. At Lee, the memory of one teacher stands out. "Virgie Cone, a math teacher who became a dean and a principal, unlocked math for me. She could explain it in a way that I understood it fairly easily. I don't know how she did it, but she did."

Cone's gift of mathematical prowess became useful when Martha reentered the educational arena and had to teach out-of-field. Having graduated from Georgia's Agnes Scott College with a major in French and Spanish, she re-entered teaching after her children – John, Mandy and Marcie – entered school themselves. At that time languages were not required by many colleges and, as a result, were not required in Duval schools, so for four years Martha taught math, English and Home Economics. "I was whatever they needed, wherever they needed it," she recalls with a smile.

When she was finally able to leave her out-of-field math position for a language position which she held for 17 years, Martha was asked to continue teaching math because she had been very effective with Lakeshore Junior High students. It was at that time that she remembered Cone fondly.

As a lifelong resident of Ortega, Martha enjoys relating historical tidbits. One of her favorite stories concerns the mail. "Ortega used to be outside the city limits. At one point there was a sign on the riverbank that said, 'Ortega, Florida.' Twice a day, a mailbag was hung on a post by the train tracks and the mail was picked up and delivered that way. The post office itself was in the room that was part of Simply Sara's restaurant. There are two cement lions guarding the front door."

Reflecting on other changes in that small community, Martha, an animal lover, recalls, "Ortega has always been animal friendly. The dogs ran all over the place as my son found out when he got his first paper route. He came home and said that every house seemed to have a dog that followed his bicycle. Many folks felt like seeing a leashed dog almost seemed as if you were viewing animal cruelty."

"The children ran free also. There were no chain link fences around the schools. No women were jogging. Few were walking outside their houses. Men might walk on Sunday carrying their canes. Of course, it was a different time. Some things have not changed though. I still have some of the friends that I made years ago: Ann Jones, Thelma Stevens, Louise Valentine and others."

"When I think about the holidays, I wish the emphasis was less on corporate profits and more on community. Community is important. This has been a good community to live in, a very good one indeed."

Sally Mangham and Martha King in front of the restaurant which now exists in the old Ortega post office



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Nonprofit helping nonprofit sector needs help

Senior volunteers lose grant, struggle to continue serving

BY KATE A. HALLOCK
RESIDENT COMMUNITY NEWS

In an ironic twist, a local nonprofit ministry that saved the nonprofit sector in northeast Florida some \$275,000 in 2012, is now in need of funds itself to continue to provide thousands of hours of service.

Seniors on a Mission, established in 1999 as Barnabas International through the vision of Joanne Hickox, has engaged over 700 senior citizens in community service projects that have resulted in an accumulated savings of over \$1.5 million since 2005.

What began as a small handful of elderly persons getting together on a regular basis to stuff student packets and stock supplies at the Teacher Supply Depot, has turned into a large ministry that serves both the givers and the receivers.

Hickox's mission is to love and encourage independent-living senior citizens, enabling them to live longer, healthier more grace-and purpose-filled lives. Day-long "mission trips" allow the seniors to engage their minds and their hands while enjoying fellowship at the same time they are providing much needed services to other nonprofits.

"Our seniors find purpose, joy, spiritual enrichment and fellowship as they gather together in teams of 18 to 50 to accomplish large tasks for any of the more than 60 local nonprofits we assist," said Hickox.

In late 2011, Seniors on a Mission received a two-year \$250,000 matching grant from the Robert Wood Johnson Foundation, enabling it to run a 26-passenger bus that picks up the volunteers – called Senior Saints – and transports them to various mission trip locations, to provide lunch for each mission trip (there are more than 100 per year), to mail letters of encouragement to all the participating seniors each month and to support Senior Saints who need financial assistance to participate.

With the expiration of the grant this past year, the nonprofit now finds itself in the same spot that so

many 501(c)(3) organizations are: with their hearts reaching out for support.

Seniors on a Mission does receive help from local sponsors such as Florida Blue, Lender Processing Services and Midtown Centre, but it is looking to raise \$260,000 for its 2014 programs. This amount will enable each of the current 375 Senior Saints to participate in as many mission trips as they are able.

"Just like going to a foreign country, we need to raise the funds required before we can go on Mission Trips" said Hickox in a recent letter of appeal. "Last year [2012] we went on 120 Mission Trips, directly touching the lives of



Ann Blankenship has completed 77 mission trips since joining the group

over half a million Jacksonville citizens in need."

Although the amount needed to stay in business each year is almost nearly dollar for dollar to that which Seniors on a Mission saved other nonprofits in 2012, the intangible benefits to society are priceless.

Each senior citizen that can live independently in good spirits, through regular contact with others and a sense of purpose and fulfillment, will ultimately save taxpayers a significant amount of money.

Statistics pulled from a variety of sources (and compiled at www.payingforseniorcare.com) indicate the cost of one year in a nursing home is more than \$75,000 per senior. Too often that expense is not covered by the elderly or their families, resulting in 46 percent of all federal



The 26.2 with DONNA race for a breast cancer cure is one of more than 20 races which received help from Seniors on a Mission

domestic spending going for the elderly.

By raising \$700 for each of the 375 Senior Saints, Seniors on a Mission will ensure that its Senior volunteers can continue to go on Mission Trips, contributing to their sense of wellbeing which, in turn,

helps to extend the ability of those volunteers to remain independent.

To help financially, or through in-kind donations, visit www.seniorsonamission.org or call Phyllis Andruszkiewicz, Development Director, at (904) 551-4373.



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Passion for performance motivation for health and fitness

Ortega residents are models of good health

BY PEGGY HARRELL JENNINGS
RESIDENT COMMUNITY NEWS

The "Rock Hard Grandpa" of Internet fame has nothing on chiropractor and health specialist Dr. Robert "Chip" Travis of Avondale.

Travis is older than the current Internet sensation and survived a horrific plane crash in 1969 as a Navy pilot in which he broke his neck, fractured his skull, lost his leg and spent nine months in the hospital and countless time in rehab. As a former nationally ranked tennis champion, Travis says "getting back in the game was not a priority at the time but just to get back in shape, get back to doing."

After recovering, he spent time as a bush pilot in Alaska, tennis coach at Rice University and coach of the national boy's team of the Texas Tennis Association. After injuring his back lifting weights, Travis went to a chiropractor, gained significant improvement and had an epiphany.

As he points out in his sardonic manner, "Being a one-legged tennis coach wasn't such a great idea," so he went back to school to become a chiropractor and currently practices with Edwards Chiropractic. Coach, tennis champ, all around athlete, competitor.

Add nutritionist to this endless list of credentials. Having done research for St. Nicholas-based chef and nutrition



coach Millie Barnes of Paleo Meal and Delivery Service, Travis is convinced that a diet free of gluten, dairy, fast food, sugar and artificial sweeteners is basic to overall health and wellness. He and wife Geri, vegetarians for 40 years, absolutely glow with good health, so it's difficult to find a rebuttal.

Geri, an accomplished ballerina who trains locally at Baggs Studio in Riverside and at Mark Spivak's studio in San Jose, performs difficult choreography and competes for parts with girls young enough to be her daughters. Geri admits, "I hate the gym but Chip is my coach and working out keeps me safe so I go three times a week. Among other things I use a Bosu Ball – it keeps my legs and feet strong at my age.

Having a passion – that's the motivation for getting out and exercising. For me it's ballet and the desire to perform."

She relates that her seven brothers and sisters are also devoted to fitness and health. "I think part of it comes from having the example of my mother – I remember seeing her exercise while watching Jack LaLanne on TV."

Geri finds consistency is necessary for her health and fitness regime. She eats the exact same thing at every meal, knows exactly how many calories she takes in (with a few splurges for going out to eat once a week where she has been known to munch

on potato chips). The Travis diet, designed by Dr. Travis, consists of homemade smoothies, nuts, lots of roasted vegetables, wine, fish, and a lot of vitamins. Dr. Travis advises: "Everyone should take a multi-vitamin every day, vitamin D3, magnesium (for heart health) and Omega 3." His latest indulgence? Gluten free ginger snaps and an occasional gluten free pizza with veggies and goat cheese.

Dr. Travis's regimen includes five days a week of structured exercise – stationary bike, weight machines, inversion machine and, of course, tennis. "Proper nutrition is essential for improving athletic performance. Write down everything you eat for a week – eliminate the worst, one thing at a time,

and replace it with something healthy. People are motivated if they have been diagnosed with cancer or diabetes but most people do not realize how good they could feel or perform if they changed their habits."

Chip and Geri Travis obviously feel pretty good! Geri performed en pointe in The Community Nutcracker ballet in December and Dr. Chip Travis – chiropractor, fitness expert and nutrition specialist (who mixes a mean pomegranate smoothie) recently won first place in the Fidelity Super Seniors Tennis Championship in Sarasota. These two are models of good health and fitness, indeed.

Bernie Powers: Ordinary guy chasing good health



Runner Bernie Powers finished a pint of Ben and Jerry's chocolate peppermint ice cream, explaining that it is his reward for coming in 8th place out of 40 in his latest half marathon in the 60 – 64 year old age group. Finishing 1st place in his age group last year in the Tour de Pain Extreme which consists of three extreme races in 24 hours – a 10K, a half marathon and a 5K, the reward seems to be in order.

Asked his motivation for running, he responds, "Keeping the wolf from the door." Diagnosed with high blood pressure (a genetic trait) Powers' doctor suggested aerobic activity in addition to medication, so he runs every morning around Ortega (about 20 miles per week) and competes almost every weekend. His training group's "gallows humor" includes the joy of not having to ride home with the EMTs after a race and being able to say, "Well, I finished it standing up."

Powers laughingly says, "I'm just an ordinary guy – but I've gotten a lot faster since I stopped fast foods, eat less desserts, lost 20 pounds – eat more whole grains and vegetables. I just made subtle changes, nothing radical. In the big races, by the time I'm running over the Hart Bridge, the best runners are on the airplane heading back to California or Kenya or somewhere. It's fun if you do well, but it's about your motivation – competition or just overall health. No way I could stick with a strict regimen – but then all those super skinny guys are beating me. Some were track stars in high school or college – I was a hippie. I'm just glad to be alive and have no major medical issues."

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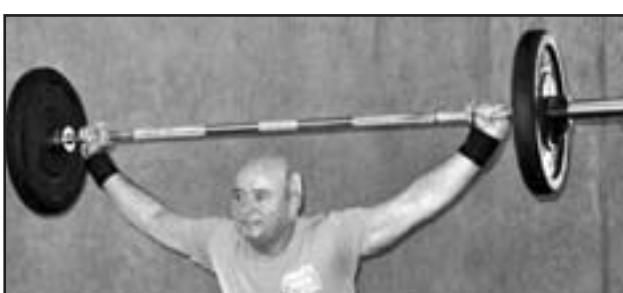
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Clark Kent or Superman? Local Optometrist is dedicated to fitness

Behind his mild mannered, soft spoken demeanor, optometrist Dr. Jim Lanier is a fierce competitor who has the skills and intensity to send participants on Survivor whining to their mamas. Although a specialist in his profession, in his fitness routine Lanier actually specializes in not specializing.

As a dedicated fitness enthusiast, his workout routines follow the principles of CrossFit, a worldwide organization whose creed is to "prepare for any physical contingency through constantly varied functional movements performed at a relatively high intensity." At least four days each week for an hour and a half, this Ortega Forest resident participates in multi-discipline workouts which include stretching, gymnastics, Olympic lifting and aerobic activities. Notice that phrase "relatively high intensity." In the heavy lifting department Lanier can clean jerk 205 pounds and dead lift 340.

Lanier says that he fell in love with the "sport of fitness" after watching a session at CrossFit West Jax on Roosevelt Blvd. "It was a life changer. I'm more fit now than I was 20 years ago." Although having been sports minded all his life, Lanier says when he was around 50 he got heavy from eating the wrong



foods and snacking. His cardiologist told him that there are five main things men do which makes them more susceptible to early heart attacks saying, "if you were a smoker you'd have all five." So he dedicated himself to improvement, explaining that "it gets harder as we get older – we're just trying to stay functional!"

Every day is a new fitness adventure for Lanier

which is one of the reasons he enjoys the CrossFit workouts. He explains, "Each class is led by a trainer and the programming varies but it's not random, they are very thorough routines, for total body fitness."

Lanier's motivation for entering his first competition was curiosity – to see how he stacked up against other 60-year-olds. Placing in the top 20 in the world in the open competition, placing 1st in the Southeast in 2012 and 2013 and coming in 8th in 2012 and 12th in 2013 in the Masters (60 years old and up) worldwide competition in Los Angeles, it seems he stacks up pretty well.

When asked his goals for 2014 Lanier says they are to stay healthy and humbly remarks that he's gotten lucky and seems to have "some affinity" for this type of fitness training.

Toney Lanier's exercise philosophy: "Keep it simple"

Toney Lanier of Ortega relates a joke about a guy who hasn't played sports in ages but plays his best round of golf in years and has to schedule back surgery the next week! As Lanier says, "the older we get we need to substitute some of the more difficult games we played when younger for a different kind of exercise."

His regimented approach is three times a week workout at the YMCA in Riverside for at least two hours. Lanier walks 2.7 miles, stretches, uses the various machines, including rowing, which he has been doing for over four years. He says his approach is pretty simple and kind of boring but he believes the key is to be regimented. "If I don't do it I feel bad in about three weeks."

Lanier says that exercising after work helped him relax when he was working for the Corps of Engineers and now that he's retired, "I'm relaxed before I even get to the gym. There is a social thing too; you get to know the regulars who work out at the same time you do, exercise helps me sleep and I like to do it. Most people get discouraged when they start an exercise program and overdo it. They need to realize that it takes time to get results and take it easy."



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Make 'table time' a New Year's resolution

BY VICTORIA
REGISTER-FREEMAN
RESIDENT COMMUNITY NEWS

To be or not to be ... organic? That is the current question.

At least that is a question that I seem to get on a fairly regular basis. Sometimes it is hurled at me by friends who are struggling to stretch their food dollars. They know that I support organics. They know that I spent six years on the board of Florida Organic Growers, but my friends know also that purchasing organic produce sometimes empties their wallets faster than purchasing conventional produce. They want "the facts, ma'am, just the facts." They want to know how (or if) organic foods, mainly produce, is really better than conventional.

I confess that my degree is in English, not agriculture, but there are several reasons I eat organic produce – fewer pesticides, more nutrients, fewer additives and sustainable farming.

Many studies comparing organic and conventional have been done, even one by Mayo Clinic. According to Eating Well magazine, the Environmental Working Group – a non-profit, non-partisan organization – pored over the

Good reasons to 'go organic'

results of nearly 51,000 USDA and FDA tests for pesticides on 44 popular produce items and identified the types of fruit and veggies that contained the largest number of pesticide residues.

Sadly, many of my favorites made the list, now called the EWC's "Dirty Dozen." These are the items everyone should buy organic if possible: apples, celery, strawberries, peaches, nectarines, grapes, sweet bell peppers, potatoes, blueberries, lettuce, kale, collard greens.

The EWC's Least Contaminated list includes onions, corn, pineapples, avocado, asparagus, sweet peas, mangoes, eggplant, cantaloupe, kiwi, cabbage, watermelon, sweet potato, grapefruit, and mushrooms. So, if buying totally organic is a fiscal fairytale, it might be a good idea to purchase organic when the menu requires items that appear on the Dirty Dozen list.

Nutrition is another reason I buy organic veggies. While the jury is still out on whether organics provide a substantial difference in some nutritional elements, there are many studies that have found organically grown veggies contain more antioxidants and Vitamin C than their conventionally grown brethren. Important also is the fact that organic produce contains no food additives or processing agents. In short, the science fair ingredients are missing. I have never desired the status of lab rat for GMO (genetically modified organisms).

The final reason I am on Team Organic is sustainability. Organic



Lapinski Family

farmers are generally good stewards of our earth. They compost rather than generate waste materials for the landfill; they conserve water by using drip irrigation, rain barrels or, on occasion, hand watering, and they build soil quality carefully because they believe the soil is more than a device to prop up plants.

Soil, to the organic farmer, is sacred as it is the key to enhanced nutrition. Also, they do not use confined animal feed lots, intensive mono cropping or GMO seeds, things that have been proven to cause collateral damage. Some of the extra cost of organics is directly related to the farmers' choosing not to use damaging chemical and spatial shortcuts.

Firsthand evidence of this integrity is available to anyone who takes a field trip to Down To Earth Farm, a Community Supported Agricultural Farm (CSA) on nearby Old Plank Road. The Lapinskis, Bryan and Kristen, are committed both to organics and to community building. Thirty families who subscribe to their CSA receive bags of fresh veggies each Tuesday during the growing season. Twice a year, the subscription community is invited to a potluck dinner on the farm, but drop-ins are usually welcome at other times. Many produce markets have cardboard "Meet Your Farmer" mock ups. It is nice to have real flesh and blood farmers who also sell their edibles on Saturdays at the Riverside Arts Market.

In the Caveat Emptor category (buyer beware), it is important to know that the green and white USDA seal

can only be attached to products that are certified 95 percent organic. Natural is NOT the same as organic. Products that contain at least 70 percent organic ingredients may say "made with organic ingredients" on the label, but can't use the seal. Less than 70 percent organic products can't use the seal or the word "organic" on the product label. Also, shoppers should check the labels of processed organics for salt, sugar, fat and calories.

Beyond the organic vs conventional choice is another food choice whose shadow looms over both camps. How often does the family sit down and share a meal and conversation together? Table time is now a research topic. The University of Florida folks can point to a number of research studies that suggest having dinner together as a family at least four times a week has positive effects on child development. Family dinners have been linked to a lower risk of obesity and eating disorders, higher self-esteem and an increased chance of graduating from high school.

So whether one chooses produce that carries a number 9 sticker (supermarket organic labels must start with 9), or produce that carries a 4 (conventional) the more important question might be, did the family sit down together, savor the food, talk to one another, and listen? Did everyone power down TV, MP3, smartphone and tablet? Or did we buzz through our meal like dining drones?

Perhaps, to paraphrase Shakespeare's melancholy Prince Hamlet, "that is another of the crucial questions."

Susan Fuller Tuohy
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5:00 p.m. Class

Early Bird Yoga – CYT Instructor – Jayne Parker – \$35.00 – Beginner to intermediate Vinyasa Yoga classes. Move through postures that will invigorate and allow you to tap into a more abundant life. Vinyasa means flow, the postures are linked with movement. Students are encouraged to move at their own pace as they breathe.

6:30 p.m. Classes

Zumba – Certified Zumba Instructor – Elissa Srulevich – \$35.00 – A rigorous work out with a dance party format. Fun and fitness rolled into one. Ms Srulevich is a professional dancer and teacher with a BFA in Dance from Belhaven University.

Line Dancing – Professional Instructor – Joy Bellemare – \$35.00 – A slower, easier way to exercise but lots of fun and fellowship. All the latest dances and no partner needed because lines of them are provided!

Guitar – Professional Artist/Instructor – Arvid Smith – \$35.00 (this class is also open to teens). For beginners and those with limited knowledge. A guitar is required.

Painting – Instructor – Christianna White – \$35.00. Students may chose their medium – acrylics or water colors. Ms. White has a vast experience in both and will work with students using either. She has a knowledge of art history and loves to share tidbits as she teaches. She has taught painting to all ages and is affiliated with a number of local programs, including the Cathedral Arts Project. She will be present at registration and will have a materials list available.

Conversational Spanish – Certified Instructor – Diego Aragona – \$25.00 Learn conversational phrases in a relaxed setting. A fun and enjoyable class with useful information. Mr. Aragona is a specialist in linguistics with 20 years of teaching experience.

Jewelry Making – Instructor Bobbie Brown – \$15.00 – Every student will be furnished materials to create at least one piece of jewelry of their choice. Students will be able to purchase other materials for other projects or may bring materials from home. This class is for beginners but experienced jewelry makers are invited to participate also. Some tools will be provided but students will receive information on how and where to purchase proper tools and materials. A fun class for fellowship and creative learning!

Gardening – a Four Week Mini-Class – Joanne Lipp and Chris Schmitz – \$10.00 – Just four weeks long but a lot will be packed into the sessions. A combination of lectures by gardening experts and hands on experience planting in pots. Get ready for Spring planting!

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Journey To Senior Solutions – A COMMUNITY SERVICE CLASS PROVIDED AT NO CHARGE BY RIVERSIDE PARK U.M.C. AND BROOKDALE SENIOR LIVING SOLUTIONS. This class will consist of seven weekly lectures covering a variety of important topics including “Brain Health-Can Alzheimer’s Disease Be Prevented?”, “Critical Legal And Financial Action Steps to Avoid Nursing Home Poverty”, “Aging Well Through Social Connections” and more. Important information for adults facing decisions about their senior years or caregivers of seniors.

5:00 p.m. Classes

Handbells for 3rd-5th Graders – Instructor – Bonnie Allen – (no charge). Children learn to play handbells in a fun setting. No previous musical experience required. Children must be available for a few performances during the year.

Christian Karate – Instruction provided by United Martial Arts – Karate moves are taught in a safe, respectful, Christian environment. Ages 5 and up. Students have the opportunity to earn belts as they learn. No uniforms required.

6:30 p.m. Classes

Christian Karate – See above description.

Children’s Art Class – Instructor – Bebe Alexander, certified Art Instructor who holds a Bachelor of Fine Arts and Visual Art Studies from the University of Florida. Mrs. Alexander, a mother of two, has a wealth of experience teaching children of all ages. The students will be hand building with clay, learn watercolor techniques and work on a mixed media collage and create using recycled materials.

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11-11:55 a.m. – Line Dancing – Join the fun!

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Local SPORTS

BY COLE PEPPER
WHITEPEPPER SPORTS MARKETING

The next three years could be the most important period in Jacksonville sports since the Super Bowl came to the First Coast.

This time, it is incumbent upon city leaders, both in politics and business, to capitalize on the opportunities that will be presented in order to improve the quality of life and business growth in the region.

First, a moment about why the next three years are important. Let's start at the top with the Jaguars. The Jaguars are now one year into a four-year commitment to play one game a year in London. The early reviews from the business community are that there are opportunities to bring business from Jacksonville to London, but there has not been a "big splash" deal made as a result of the Jaguars first trip across the pond.

Second, the city's newest professional sports franchise, the NASL soccer team (team name to be announced soon), is ramping up operations in advance of their first season in 2015. Team officials hope to build a soccer specific facility to play in as early as 2017. With soccer's growth in the United States (and with Shad Khan's purchase of the Fulham Football Club of the English Premier League), there are additional opportunities to bring major soccer events to town, including MLS preseason training and U.S. Men's National Team or Fulham friendlies that bring the spotlight back to Jacksonville.

In addition, March Madness returns to the city in 2015. It will be the third time that Jacksonville will host the NCAA Men's Basketball Tournament, another example of Jacksonville proficiency in hosting major sporting events.



Jacksonville sports entering pivotal stretch

One key to this opportunity is the creation of the Gator Bowl Sports and Entertainment. Alan Verlander, the former Executive Director of Sports and Entertainment with the City, has moved over to take the reins of the branch of the Gator Bowl that will recruit one-off and recurring sporting events to town. The move from the City to the Gator Bowl should allow for more flexibility than when the office was under the auspices of City Hall.

So who will benefit from all of these events?

In the short term, those involved with the tourism and hospitality will certainly benefit from the increase in traffic.

There are varying studies about the long-term economic impact of major sporting events. Take them with a grain of salt. Major events can offer a great opportunity for economic growth, but they don't have to.

Local businesses should be ready to leverage these events to engage with prospective customers, to create and enhance business relationships with the kind of business partners that can bring not only business, but jobs to Jacksonville and northeast Florida. This is one reason the Super Bowl has grown as a corporate development event. There is more and important business done in the week

leading up to the game than there is on game day. Some cities don't need to use a major event to start a conversation about relocating a regional or national headquarters, but they still host a Super Bowl (I'm looking at you, New York!). Such is not the case with Jacksonville. The city is still, by and large, a hidden gem of business opportunity.

If the Jacksonville business community wants to grow (and of course, as a whole, it does), then the next three years offer the best opportunities to do that. Beyond the field, what happens in the boardroom may serve to change the future of the region.

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► Take for instance, the impact of having two Fortune 1000 companies relocate to Jacksonville. Suddenly, hundreds or thousands of well paid employees will live in Jacksonville, injecting money into the economy and providing stability for key economic drivers, like professional sports.

Look to local companies like Web.com, EverBank and SeaBest for examples of local businesses who have increased their visibility and added to their bottom line through the use of major sports sponsorships. These are examples of businesses that have used sports marketing on a large scale, but the list of small and medium businesses that have benefited is long and growing. As the nation's economy returns to a state of slow growth, the opportunities to leverage sporting events to improve the bottom line of a business will increase.

After the city of Jacksonville hosted the Super Bowl, the expected economic shot-in-the-arm never came. The economic slowdown didn't help, but the city didn't capitalize on the opportunity as well as other cities have and as well as was hoped by city leaders.

The next three years offer a second chance (especially if college football's champion will be crowned here). It is vital that business owners are ready for the opportunities that are coming in the next three years, and beyond.

The sports growth in Jacksonville can help all of the local teams as well. As businesses continue to realize the benefits of sporting events and sports marketing teams like the Suns, Sharks, Axemen and even college teams at Jacksonville University and the University of North Florida should find conversations with sponsors easier.

It's an ecosystem that can build on itself, a rising tide that can lift all ships and the key growth period is already underway. What we do as a city in the next three years can guide the direction of the city and the region in the future.

Cole Pepper is a 17-year veteran of sports media in Jacksonville. In September, he partnered with Client Focused Media, a full-service marketing and communications firm in Jacksonville, to launch WhitePepper Sports Marketing.

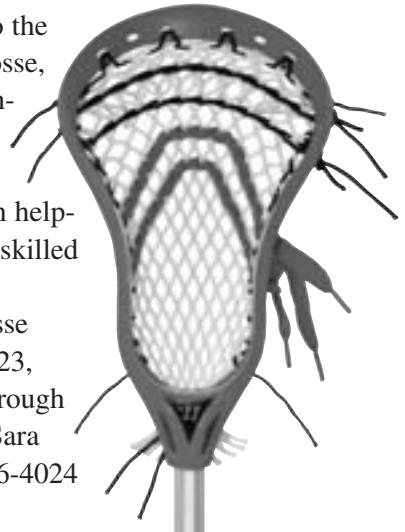


Steve Livingstone is the team president for the Jacksonville NASL soccer team. The team will unveil its name in February

First Coast Lacrosse bringing youth lacrosse to Duval County

First Coast Lacrosse (FCL) is dedicated to the growth and responsible management of lacrosse, and the support of the student-athletes, coaches, officials, and teams involved. FCL supports non-profits Lighthouse Lacrosse, and the Living Crosse Foundation and is active in helping start new programs while supporting the skilled improvement of already existing ones.

The organization will host two free lacrosse clinics on Sunday, Jan. 26 and Sunday, Feb. 23, 2 p.m. to 4 p.m., for boys and girls ages 7 through 12. Visit www.firstcoastlax.com, or contact Sara Brackin, sara@firstcoastlax.com or (904) 226-4024 for location details.



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Jr. Residents

Evelyn O'Brien of Lakeshore was all decked out for a day in the sun



Annual bazaar fundraiser just plain fun

The weather couldn't have been any better for a full day of fun at the annual St. Matthew's Fall Bazaar late last month. The dunk-the-teacher booth was popular as was the climbing wall, bounce houses, a rope bridge and a variety of games for the little kids and a London Pub so adults could take in the Jaguars game. Principal Kathy Teurk noted that the school's fundraising goal of \$25,000 was exceeded and generated more funds to directly benefit students than any previous years' events.



Sandwich boards updated: "Walking Taco" Connor Sidman of Avondale with friend Sean Frechette call attention to the food booths at St. Matthew's Fall Bazaar on Oct. 27



Boy Scout Troop 252 built a rope bridge with tree branches

Episcopal tournament fundraiser sells-out

Avondale resident Tommy Donahoo chaired Episcopal School of Jacksonville's Annual Golf & Tennis Tournament on Nov. 18, at Timuquana Country Club. This year's event hosted a sold out field in both golf and tennis, bringing together parents, alumni and friends of Episcopal for a day of sport and fundraising. The event has been held for nearly 30 years and this year raised nearly \$20,000 for school programs.



Episcopal School of Jacksonville Head of School Charley Zimmer and Tommy Donahoo



Stockton school fall festival

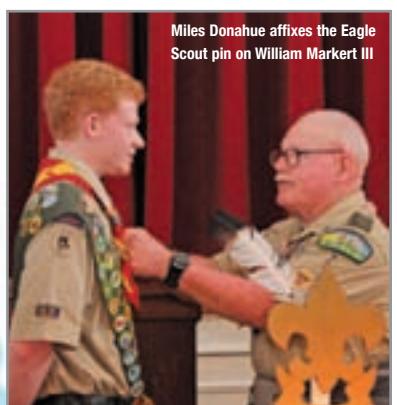
Benton, Blythe and Charlotte Pierce of Ortega Forest went for the cotton candy at the John Stockton Elementary School Fall Festival on Nov. 22, which featured pony rides, a petting zoo, bounce houses and slides as well as classroom game booths. A magnet school, John Stockton must raise funds each year for any special programs or activities, and relies on community support.

William Markert earns Eagle Scout award

William W. Markert III's Eagle Scout ceremony was special for more than one reason. As a member of Troop 7, Markert, of Murray Hill, enjoys the distinction of being part of the oldest continuously run Boy Scout Troop in Florida. In 2015, Troop 7 will celebrate its 100th anniversary.

For 20 of those 100 years, Avondale resident Miles Donahue was a Troop 7 leader, and was there on Dec. 14 to present the Eagle award to Markert, whose qualifying project was the renovation of a hazardous stairwell at the Episcopal Church of the Good Shepherd on Stockton Street. Donahue also recently was given the Silver Beaver by the Boy Scout Council for 43 years of outstanding service to Scouting and the community.

The Eagle Scout repainted floors and walls, and will install non-skid tread on



the steps.

Markert's parents, William II and Linda, are also involved in Scouting because of their son and their daughter, Laura, who was a Girl Scout. In the Scouts since he was five or six years old, the FSCJ freshman is now ready to take on a leadership role. He is also just the second Scout to earn an NRA Expert Shooting award at Camp Shands.

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Fishweir fifth graders enjoy harp concert



Fifth grade students at Fishweir Elementary School quietly attend to harpists Richard Fleisher and Kayo Ishimaru

Husband and wife harp duo Richard Fleisher and Kayo Ishimaru held the rapt attention of fifth grade students at Fishweir Elementary School on Nov. 7. The short program included six musical selections and a demonstration of four harps of varying sizes and ages. The students asked thoughtful questions of the couple, learning that one concert harp was more than 100 years old and sported gold leaf.

The program was part of Friday Musicals' neighborhood outreach program for public schools and sponsored by Michael Fisher and Linda Fisher, parent and grandparent of fifth grade student Charity Fisher.

Pennies from preschoolers help homeless

St. John's Presbyterian Kindergarten & Preschool collected pennies for the City Rescue Mission Penny Project, whose goal was to raise one million pennies in the month of December. Pierce and Maylin, along with fellow students, contributed countless pennies to the total.



Florida Yacht Club hosts traditional ball

The holiday presentation of the 137th Annual Debutante Coterie took place at the Florida Yacht Club on the evening of Saturday, Dec. 21. The Christmas Ball, traditionally referred to as the Commodore's Ball, marks the formal bow for the debutantes as they join a long line of Jacksonville's finest young ladies.

Photo by Tom Hager

Name of stunted tree no challenge for spelling bee winner

St. Mark's Episcopal Day School fifth grade student Don Kohla won the 2013-14 Spelling Bee by correctly spelling "bonsai" after going several rounds head-to-head against sixth grade student William Cook. Twenty fifth and sixth grade students spelled their way through the Bee on Dec. 16, in the Lori Schiavone Commons.

Pictured here, runner up William Cook, Cathy Hardage, Head of School, spelling bee winner Don Kohla.



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Jacksonville's medical community has celebrated progress every step of the way from Jacksonville's first hospital (and Florida's first non-military hospital), Duval Hospital and Asylum in 1870, and St. Luke's Hospital's humble beginnings in 1873, to the Daughters of Charity of St. Vincent de Paul in Springfield in 1916, and the 1955 establishment of Baptist Health.

Similar beginnings mark history of St. Luke's and St. Vincent's hospitals

ST. VINCENT'S HOSPITAL

In 1916 four women answered the call of local physicians and community leaders for more care for the sick. These women who were Daughters of Charity of St. Vincent de Paul came to Jacksonville to take over the operation of the fledgling Desoto Sanitarium located in Springfield and renamed it St. Vincent's Hospital. In 1918 St. Vincent's opened a school of nursing providing the city with quality compassionate nurses.

By 1925 the Sisters needed a larger hospital. It opened in 1928 on the west bank of the St. Johns River in Riverside, where it remains today. Over the years, St. Vincent's Hospital continued to grow and expanded its health care services to the community and has tripled in size.

Through the work of the St. Vincent's Healthcare Foundation, the community has strongly supported the addition of up-to-date facilities and services throughout the St. Vincent's Healthcare system.

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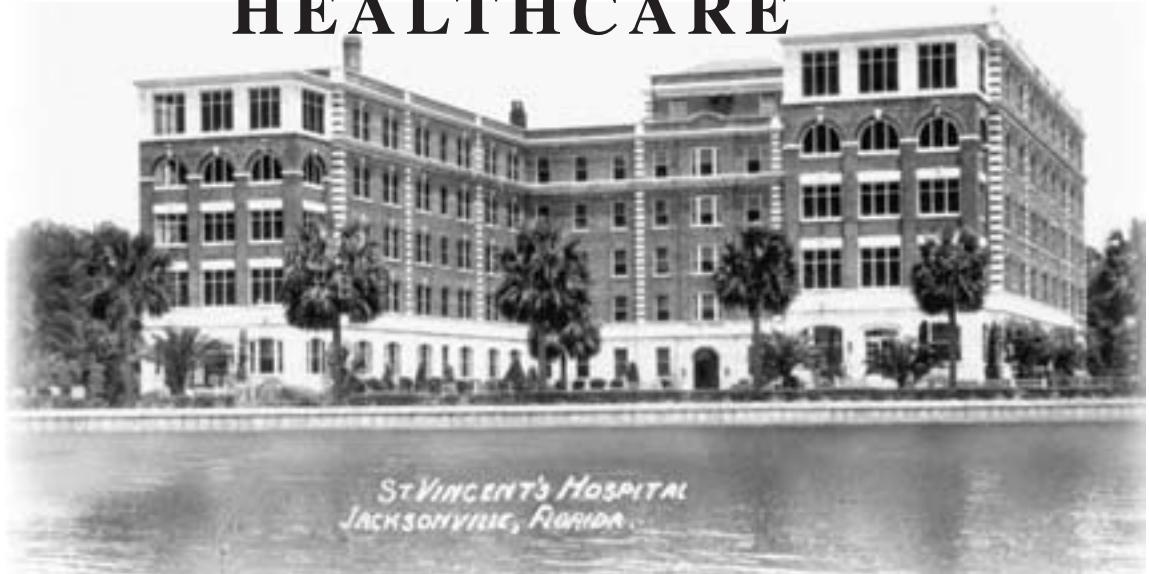
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Above: St. Vincent's Hospital 1938, from the Florida Memory Project's Spottswood Collection

Below: St. Luke's Hospital (Photo from Jacksonville Historical Society)



ST. LUKE'S HOSPITAL

In 1873 three women, one of whom was Martha Reed Mitchell, founded the first private hospital in Florida – St. Luke's Hospital, consisting of two rooms in a one-story frame house then a new building in 1876 which was destroyed by an arsonist's fire just before it was completed. The St. Luke's Hospital on Palmetto Street in East Jacksonville opened in December 1878 and survived the Great Fire of 1901 by virtue of being located east of Hogan's Creek.

Known as Old St. Luke's Hospital today, the remaining portion of the building is being preserved and is occupied by the Jacksonville Historical Society as the repository for its archives. In 1914 St. Luke's Hospital moved into a larger facility at 5th Street and Boulevard. In 1984, St. Luke's Hospital moved from its 5th Street location where it stood for 70 years to Jacksonville's Southside where it exists today. In 2008 it became an important part of St. Vincent's Healthcare and was renamed St. Vincent's Southside.

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Baptist Hospital opened more than 50 years ago

Serving Jacksonville since 1955, Baptist Health started on 18 acres of previously marshy land, once home to an alligator and ostrich farm as part of the Dixieland amusement park, and later home to the Southside's only airstrip. Under a charter from the Southern Baptist Convention, Baptist Memorial was opened as a 125-bed facility, but quickly expanded to 268 beds and included 300 physicians by 1957. It had the city's first artificial kidney machine and was the first to insert a battery powered artificial pacemaker in a patient in 1962.

One of the distinctive characteristics of the medical center's building today is its futuristic landing pad for its Life Flight operation which serves Northeast Florida and Southeast Georgia. Baptist Medical Center has expanded its medical services in a variety of fields, from cardiology to breast cancer and operates Wolfson Children's Hospital. In 2012 Wayne and Delores Barr Weaver donated \$10 million endowment to fund programs for Children's and Adolescent Behavioral Health Services.



Baptist Hospital shortly after completion in 1955.

Photo supplied by the Florida Archives, Florida Memory Project.



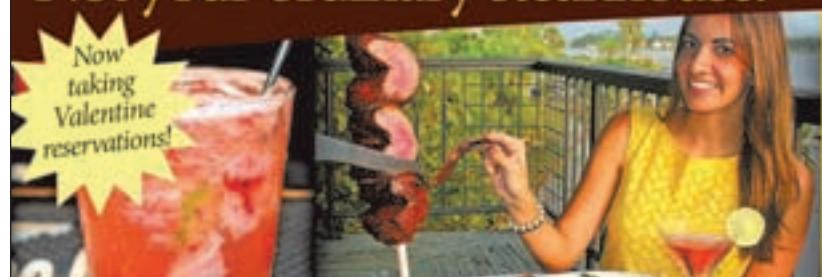
Duval Hospital and Asylum (later to become University Hospital of Jacksonville, now UF Health Jacksonville) is established at the corner of Jessie St. and Franklin St. in downtown Jacksonville. Photo supplied by UF Health Jacksonville

Oldest hospital earns trauma center status

One hundred years after its start as Jacksonville's first hospital and Florida's first non-military hospital, the Duval Hospital system opened in 1971 as a new 485-bed facility called University Hospital of Jacksonville, across from Methodist Hospital on 8th St. in downtown Jacksonville. In 1983, TraumaOne, a part of University Hospital of Jacksonville, was the first trauma center in the state to be granted Level I status – and is still

the only adult and pediatric Level I Trauma Center in the region. In 1989, University Hospital of Jacksonville was renamed University Medical Center, before merging with Methodist Medical Center in 1999 to become Shands Jacksonville, an affiliate of the University of Florida and Shands HealthCare. Shands Jacksonville was renamed UF Health Jacksonville in May 2013.

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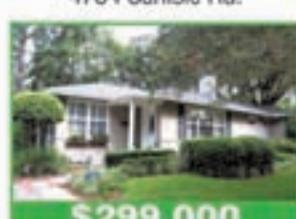
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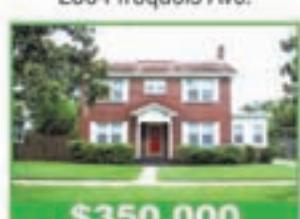
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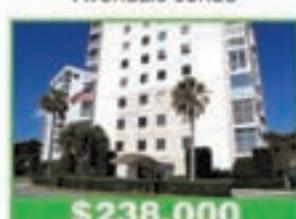
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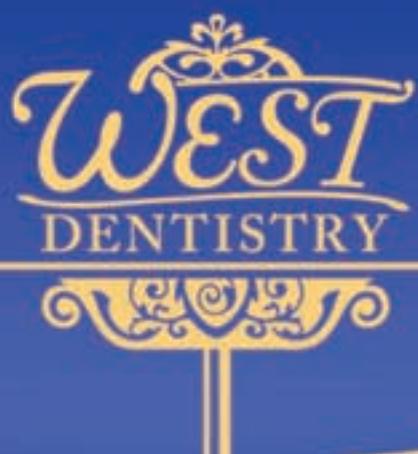
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