

Happy New Year 2014

THE Resident

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Routes with a View 27

Young collectors Jennie Hugo and Mary Martha Timmons



2013
Art & Antiques Show

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

See **BILLBOARD** on page 10



Dancers donate for a great cause...or two!

Studio K Dance, an official business partner of The Friends of Hendricks, supports Hendricks Avenue Elementary with donations that are used to address school budget gaps and fund academic enhancement projects, such as Family Fitness Night, Reading with the Stars and Family Fine Arts Night, among others. Members of Studio K shown include current and past students of Hendricks Avenue Elementary. Studio K Dancers also collect change every year to donate to a children's organization. The 2013 recipient is DLC Nurse & Learn, an inclusion childcare center for children of all abilities, with special needs

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 19

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editor's note

Happy New Year!

How do you feel? Do you believe that you're in good health? Are you fit, active and optimistic about the future?

January traditionally sees a swelling of gym memberships and if you're a regular year-round patron, you'll most likely find yourself fighting for space on the treadmill or at the weights, mentally counting the days until the annual attendance drop-off occurs. That's unfortunate, because everyone, no matter how old or how fit, needs to get active and do what they can to stay that way - for their own health and for the health of the community.

This month *The Resident* is taking a look at the health and wellbeing

of our city, as well as some of your friends and neighbors.

Our talented writers delve into the vision our city leaders have for Downtown; take a look at the benefits of a good night's sleep; share the merits of eating organic foods, and put the spotlight on several senior fitness role models.

I put my own health where my mouth is, walking several days a week the Ortega River and Roosevelt bridges loop, and alternating with a strength regimen at a local fitness club.

Kate A. Hallock, Editor



Fresh Market to open store in Riverside

The Fresh Market has signed a lease for a new location in Jacksonville, continuing to grow its chain of specialty grocery stores. The store, expected to open in 2014, will be located on Riverside Avenue at Stonewall Street, in the Shoppes on Riverside shopping center. The Fresh Market is a welcome addition to the stretch of Riverside Avenue

between the Fuller Warren Bridge area, Brooklyn and Downtown, and will likely see a brisk trade from tenants in the development at the 220 Riverside apartment complex and at the luxury condominium Beacon Riverside, both Hallmark Partner projects.

The grocer is part of the Downtown Master Plan redevelopment project, which has a goal of making Downtown a destination for city residents. According to Karen Nasrallah, Redevelopment Manager for the Office of Economic Development, commercial real estate developer Pope & Land promised to deliver a high quality organic grocer as part of the incentives for the project.



An example of a typical Fresh Market location

"This project is catalytic for this area," said Nasrallah. "It does so much, not only for Brooklyn and Riverside, connecting them to Downtown, but it's an amazing gateway up Forest; it makes it really

attractive for development in LaVilla."

Once opened, it will be the company's 38th store in the state. Founded in 1982, The Fresh Market, Inc. is a specialty grocery retailer focused on providing high-quality products in a unique and inviting atmosphere with a high level of customer service. The company currently operates 151 stores in 26 states, primarily located in the Southeast, Midwest, Mid-Atlantic, Northeast, and West Coast, with plans for continued expansion throughout the country.

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Happy New Year San Marco! With New Year's resolutions made and goals fresh in mind, buyers and sellers are all on the same page. Everyone is ready to buy a new home this spring. Prepare now for what is going to be a fast moving market beginning next month. Clean out your closets, add a fresh coat of paint and beautify your yard with colorful flowers. Allow someone who loves her job to help you accomplish your goal... whether buying or selling, I am here to help. —Anne Rain. Anne Burpee Rain Broker Associate, Previews International Coldwell Banker Vanguard Realty. 904.472.9809 annerrain@vanguardcb.com www.VanguardColdwellBanker.com

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Noise ordinance deferred for more ironing out of details

Restriction on number of annual events still in force

BY LARA PATANGAN
RESIDENT COMMUNITY NEWS

The Big Ticket, a music festival held at Metropolitan Park last month, was the last large-scale concert scheduled before a proposed new ordinance – designed to limit noise levels that vibrate the St. Nicholas and South Shores neighborhoods – is presented to City Council.

The ordinance may be just the ticket concert promoters and residents can agree on.

Only one day after the Dec. 8 all-day mega-concert event, the Metropolitan Park Ad Hoc Committee met to discuss the draft ordinance that outlines ways for concert promoters to keep their robust sound in check.

Ginny Myrick, a St. Nicholas resident and member of the ad hoc committee, expects the ordinance to go before City Council this month. While Myrick thought the noise from The Big Ticket was more acceptable than some of the other concerts held at the riverfront park, the vibrations from the bass were still problematic for neighborhood residents.

“The sound level was tolerable, but the bass is still the overriding problem and it gets more intense as the headliners come to the stage later in the evening,” explains Myrick.

For The Big Ticket, “later in the

evening” went past 10 p.m. at the Sunday night concert.

District 4

Councilman Don Redman, who represents the neighborhoods that seem to be the most vocal about the booming music, has heard from frustrated residents about everything from shaking houses to profane language.

“A big issue with the noise is the vibrating bass. It shakes the windows in people’s houses hour after hour,” Redman explained. “It upsets people.” Another big issue is the foul language that comes across the river into people’s living rooms.”

Council President Bill Gulliford suggested at the December Metropolitan Park Ad Hoc Committee meeting that promoters financially reward bands for staying within sound limits and away from vulgarity. He also asked the Office of General Counsel to offer an opinion on ways to restrict profane language.

The rock concert, which featured Stone Temple Pilots as its headliner, attracted a huge crowd, including Marie Fazio, a San Marco resident

and junior at Bishop Kenny High School. She has attended several big concert events at Metropolitan Park and thinks the venue is a huge attraction, but also understands neighborhood concerns.

“The event draws a young crowd. It invigorates the city,” Fazio said. “I completely understand, though, why the neighborhood is complaining about the bands. What they are playing is not child-appropriate. But it’s such a good place to have a concert. It’s beautiful on the river and so much fun.”

Seeking compromise between concert

promoters and neighborhood residents has been a long and complicated process involving sound studies, debate on decibel levels, and divergent views on the park’s intended use. At issue now is how to handle fines for ordinance violations.

“We are a full year later from when we started. I thought it was all ironed out. I thought we were there. But then the legislation was deferred and sent back to the committee,” Redman explained. “I think some council members had a fear that it would run

events out of town.”

Gulliford expressed concern that regardless of what is worked out between promoters and neighborhood residents, it will not resolve the need for an outdoor amphitheater that isn’t restricted by the number of events it can host.

Paid ticketed events in Metropolitan Park are limited to 12 per year by the National Park Service, which provided funds to establish the park and intended it to be used by Jacksonville residents as a place to enjoy free access to the river.

The draft legislation will outline specific guidelines for concert promoters that are intended to appease nearby residents for such events.

While no sound testing was done at the December concert, Redman said no one called him with complaints, but the Soul Food Festival held the month prior was a different story.

“Residents thought the noise wasn’t as bad as it was two weeks ago,” Redman said referring to complaints he heard about the late November Soul Food Festival, which is put on by different promoters than The Big Ticket.

The Big Ticket promoters directed speakers away from the neighborhood.

“These promoters [for The Big Ticket] really try to work with us on honoring the restrictions,” Redman explained. “They didn’t get so rowdy.”

“The sound level was tolerable, but the bass is still the overriding problem and it gets more intense as the headliners come to the stage later in the evening.”

Ginny Myrick

St. Nicholas resident and member of the ad hoc committee

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Overland Bridge project right on schedule one year into construction

On Jan. 14, the Overland Bridge project will mark its first anniversary since Archer Western Construction (AWC) began what will be a three-and-a-half year project, according to Michael Goldman, public information officer for Florida Department of Transportation.

“It’s about 27 percent complete [as of mid-December],” said Goldman. “We are looking for completion summer 2016.”

Construction progress on the Overland Bridge project to date includes a variety of items from utilities to parking lots to lane shifts and more, according to Tami Keller, Contract Support Specialist with Eisman & Russo, Inc.

Many utilities have been relocated to avoid conflict with proposed bridge foundations. A portion of these utility relocations included overhead lines that were in conflict with the proposed bridge structures and needed to be removed as a result. The newly constructed parking lot between San Marco Boulevard and Palm Avenue, near Baptist Hospital, is now open for use.

Temporary traffic shifts have occurred throughout the project which includes, but is not limited to, I-95 Northbound and Southbound shifted towards the inside median barrier wall creating construction work zones for bridge demolition and construction of the new Northbound Collector-Distributor Road (service roads) and widening of the Southbound Collector-

Photo by Aero-Pic, Inc.



Distributor Road. Pile driving operations have commenced on both structures. Construction of permanent vertical wall has begun along Southampton Road along with drainage installation along Vine Street. Tree, shrub and building removal is now complete for four of the five retention ponds proposed on this project, Keller stated.

Upcoming construction includes construction of the proposed sound wall, anticipated to begin after the New Year. In the meantime, construction on the Northbound and Southbound Collector-Distributor Roads will continue on both substructure and superstructure components. Work is anticipated to begin for the southbound

widening of the Fuller Warren Bridge near San Marco Boulevard off-ramp. Construction of the permanent vertical wall along Southampton Road will continue and construction of the vertical wall between Hendricks Avenue and San Marco Boulevard will commence. Utility relocations will commence along Atlantic Boulevard and Philips Highway in preparation for construction. Work will continue to progress on the southbound Atlantic Boulevard exit ramp.

Also, AWC began demolition work for the outside Southbound Fuller Warren from the San Marco off-ramp up to the FEC rail bridge late last year. Traffic shifts along Southbound I-95 towards the inside median were put in place as well as the shifts along Gary Street coming of the I-95 Southbound off-ramp.

John J. Kemp, senior project engineer with Eisman & Russo, said that the FEC rail bridge near Larue Avenue will be completely replaced but it will be in phases as the contractor is doing along the Northbound and Southbound I-95 mainline.

“This is where traffic is shifted inside towards the median to build the outside bridge structure and roadway and then traffic is shifted to the outside on the newly built structure and roadway while the existing inside structure is demolished and rebuilt,” Kemp said. “The demolition and rebuilding of the FEC rail bridge will take about 24 months to complete due to the phased construction.”

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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 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.



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

“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.

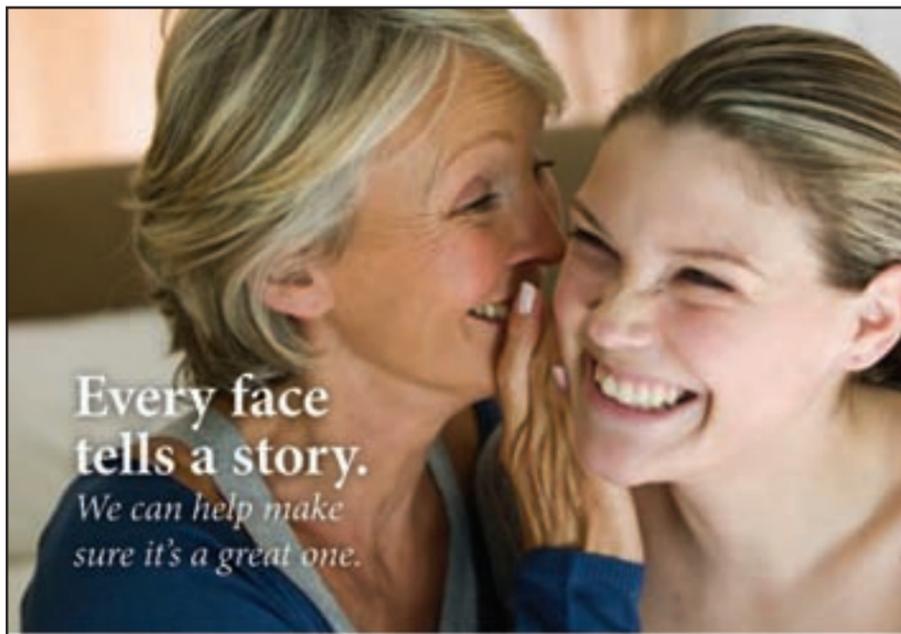
• **Building community**

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

“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,”

Jeff Speck Urban planner and author of “Walkable City”



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• **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.

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

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► 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.

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.

Toastmasters Club moves back to San Marco

Top O' The Rock Toastmasters Club has, after some years of absence, moved back to San Marco. One of 180 clubs in north-central Florida, this "open" club originated in 1975, meeting at the top of the Prudential Building, serving the business and professional community Downtown and in San Marco.

Toastmasters International is an 89-year-old nonprofit organization with chapters in every major U.S. city and 122 countries.

Meetings at Top O' The Rock Toastmasters Club take place on every first and third Wednesday of each month, from noon to 1 p.m. at the Warren & Company office,

1649 Atlantic Blvd., Ste. 210.

The international organization, totaling more than 292,000 members, provides a proven program for developing, refreshing and refining communication and leadership skills as well as experience in leadership development through training and club involvement. Famous Toastmasters include actors, talk-show hosts, authors, politicians, professional athletes, owners of large corporations, military leaders, and more.

For more information, visit www.toporock.com or contact Bob Warren at rwarren@hq1.com.



Share local beautification efforts, nominate by January 10

The City of Jacksonville and the Keep Jacksonville Beautiful (KJB) Commission is accepting nominations for the 7th Annual Keep Jacksonville Beautiful Awards. The application deadline is Jan. 10. The awards recognize individuals, businesses, organizations and schools for making strides to keep the city clean.

Applicants should demonstrate that the nominee has made outstanding and ongoing efforts in beautification, litter prevention or litter cleanup in Duval County.

The applications can be downloaded online from www.coj.net; navigate to Departments, Neighborhoods, Environmental-Quality. Then click through Clean It Up, Green It Up to Keep Jacksonville Beautiful. An application can also be requested by sending a

stamped, self-addressed envelope to Keep Jacksonville Beautiful, 1321 Eastport Road, Jacksonville, FL 32218. Specify "KJB Awards Nominations."

Nominees must complete an application, and attach a summary of their achievements and any supporting documentation. Applications can be emailed to ddurbec@coj.net no later than Jan. 10. Hard copies of the application can be mailed to Keep Jacksonville Beautiful Awards, Attention: Dan Durbec, 1321 Eastport Road, Jacksonville, FL 32218. They must be postmarked by Jan. 10.

The awards will be presented at the Mayor's Environmental Luncheon on Mar. 6 at the Jacksonville Zoo and Gardens, and winners will be introduced at KJB's annual Jake Godbold recognition event on Jan. 23 at City Hall.



A+ RATED SCHOOLS, 2/2, lots of mid-century retro charm, walk to the duck pond, just minutes from San Marco Square. \$179,900. #692495 Amanda Everett 904-415-2711



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VERY PRIVATE RIVERFRONT 3/1, family room overlooks the water, 1.75 acres, huge fenced yard. \$329,900. #691514 David Butler & Clair Corbett 904-521-3288



FABULOUS VIEWS of Downtown Skyline 3/2 condo near Five Points, 2 parking spots & community pool. \$437,500. #684146 Bruce Homeyer & Liz Reiman 904-349-1390



WATERFRONT 3/3 nestled among tall majestic trees, great room, Florida room, open kitchen, dock & boat lift. \$370,000. #690862 David Butler & Clair Corbett 904-521-3288



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San Marco truly a winner

The Florida Planning & Zoning Association (FPZA) held its annual awards event in November at Epping Forest, recognizing projects and planning and zoning professionals for exemplary work for the year. The FPZA's Northeast Florida Regional Council (NEFRC) gave awards to Doug Skiles and the San Marco Preservation Society for San Marco Square Streetscape improvements, as well as to The Health Planning Council of NE Florida for the San Marco by Design Master Plan.

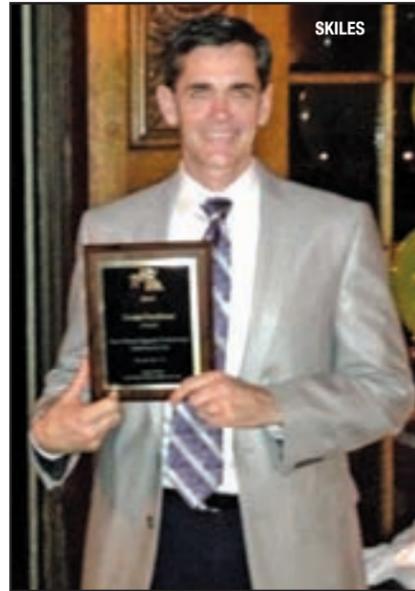
"The First Coast Chapter of the Florida Planning and Zoning Association was pleased to present two awards to projects that are part of the redesign of the San Marco area," said Ed Lehman, director of planning and development for NEFRC. "The San Marco Square Streetscape Improvements and the San Marco by Design Master Plan are excellent examples of collaborative efforts to develop sound design concepts that address livability issues in the First Coast region, and are truly worthy of recognition."

During the ceremony, Lehman noted "The redesign of San Marco Boulevard as it goes through San Marco Square successfully allows traffic to continue to flow north and south, while allowing for traffic calming and making it much easier for pedestrians to cross the road



"The San Marco by Design project is the first plan to specifically link health-based outcomes with land development policies and programs, promoting the 'healthy place' concept, within the City of Jacksonville." **Dawn Emerick**, CEO of The Health Planning Council

within the square. Balis Park has gone from something to look at while you're driving by it to the public gathering space for San Marco. The efforts of Doug Skiles, the San Marco Preservation Society, the San Marco Square merchants, the private contributions to the



project, the City of Jacksonville and Council Member Lori Boyer to get together, decide on an idea, and actually implement it was impressive."

Dawn Emerick, CEO of The Health Planning Council, accepted the Master Planning of Land Areas award for San Marco by Design on behalf of The Health Planning Council and the San Marco Preservation Society (SMPS).

"San Marco by Design is the first plan to specifically link health-based outcomes with land development policies and programs, promoting the 'healthy place' concept, within the City of Jacksonville," said

Emerick at the awards ceremony. "A healthy place facilitates sustainable economic vitality through active living; equal access to nutrition, health services, and recreation opportunities; meaningful social interactions; and the provision and maintenance of clean and safe natural resources."

The San Marco by Design project includes approximately 395 acres located immediately south of downtown Jacksonville. The area boundaries run from the south end of San Marco Square, along Mitchell Street, across the railroad tracks to Kings Avenue on the east, along I-95 on the north, and to the St. Johns River on the west.

With the Health Planning Council as project manager, SMPS received funding from The Blue Foundation for a Healthy Florida and partnered with the City of Jacksonville and community stakeholders to develop a smart growth plan for North San Marco. This unique partnership of non-profit, private sector, and public sector organizations provided the necessary resources to complete a comprehensive community assessment and develop an improvement plan based on smart growth principles.

Other award winners included the City of Jacksonville Beach Community Redevelopment Agency for Phase II of the Vision Plan; the Jacksonville Office of Economic Development for the JIA CRA Plan Amendment; First Coast Fresh for the Growers Cooperative; Ron Chamblin for Chamblin's Uptown; and The Jacksonville Aviation Authority for the Cecil Airport Natural Resource Protection Study.

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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

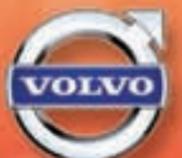
This is Dr. Michele Cavendish taking delivery of her new 2014 Volvo XC90. Dr. Cavendish was a past Volvo owner and has come back to Volvo.

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BILLBOARDFROM 1

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.

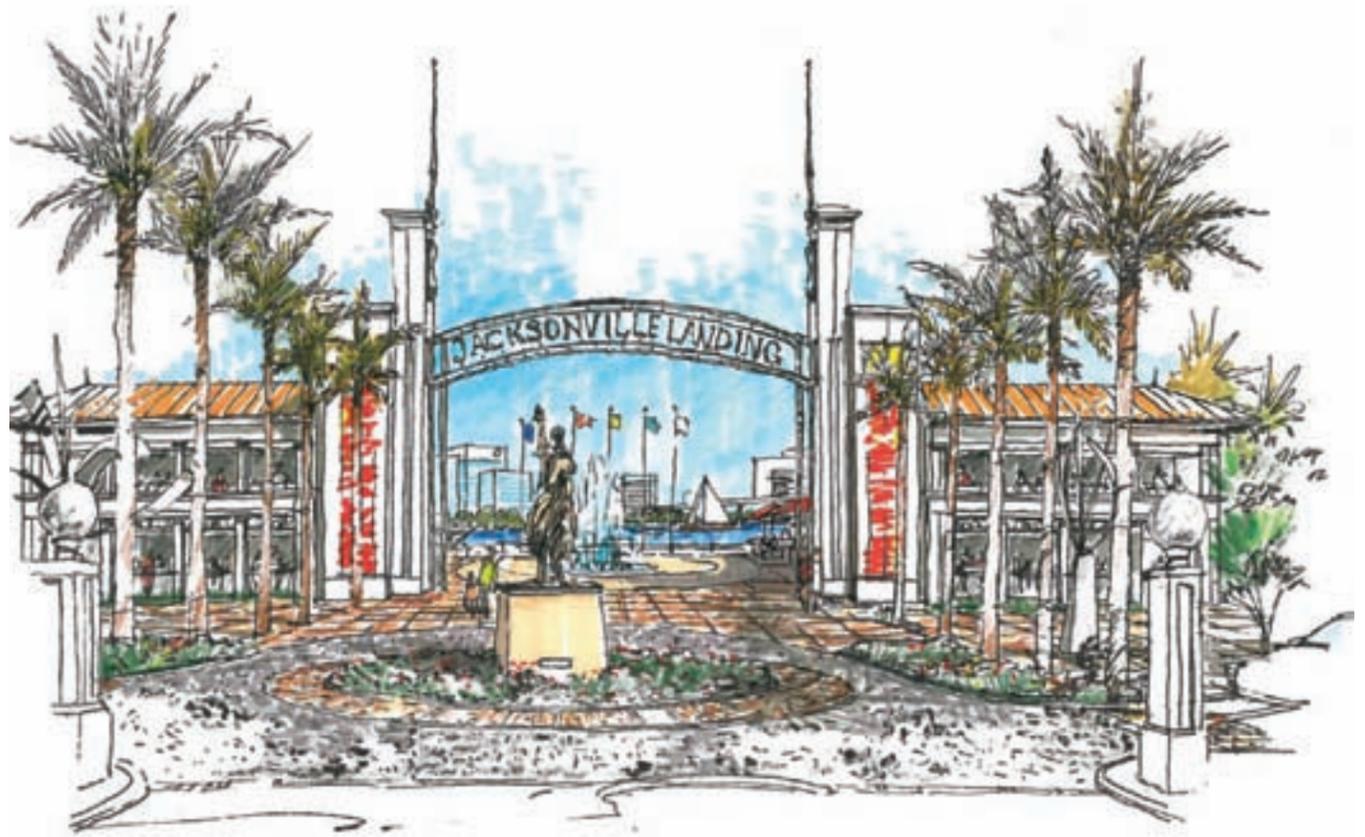
Rinaman said he is just one of several business owners who have faced setbacks in the area including the year-long construction on King’s Avenue, and the pounding from the Overland Bridge project. He does not want to add a vinyl 65-foot billboard as another obstacle in the neighborhood’s redevelopment.

“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.”

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 downtown 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

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► Haskell, shared the group's goals for The Landing which include "view" corridors and a river-front 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 streetscaping 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.

"Let's draw in the young professional and entrepreneurs. King Street did that and its thriving now. Build retail that the young will love. We need to be aggressive and create a one of a kind experience."

Kemal Gasper

Member of ImpactJax



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Second annual ONE by ONE convention set for Jan. 18



More than 150 delegates participated in the first annual ONE by ONE convention at the Prime Osborn on Jan. 5, 2013

This year community delegates to the Jacksonville Public Education Fund's (JPEF) second annual ONE by ONE convention will assess key indicators of progress toward the priorities established last year in the Community Agreement.

The ONE by ONE Community Agreement focuses on four priorities for public education in Duval County: Educate the Whole Child, Great Teachers & Leaders, Policy & Political Reform, and Family & Caregiver Involvement. The agreement has been ratified by more than 2,300 community members and was instrumental in the Duval County Public School Strategic Plan, which includes three of the four priorities.

The convention, called The Progress of Public Education, will be held on Saturday, Jan. 18, 8 a.m. to 3 p.m., at the Prime Osborn Convention Center. Delegates will spend the day learning and sharing information, connecting and collaborating, and then taking action by personally and collectively committing to advance those priorities.

Trey Csar, president of the JPEF, indicated that the 2013 convention was successful due to the diverse mix of people from all over Duval County working toward a common goal.

You can follow a live blog of the event on jaxpef.org or on Twitter (#onebyonejax).

Poll shows strong community support for education improvement efforts

BY KATE A. HALLOCK
RESIDENT COMMUNITY NEWS

A new poll released last month by the independent nonprofit Jacksonville Public Education Fund (JPEF) indicates that citizens in Duval County are broadly supportive of current and potential efforts to improve public education.

"Perception matters in public education," said Trey Csar, president of JPEF at the press conference on Dec. 13. "What the customers think, what the community thinks, matters."

The poll, administered by the University of North Florida's Public Opinion Research Laboratory, questioned more than 500 local residents

about their perceptions of the public school system.

"We saw at a very, very high level broad consensus about the current activities in the public school system," said Csar. "Significant majorities of the community favor a lot of the individual programs that the district is considering as well as favor increases in both school funding and in technology usage and we see broad support for continued district and community collaboration around the priorities identified in the ONE by ONE Community Agreement and the district's strategic plan."

Csar noted that test scores and school grades still play a significantly stronger role in how parents choose and perceive schools, even more so over



John Anderson, JPEF board member, and Trey Csar, president

word of mouth. "A lot of the public accountability measures are used by parents to assess the quality of public schools."

Two-thirds of respondents said they would support a small increase in property taxes to go to public education. That may be necessary to help fund what 64 percent said was important: that every student has a laptop or tablet to use in their classes.

The poll reflects opinions around the growing need for education beyond high school to ensure that today's stu-

dents are prepared for the 21st century. More than three-quarters of respondents said that students need postsecondary education to be successful.

According to board member John Anderson, "As a citizen and a product myself of public school, I'm so excited about this effort because of the emerging sense of ownership, from the grassroots up. That sense of empowerment will, at the lowest levels all the way up, energize this great engine as we go."

Details about the poll can be found at www.schoolfactsjax.org.

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Luxury waterfront condominiums ready for March move-ins

Sales center open at The Palazzo on St. Johns

Construction began in November to transform The Cove, located at the intersection of Baymeadows Road and San Jose Boulevard, into an upscale waterfront condominium community with a new name, The Palazzo on St. Johns.

The luxury condominiums will feature architectural design and detail reflecting a classic Tuscan style and convenient access to the St. Johns River. One of the only new construction condominiums available in Jacksonville in 2014, The Palazzo on St. Johns opened its sales center early last month. Homes will be move-in ready in March.

Situated across from the Goodby's Creek Preserve and along the St. Johns River, The Palazzo on St. Johns features up to 86 condominiums spread across four buildings in a setting designed to connect residents with the area's waterways and river. The original 2006 plan was for a 76-unit luxury condominium project with 13 boat slips.

The gated community will offer floor plans ranging from approximately 2,000 to 3,400 heated square feet. Floor plans include three-bedroom plans starting from \$400,000, three-



bedroom plus study plans starting from \$500,000, as well as a few luxurious penthouses.

The development capitalizes on its proximity to the St. Johns River offering residents access to a private boardwalk and marina featuring a dock with boat slips, a kayak launch and an outdoor recreation area. Other amenities include a saline pool and a waterfront recreational area with an outdoor kitchen, trellises and seating.

Additionally, The Palazzo on St. Johns will feature an electric vehicle charging station and a fitness center.

The Palazzo on St. Johns

developers includes Prospect Real Estate Group, Forge Capital Partners and The Marketing Directors.

PHOTOJAX returns for third year

The annual celebration of Jacksonville photography as a distinct visual art form will be held Jan. 24-25 at a variety of venues, including the J. Johnson Gallery in Riverside, Gallery 725 in Atlantic Beach, and the CoRK Arts District, where the community response project #photojaxhoods will be revealed on Jan. 25 at 8 p.m. To learn more about PHOTOJAX 2014, visit www.photojax.org or Like PhotoJax on Facebook.

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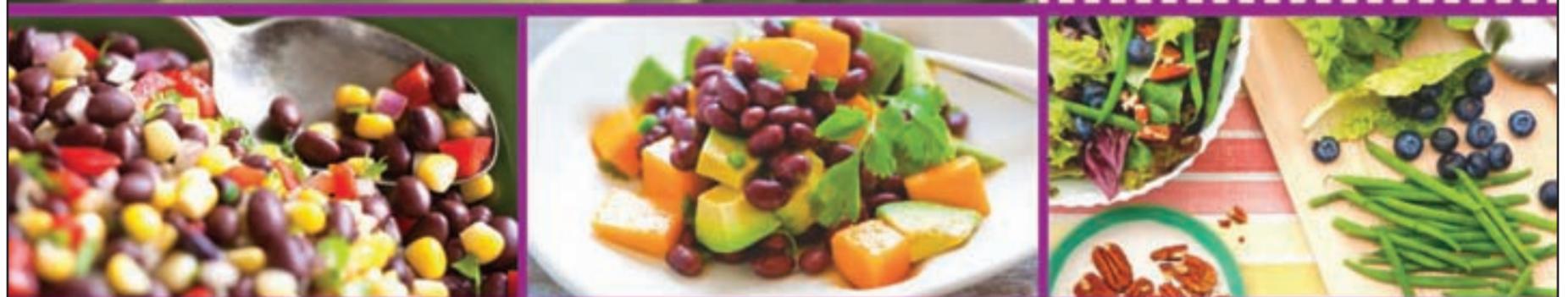
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MOVERS & SHAKERS

San Jose resident earns national award for community leadership

Modern Healthcare magazine announced in November that Baptist Health President and CEO Hugh Greene was the winner of its 2013 Community Leadership Award.

The magazine honors health-care executives for their efforts to improve the health and well-being of people in their communities.

"I see this award not as a personal recognition as much as a reflection of our mission at Baptist and the fulfillment of our community social responsibility," Greene said.

The San Jose resident has served in leadership roles on numerous boards, including the Sulzbacher Center, United Way of Northeast



Florida, the University of North Florida, and JAX Chamber. Greene was the founding chair of JaxCare, a program for the working uninsured and, as chair of the Sulzbacher Center Board, he received the Excellence in Healthcare Award for his efforts on behalf of the homeless. Additional awards include the 2006 Leadership Jacksonville Community Trustee Award, 2012 OneJax Humanitarian

Award, and the 2013 University of North Florida's Coggin College of Business Distinguished Business Leader Award.

To read the full story published by Modern Healthcare, go to <http://residentnews.net> and search for Hugh Greene.

Jaguars sign 2006 Bolles grad to practice squad

Former Bolles School student and football player Shaun Chapas was signed by the Jacksonville Jaguars to the practice squad as a first-year running back, the club announced.

Chapas, 6-2, 244, was originally a seventh-round draft pick in 2011 of the Dallas Cowboys where he spent the majority of the season on the club's practice squad. He played in three games as a rookie and had one reception for nine yards. Chapas was signed by the Detroit Lions following the 2012 preseason and played in three games with one start for the



Lions. He spent the 2013 preseason with the Lions before he was waived on final cuts and signed back to the practice squad where he stayed for the first six weeks of this season.

Despite missing his senior season of high school with a knee injury, Chapas was still rated the eighth-best fullback in the nation. He led the school to a Class-AA state title as a junior while scoring nine touchdowns.

Law firm supports homeless during holidays

The Terrell Hogan Law Firm partnered with the Clara White Mission this holiday season to provide support through donations, volunteering to serve meals and retaining the mission's catering service – Ashley Street Catering – for the firm's holiday party.

"It was a win-win," said Wayne Hogan, San Marco resident and president of the Terrell Hogan Law Firm. "They do a great job in their principal mission and took great care of us as we celebrated the holidays and helped support the very important work they do for low income families, the homeless and veterans in our community."

The Terrell Hogan staff donated a large truck load of much needed items including professional clothing for job interviews, household goods, toiletries, toys and monetary donations for haircuts and other necessary items to help individuals get back into the job market.

Founded in 1904, the Clara White Mission provides 500 meals a day, seven days a week,



The Terrell Hogan Law Firm partnered with the Clara White Mission this past holiday season by providing donations, serving meals and then retaining Ashley Street Catering for its holiday party.

to the area's homeless. It provides transitional housing – for up to two years – during their search for a job and home.

The organization helps individuals re-enter the workforce through vocational training programs in culinary arts and janitorial-construction. Culinary arts program graduates work at Ashley Street Catering and Clara's at the Cathedral, a weekly upscale lunch event at the St. John's Cathedral, both operated by the Clara White Mission. To date, 703 students have graduated from the vocational programs and 65% of those placed in employment remain in the workforce.

New salon opens on Kings Avenue

Residents in San Marco have a charming new hair salon to patronize. Owners Ashley Brown and Challa Thompson recently opened Salon 1780 at 1780 Kings Avenue, hoping to build a clientele and a business that will bring new life to Kings Avenue.

Thompson, a San Marco resident, said that the location was originally a filling station, then an office for a technology company before the two stylists moved in, getting renovation assistance from Brown's father and uncle.

Call Brown (904) 333-8985 or Thompson (870) 219-9712 for an appointment; walk-ins are welcome. Hours are Tuesday through Friday, 10 a.m. to 7 p.m. and Saturday, 9 a.m. to 3 p.m. Haircuts for men, women, and children.



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Clean bill of health within reach for St. Johns River

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

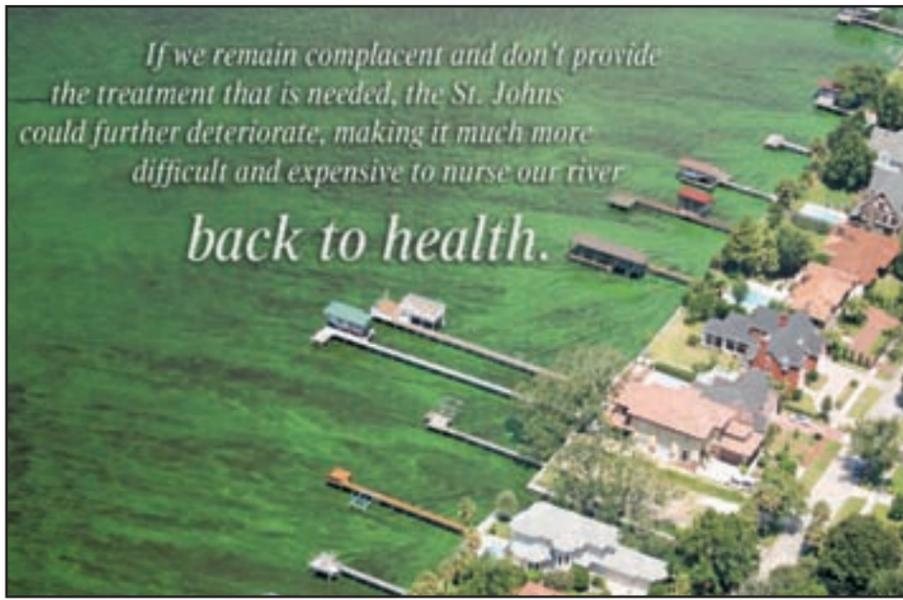
I am asked frequently, "What is the current health status of the St. Johns River?" Unfortunately, this is never an easy question to answer. Overall, our river is sick, but that certainly doesn't explain the complexity of the problem or the myriad and severity of the ailments from which it suffers.

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



Aerial view of algal blooms lurking around homeowners' docks in San Marco – photo by Dr. Gerry Pinto

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.



Algal blooms invaded the St. Johns River at Epping Forest – photo by Jack Feeney

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.

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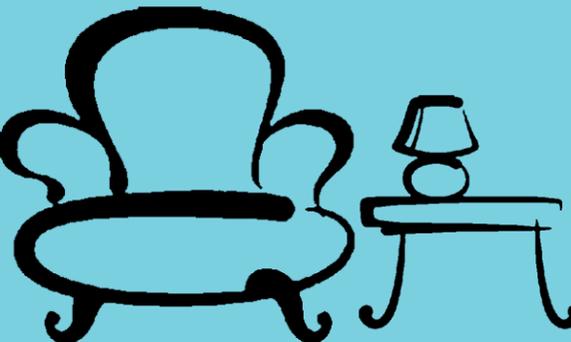
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GO GIVER

Getting to know the Borowy family

BY JULIE KERNS GARMENDIA
RESIDENT COMMUNITY NEWS

Q. When Jon May, Pine Castle Executive Director speaks of the Borowys (Thom, Pat, son Hayden, 14, daughter Megan and her husband Mark Walker) he says you are a family of volunteers. Can you elaborate on that?

A. Thom began volunteering for Pine Castle about 25 years ago, was a longtime board member and never stopped. I (Pat) started helping Thom with the charity golf tournament about 10 years ago and Megan joined us then too. Hayden and Megan's husband Mark have always

joined in whatever we were doing whenever they could. We so believe in what Pine Castle does for the developmentally disabled in our community. These are people who would never have the chance to be productive, to contribute to and live within society without Pine Castle and the community's help. Many can successfully learn to care for themselves, live independently or in group homes and hold a job.

Q. What services does Pine Castle offer?

A. Pine Castle was established in 1952 and now works to serve and enrich the lives of adults with intellectual or developmental disabilities, including autism, spina bifida, cerebral palsy, Down syndrome and traumatic brain injuries.

Comprehensive workshops teach vocational and life skills. There is a senior program and recreation including physical, social and creative self-expression activities. The adult education program, a longtime collaboration with FSCJ, teaches participants to develop or improve academic skills. They help approximately 400 people daily in the Jacksonville area to achieve their full potential, attain their highest level of self-sufficiency, and enjoy improved quality of life and meaningful inclusion in the community. Pine Castle developed a state-approved comprehensive training program for its own staff that it offers to community care providers through a series of four monthly low-cost classes.

Q. There is a major fundraiser every July for Pine Castle that Thom co-founded, correct?

A. Yes, the Annual Independence Golf Classic is held every July on the first Monday following the July 4th holiday, with all proceeds going to support the Pine Castle Community Employment Program. This program provides job development, on-site skills training and follow-up support to people with disabilities who wish to work within Jacksonville and the five-county surrounding area. Typical jobs are bagging groceries at Publix, working in floral, ice cream and yogurt shops. Next July 2014 will be the 17th year of the tournament.

Q. Pat, what about the many volunteer activities you mentioned that your family works on for Pine Castle during the year?

A. We all absolutely love doing activities for Pine Castle such as getting sponsorships and raffle prizes for the golf tournament. We look forward to working on celebrations and holiday parties that bring so much joy, the participants often have tears in their eyes. It means so much to have friends who care for and help guide them; they are always grateful for everything. There is an annual luncheon where two or three of the Pine Castle working

adults are honored for their achievements, along with their employers. Tommy likes to find businesses who might hire Pine Castle adults for part-time jobs. It does so much for my heart to see them come full circle and be able to do all they can and fully enjoy life as part of their community.

Q. How might readers explore volunteer opportunities at Pine Castle?

A. There are monthly open house gatherings where the public is invited to visit and learn about Pine Castle at their main campus: 4911 Spring Park Road (off University Blvd. West). There are many ways to help the organization by volunteering or through other support. Pine Castle staff and volunteers are so dedicated and caring, it's just like a big family atmosphere. For more information visit the pinecastle.org website or call (904) 736-2650.

Q. Can you tell us more about the Borowy family?

A. Thom is a retired clinical psychologist who also volunteers for UNF's College of Arts & Sciences Department. I'm a retired Bolles kindergarten teacher and a volunteer for the school. Megan and her husband Mark Walker volunteer with us at Pine Castle...and our son Hayden, a Bolles freshman, also helps out when he can. He especially enjoys holiday shopping for the Pine Castle adults. The family also volunteers each spring for The Cummer Museum's Very Special Arts (VSA) Program which brings students with disabilities to the museum to explore the gardens, view original works of art and experience art through all of their senses, including hands-on art activities. We travel together as a family and most recently visited Canada. We enjoy snow skiing and boating on the river here at home. Thom is an avid golfer in his spare time. We sponsor two deserving scholarship students at UNF and that is something we truly enjoy.



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The Way we Were

BY LAURA JANE PITTMAN
RESIDENT COMMUNITY NEWS

Looking Back at 2013

At the fresh new start of each year, I often take a look back at the inspirational people I've profiled throughout the year. This January, however, I want to write about an individual who, though he was never profiled in the column, occupied my heart and mind over the last year.

I joined the Symphony Chorus in the fall of 2004, and Dr. Jon Carlson was our choral director. His job was to prepare us at weekly rehearsals for the



Anita and Jon, 1961

concerts we sang every couple of months. Then, he would turn us over to the conductor and the orchestra for our performances. There were usually three – Thursday, Friday, and Saturday. And with a few exceptions, Dr. Carlson was present at every single performance, listening intently from a different place in Jacoby Hall each night.

It became a routine for me to find him in the audience and occasionally glance at him as we performed. He always (no matter how we thought we sounded) listened with a proud, rapt expression on his face. And when he was called out onto the stage for a round of applause at the end of each concert, he would turn around and give us a beaming smile and a thumbs-up. It was truly a moment I treasured.

Singing under Dr. Carlson's direction was an immense pleasure. We laughed (he had a great sense of humor), smiled, groaned (sing counting, anyone?), and occasionally marched. But more than anything, we in the chorus knew, with certainty, that each week he was sharing his love of music and his gift of teaching with us. That was what Dr. Carlson did best.

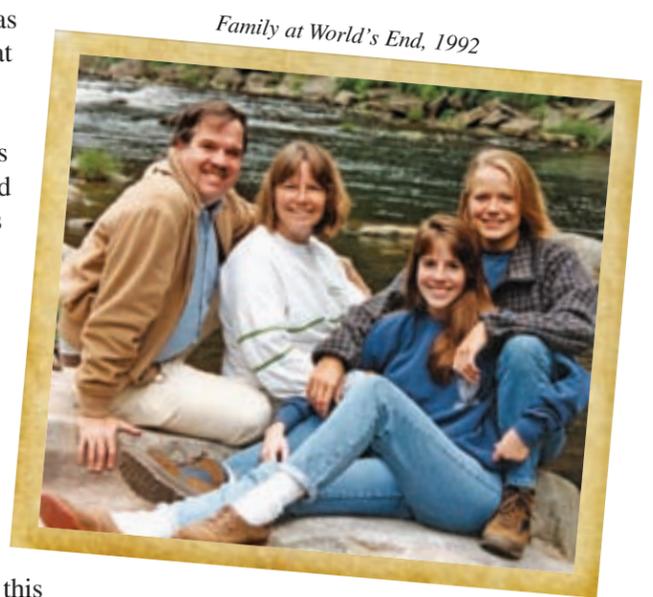
When he was diagnosed with mesothelioma just before he was set to retire, our hearts were broken. We all followed his illness for the next two and half years as he wrote an amazing blog detailing all things medical, music, food and family. And Dr. Carlson continued to come to our concerts regularly, so we were blessed to see him often. I would still find him in the audience, watching with the same blissful expression. It is hard to think of anyone who was more proud of our chorus.

Dr. Carlson left our world in November, but the singing heavenly choirs have gained a most ardent supporter. At the Service of Celebration held in his memory, each person who spoke, from our chorus manager to his daughters to colleagues from church and university, had experienced Dr. Carlson in the same way that our chorus did, as he shared his love and passion for music and used his gift for imparting it to others through his teaching and his encouragement.

The stories of his influence are endless. A friend in my yoga class shared that

when her young son was in the children's choir at Southside United Methodist, Dr. Carlson approached her with his opinion that her son had musical talent. She was surprised but began to encourage her boy, and to this day, music is a huge part of his life. She credits Dr. Carlson as one of the most important factors.

Thank you, Dr. Carlson, for leaving us food for thought for this upcoming new year. Are we doing what we love? More importantly, are we taking the time to share these gifts with others? If so, there is no telling what a difference this might make.



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Matt Bargas with his wife and current Women's Board President Jackie Bargas



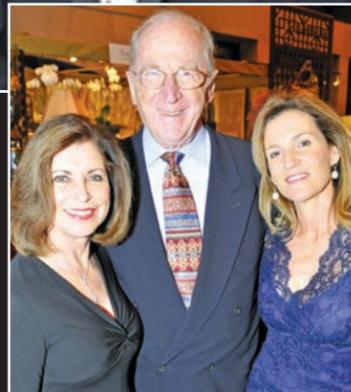
Grace Sarber with her grandmother and Women's Board Founder Ellen Cavert

WARMING PATRONS TO CAUSE

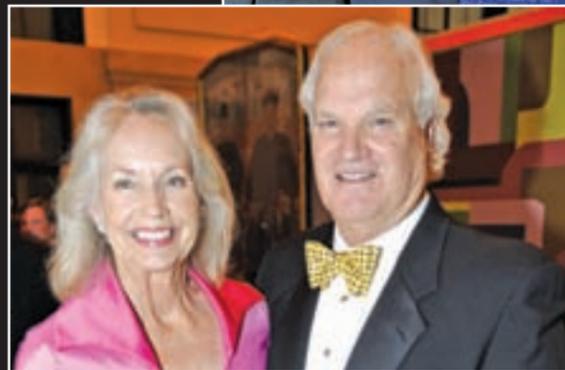
The opening night party was unforgettable Friday night affair at the 2013 Art & Antiques Show, presented by BB&T Bank. The festive occasion, highlighted by amazing art and antiques, featured over 47 different collections throughout the Southeast and beyond. The Young Collectors collection, designed and 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.



Sharon Lucie with George and Henry Schoonover



Linda and David Stein with Rosa Maria King



Karen and Don Wolfson



Dr. Eli Lerner, Executive Director of We Care Jacksonville, Dr. George S. Trotter, and Dr. Todd We Care Board President



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, Megan Denk



Craig Albright and Leslie Pierpont



Warner Web, Robert Moody and Sherri Web

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.



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

KEYNOTE SPEAKER OCCUPIED IN D.C., RALLIES LOCALS

Supporters gathered at the San Jose Country club during a fundraising luncheon hosted by the Conservative Republican Forum of Jacksonville. The Keynote Speaker, Senator Marco Rubio, was unable to attend in person and addressed the gathering via Skype. Approximately 110 men and women were in attendance, Dec. 13, at the luncheon hosted by Nancy McGowan, Sara Graves, Stacia Rosenblum, Millie McLean, Flo Hyman, Alice Coughlin, Anne McKenzie and Deon Downey.



Rob and Maureen Mickler



Sara Moulding, Guy Anderson, member of the Board of Library Trustees, Barbara Gubbin, and Rick Puestow

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.



Fred Lambrou with Pat Andrews, Barbara Gubbin and Tony Vecchio



Paul Renner with Anne and Dr. John McKenzie

Flo Hyman, Kimberly Barnes, Gary Dickinson, Margaret D'Angelis and Carol Gay

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

.....
"Our seniors find purpose, joy, spiritual enrichment and fellowship as they gather together...to accomplish large tasks."
.....

Joanne Hickox

Seniors on a Mission

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 vol-



Seniors gather to provide a needed service for nonprofit organizations: assembling bags for run/walk fundraiser events.

unteers – 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 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.

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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

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 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.

Nonprofits and the arts benefit from grants

Local nonprofits supporting seniors, veterans and young children, as well as area artists and arts organizations, will benefit from more than \$250,000 in grants awarded last month by The Community Foundation for Northeast Florida.

Among those recipients are five area artists, including fine artists Lily Kuonen of Avondale and Kathy Stark of Lake Shore, as well as performance artists Liz Gibson and Jennifer Chase of Avondale, and sculptor Crystal Floyd from the Avondale-Fairfax area.

Kuonen received \$3,500 to fund the creation of a body of work for a first solo exhibition at the Crisp-Ellert Museum in St. Augustine in May 2014.

Stark was awarded \$3,500 to fund the completion of sketchbooks and fine art prints as part of the exhibit "The Wilderness of North Florida Parks," comprised of approximately 15 large-scale watercolors.

Chase was given \$3,499 to purchase equipment, fund collaborator fees and pre-production costs for staging rock opera La Caroline in 2014 in celebration of the 450th Anniversary of the founding of Fort Caroline.

Floyd was granted \$3,500 to invest in state-of-the-art technology suite to expand her scope of work from personal sculptural assemblages into screen printing, photography and video, and market that work to wider audiences.

Gibson received \$3,500 to purchase video production equipment in order to document performance art pieces to reach broader audiences and professionalize work samples for future proposals.

"Thanks to the generosity and vision of our donors, 2013 has been another strong year for our discretionary grant making in a variety of areas," noted Nina Waters, president of The Community Foundation. "We're delighted to fulfill our donor's intentions through these worthy investments."

The Community Foundation's Field of Interest Funds enables donors to focus their giving in a particular area, such as Aging Adults, the Arts, Veterans and Early Childhood.

Grants were also given to services for aging adults, including Community Hospice, Hart Felt Ministries, Lend an Ear Outreach, OSHER Lifelong Learning Institute, and Senior Life Foundation.

The largest grant awarded was for \$100,000 from the J. Wayne and Delores Barr Weaver (VETS) Fund to Five Star Veteran Center to support its operations while fund-raising efforts secure future funding.

In addition, six small arts organizations were selected for an educational program focused on helping them build organizational capacity; three of those are local groups: Friday Musicale in Riverside, Art League of Jacksonville in Murray Hill, and Riverside Fine Arts.

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FIT SENIORS

BY LORRIE DEFRAK
RESIDENT COMMUNITY NEWS

Dirt gives Paula Joyner reason to get up and get fit

Paula Joyner digs staying fit. Literally.

Her passion for gardening ensures that she gets plenty of exercise.

"Gardening keeps you fit. You are stretching and moving so many different ways," she said. "I enjoy physical work. I'd rather plant hedges than go to a gym."

President of the San Marco Garden Circle, of which she has been a member for 30 years, Joyner helps her family maintain their farm in Georgia. Pulling weeds, digging in soil and nurturing plants keep her healthy

and happy.

At 69, the Colonial Manor resident can't fathom not working or slowing down. A partner in Peterbrooke Chocolatier at St. Johns Town Center, she enjoys the interaction with customers and the bustle of serving them. The holidays kept her moving and her pace is sure to gear up again soon with Valentine's Day approaching.

"I'm entirely too busy but that keeps me engaged. I enjoy that. I'm always interested in and curious about things," she said.



Joyner stressed the importance of eating properly to having good physical and mental health.

"I do not have the same level of energy unless I eat whole, good foods—no combined or fast foods. And I don't snack between meals," she said. "Work burns calories off me."

What about the temptations at Peterbrooke? "I have a real weakness for chocolate covered popcorn," she conceded. "But I make it a rule not to start eating it until 4 o'clock. It's almost dinner time and you can't do much damage by then!"

Joyner also credits walking two miles each day and having a grateful attitude for her physical

and mental wellbeing. "Being in a thankful mode makes me really happy," she said. "When you do not feel well, that is a deal breaker that cuts into your ability to enjoy life to the fullest. If you have good health, try to figure out what gives you joy and happiness."

For her, it's staying active.

"Enjoyment of life is different for everyone," she said. "Each day is unique. You don't know where the day will go. It does not mean you won't have bad days. Finding a balance and being happy cause longevity. You have a reason to get up and find new challenges. So far, it has not been a problem for me to have a zest for life."

Involvement key to this senior for staying young at heart

Helping others keeps Bill Dunford young at heart - and body.

Constantly on the go with a weekly routine packed with volunteerism, Dunford has energy that defies his 76 years. Each day, which usually starts around 5 a.m. with walking a couple miles around the Villages of San Jose where he lives with his wife Anita, is a new opportunity to make a dif-

ference while keeping him physically, spiritually and mentally fit.

A former Catholic priest who later worked for the state before retiring in 2009, Dunford continues his ministry in many ways throughout the community. On Sundays, he reads and sometimes preaches at St. John's Cathedral, where he and his wife are involved with its gerontology center. "They love the songs of the '40s," he said of

the elderly there. "It's amazing how some don't communicate, but with music, they will be mouthing the words."

Three days a week he distributes clothing to homeless people. Once a week he makes rounds with a chaplain at Memorial Hospital to visit with patients and he takes communion to a resident of St. Catherine's nursing home.

Monthly, he holds religious services with inmates in area prisons and travels to Florida State Prison where he goes cell to cell visiting prisoners.

Tuesday is his day to walk at least three miles on the beach, weather permitting.

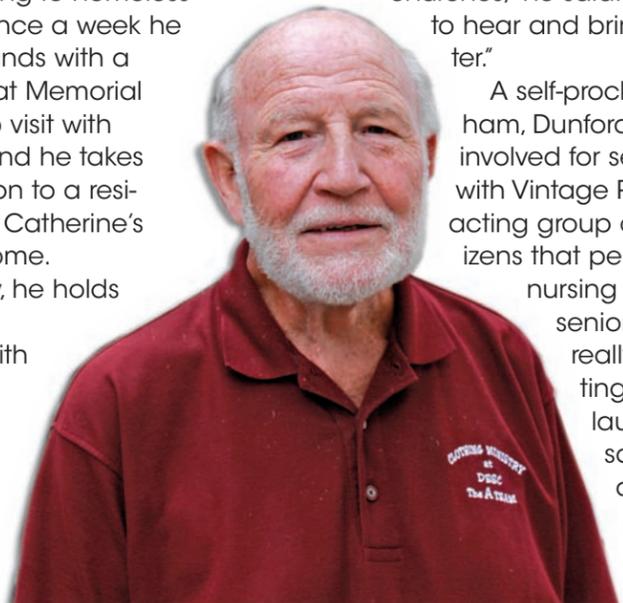
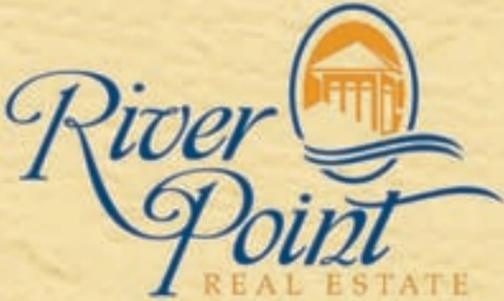
"I'm active and I love it," said Dunford, a Boston native who lived in Jacksonville since 1970. "Being involved with others keeps me healthy and young."

He called his volunteerism "wonderful social activities" that bring emotional as well as physical rewards. For example, "Going to the gerontology center and churches," he said. "It's spiritual to hear and bring laughter."

A self-proclaimed ham, Dunford has been involved for several years with Vintage Players, an acting group of senior citizens that performs at nursing homes and senior centers. "I really love getting people to laugh," he said. "People don't laugh enough." And studies show

that memorizing lines is beneficial to strengthening cognitive skills in seniors, he said.

Dunford maintains that keeping active motivates elderly people and gives them something to look forward to. "If you don't, you'll die. That's the alternative," he said. "If you don't exercise your body and brain, you're dead."


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Regular exercise keeps Carol Grimes ready for fun, volunteering



For Carol Grimes, staying active and engaged socially and intellectually is as beneficial to staying young and fit as a good physical workout. Not that she doesn't do that, too. Since moving to San Marco from the Southside last year, the professor of speech communications at Florida State College at Jacksonville's South Campus is out almost every evening at cultural or educational events, or hanging out with friends who share common interests.

Grimes, 66, who also does private speech coaching,

maintains that living in Jacksonville's walkable historic district provides excellent opportunities to meet people of all ethnicities and interests, and participate in a variety of social activities.

"Volunteer work is one of the most valuable things seniors can do to meet people who have similar interests and different backgrounds," she said. "It helps you make the friends that you can really bond with."

In addition to walking around San Marco, Riverside, Downtown and nearby neighborhoods, Grimes enjoys walking on the St. Johns Riverwalks. "I've done that hundreds of times and never felt unsafe," she said.

At home, she disciplines herself to exercise regularly to videos using weights and stretch bands, as well as doing yoga and Pilates, all of which significantly helped to de-stress her during recent final exams at school. "It's really important for busy people to be able to exercise at home and not depend on transportation or having to get in the car and get dressed a certain way," she said. Grimes confided that exercising immediately makes her feel hopeful, patient and relaxed,

as opposed to short-tempered and frustrated when she slacks off. "Cranky old people need to exercise," she quipped.

Grimes said she did a lot of medical research in her 40s and 50s when she developed aches and pains that are common as people age. "As soon as I started exercising regularly, especially weight training, I quit having joint problems, my back never went out and my knees quit clicking," she said, adding that good posture, which requires strong core muscle, makes people look and feel younger.

Ballroom and Carolina Shag dancing also help to keep her youthful, fit and alert. "Dancing is fabulous because it provides artistic expression, is good cardiovascular exercise and has cognitive benefits from learning and remembering steps," she said.

In spite of all that socializing, Grimes does not overindulge or enjoy alcohol. "I have a soft drink or Perrier, so I have something to blend me in with the crowd," she said. "You don't have to drink or eat rich food to have fun."

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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 suggestions 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 com-

petent 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



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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 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

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



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

Theodore Carter, Executive director of OED

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 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

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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Art of kite fishing – a new technique



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



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



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

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.

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.

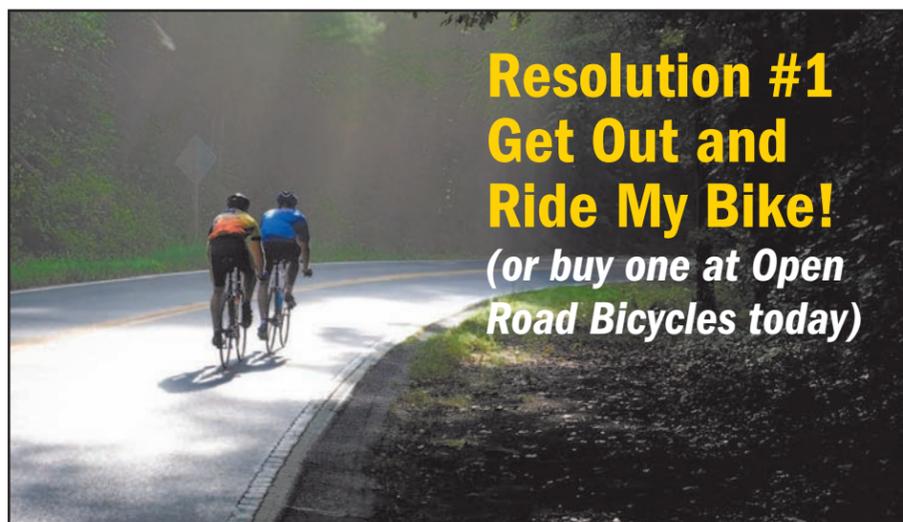
Once the kite is fully deployed, the rods will be placed in rod holders with an open spool (clickers on) so that a striking fish can take line as the angler begins the count down before setting the circle hooks.

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.

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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."

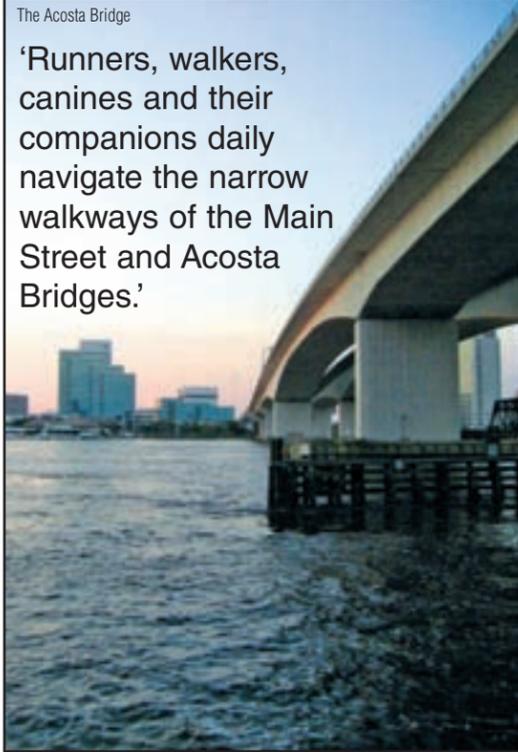
Although it doesn't have anything to do with playing cards, Rose refers to the small group of

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.



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Anytime Fitness in Lakewood has continued to redefine the fitness experience for locals seeking a haven to work out and get in the best shape of their life! With a focus on each member's needs, the overall approach to wellness, guides those seeking a 'custom' experience, especially those making New Year's Resolutions. They have educated, certified, experienced trainers who will transform your resolution to a lifelong continuum of optimized health that impacts all areas of ones life.

With a full year under their belt as owners, the husband and wife team of Darrell and Brenda McKay have been blazing a trail for members to follow, all while changing lives. "I've been able to build relationships with many of our members," Darrell said. "I take the time to learn their names and build relationships beyond the workout. It's like a community of friends. We are helping our members make dramatic "weight loss" thru exercise and nutritional guidance. A group of our Anytime Fitness members have lost up to 100 lbs over a period of one year. We are now offering a new 30 Days Diabetes program that was developed by a physician in New Mexico that helps members lower their blood sugar levels and no longer take insulin."

Having spent 25 years in design, implementation and study of healthcare and fitness facilities, the McKay's were poised to bring this knowledge to the local area. Darrell was the lead consultant responsible for the development and design of Brooks Health and Fitness on JTB. Darrell and Brenda knew that they could incorporate their own medical programming

and facilities management skills, driving a peak experience for members. They have transformed the facility to be more welcoming, not only because of the relationships they have built, but because of the wide array of options they offer to members. With a redesigned interior, in July of 2013, specialized programs and new group classes, the 6,200-square-foot space affords a unique, personalized opportunity to obtain optimal health for all those who enroll.

With Darrell's experience in Medical Fitness and program knowledge alongside Brenda's qualifications as a Registered Nurse- it would be difficult to find such a strong leadership presence in any other area facility. As they streamline their offerings, people are losing weight, gaining strength and understanding the correlation between fitness and wellness. The team at Anytime Fitness has the ability to take the average individual, help them understand their workout and its implications and then fulfill their fitness goals- however intense they may be.

Under Darrell's direction, the staff members design personalized exercise prescriptions that fit the member and help sustain interest and lifelong habits. With this in mind, new customers undergo a one-hour orientation with a certified personal trainer who will then help them find their "spark," a lively, personalized workout they'll enjoy and want to continue. McKay has improved upon the class offerings to incorporate Zumba, Yoga, Pilates mat, Cardio-Kickboxing, Spinning & Tai Chi to enhance the center's cardio and weight lifting options. "We want our members to have



fun and enjoy their exercise program."

With programming that runs a wide spectrum- from Pilates reformers; the latest in training with a sliding carriage and adjustable springs for stretching, strengthening and endurance training to the intense Navy Seal-developed TRX classes, a suspension training program with ropes and webbing; there are many options to fit any fitness and wellness level. They have added new small group Pilates training with classes limited to three students for a more intimate workout. This makes the program social in a small group and more affordable for members and non-members.

Anytime Fitness is already in receipt of referrals from local health care providers, due to their background and skill sets- they know how to improve results for patients. The personal trainers on staff

are equipped to help members with various medical conditions and they are ready to help you on your road to wellness.

As hands-on owners, Brenda and Darrell work daily in the 6,200-square-foot center alongside six certified trainers, all of whom help the members get in the best shape of their lives. "Members want to look good, feel good and have more energy."

The center is one of 2,270 Anytime Fitness facilities across the United States and internationally. As its name implies, it's available 24 hours a day, seven days a week with after-hours access. Customers who travel can use Anytime Fitness centers anywhere, regardless of their home base.

Anytime Fitness offers a free one week trial membership for guests who would like to try out the center before signing up. (Expires March 31st, 2014)



Anytime Fitness is located at 5613-2 San Jose Blvd., Jacksonville, next to Cruisers Grill in the Lakewood Shopping Center. The phone is (904) 731-7900. For more information, visit anytimefitness.com/gyms/609. Also visit their Facebook Page for more updates at www.facebook.com/AnytimeFitnessLakewood.



Kathy survived a heart attack. And got her second chance.

She knew something was wrong, but never imagined a heart attack at 47. Baptist Beaches emergency team restarted her heart three times before transporting her by Life Flight to Baptist Heart Hospital, where cardiologists opened two blocked arteries. Afterwards, she decided to make some big changes. With the support of her cardiac rehabilitation specialist, Kathy quit smoking, started exercising and learned to eat a heart-healthy diet. Now 60 pounds lighter and chasing her grandchildren around, Kathy's living proof that a comprehensive, coordinated and compassionate approach to cardiovascular care is changing health care for good.

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Cyclist's widow runs IRONMAN to honor his memory

By LARA PATANGAN
RESIDENT COMMUNITY NEWS

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



After enduring the tragic death of her husband, 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."

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."

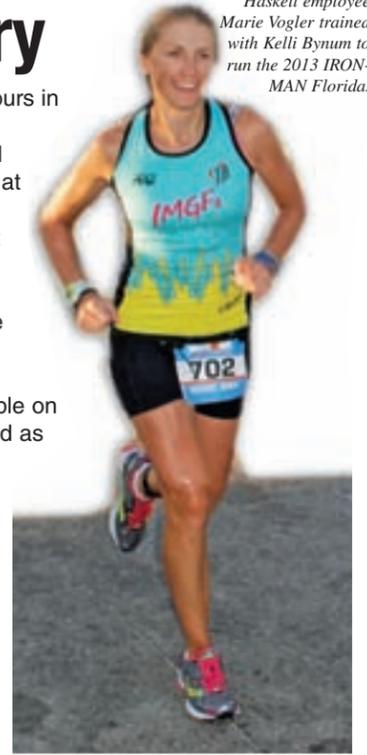
But it was way more than a celebration for Bynum.

"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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San Marco woman runs Athens marathon for a cause

One of 74 chosen as company ambassador

BY LARA PATANGAN
RESIDENT COMMUNITY NEWS

While San Marco resident Meredith Johnson may not wear winged sandals and be as fast as the Greek god Hermes, she became part of a legend that dates back to 490

BC while running the original marathon course in Athens, Greece last November. Her story has a happier ending.

Johnson ran in the footsteps of Greek messenger Pheidippides who, according to lore, ran from the battlefield of Marathon to Athens to announce that the Persians had been defeated. It is said he ran the entire distance without stopping, burst into the assembly announcing victory, and then dropped dead.

While, thankfully, Johnson's finish was less dramatic after her 26.2 mile run in the Athens Classic Marathon, she too had a message to deliver.

An employee since 2000

of Beeline, a subsidiary of Adecco Group, Johnson qualified to participate in Adecco's Win4Youth, a global sports initiative organized to raise money for youth foundations around the world.

Johnson, a mother of three, was part of a team of 26 women and 48 men from 37 countries selected by Adecco as an ambassador for the Athens Classic Marathon. For each

kilometer they ran in 2013, one dollar was donated to children's youth programs around the world. Collectively, the team and all Adecco Group colleagues raised more than \$500,000.

"The idea of running for a cause and giving back to the foundations means so much," Johnson said. "My children are fortunate and

blessed, but not all children have the resources mine have."

To be chosen for Adecco's program is itself an honor worthy of the Greek gods.

The application process is open to the 31,000 Adecco employees throughout 60 countries and includes a personal essay.

It was phenomenal. While I did not set a personal record, I am the fittest I have been in 10 YEARS.



Once selected, applicants were sent to an energy lab in Hasselt, Belgium to undergo a series of tests to determine current fitness levels. There, Johnson was assigned a professional trainer who monitored her progress virtually throughout the year.

While Johnson considers herself an average runner, she said the training was top-notch.

"It was phenomenal. While I did not set a personal record, I am the fittest I have been in 10 years," Johnson said.

The Athens Classic Marathon is known as one of the most difficult marathon races. It has the toughest uphill climb of any major marathon with a constant ascent from the

10-kilometer mark to the 31-kilometer mark.

Johnson said it was also unseasonably warm, making the marathon especially difficult.

"There was a heat wave in Greece. It was in the upper 70s, which made the conditions hard," Johnson explained. "As I was running, I heard myself and I sounded like I was talking to my children, 'I am physically fit and fully capable. Mental toughness will get me through these conditions.' It is important for my children to see that their parents also set goals and resolutions to work towards each year."

Spoken by a mortal, with the wisdom of the gods.

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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, 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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Annual Episcopal golf, tennis tournament fundraiser a sell-out



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

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.

Wolfson IB students pinned



Thirty-four juniors were pinned at Wolfson High School's annual International Baccalaureate ceremony on Nov. 26 at the University Club. Among those pinned were San Jose residents Irena Ara, Nemanja Damjanovic, Kevin Dikellari,

Hilda Ganic, Tomia Hayes, Redina Pellumbi, Emina Setkic and Natali Zaher, along with Daisja Clark of San Marco and Jarred Mason, St. Nicholas.

Wolfson's Class of 2014 is the first IB graduating class; the IB Diploma Programme began in the 2010-11 school year and there will be 28 IB students in next May's graduation ceremony.

Bolles Excel Club formed



Club Secretary Katie Kramarich, Vice President Caroline Ridley, President Danielle Spence and Treasurer Alexandria Notrica

Representatives from the Jacksonville Exchange Club were on the Bolles Upper School San Jose Campus recently for the inaugural meeting of the Bolles Excel Club, a new school service outreach of the 90-year-old civic organization. Bolles is one of the first schools in Jacksonville to establish an Excel Club and begins its chapter with 27 Bolles upper school students.

Bolles Excel Club President Danielle Spence, of Mandarin, has the distinct honor of being the club's charter member president. Ponte Vedra resident Caroline Ridley is vice president, while San Jose residents Katie Kramarich and Alexandria Notrica are secretary and treasurer, respectively. All four girls are juniors at Bolles.

The Jacksonville Exchange Club was founded in 1923 and has won numerous national awards. It meets every Thursday for a lunch meeting at the University Club on Jacksonville's Southbank. The meetings feature civic, business and athletic leaders from the community. Its programs of service are aligned with the national organization, focusing on Americanism, child abuse prevention, community service and youth programs. The National Exchange Club is one of the United States' oldest service organizations, originally established in 1911 in Detroit. There are more than 700 clubs and 21,000 members throughout the United States and Puerto Rico.

Four local Bolles students earn national recognition

Four local students were among a group of 16 seniors from The Bolles School who received honors for high marks on the PSAT, taken during their junior year.

The Bolles semifinalists in the National Merit Scholarship Competition include Avondale resident Patrick Glover and San Marco resident Hannah Kobrin.

Bolles students who earned Commended Student recognition include San Jose residents Charlie Cellar and Alex Gottlieb.

The Bolles students were introduced during the Nov. 6 Honors Assembly on the Bolles Upper School San Jose Campus.

Approximately 16,000 semifinalists were named around the country. These students have an opportunity to continue in the competition for some 8,300 National Merit Scholarships worth more than \$32 million that will be offered next spring.

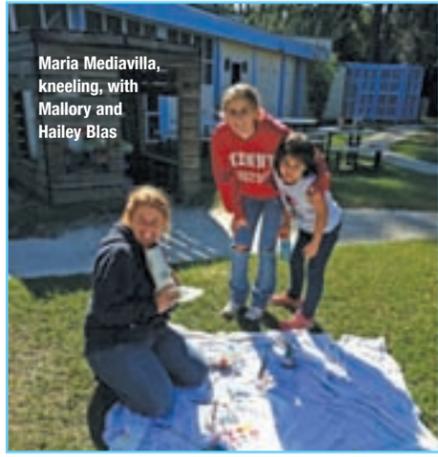
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Jr Residents Local school gets Lowe's grant for gardens



Maria Mediavilla, kneeling, with Mallory and Hailey Blas

Native Florida grasses, shrubs, and flowers were installed in the landscaping at the school entrance and a special area was set aside for plants that attract butterflies. The butterfly garden serves as a hands-on classroom when students are studying living organisms during the science curriculum. The strawberry and veg-



Mikey Cantor, Lily Cantor and Isabel Bachmann

Parents and students at Pine Forest Elementary School, along with other community volunteers, turned out for several work days this fall to hold up the school's side of a bargain.

Pine Forest Elementary was one of more than 580 schools across the country to receive a \$2,200 Lowe's Toolbox for Education® grant for construction of a vegetable and strawberry garden, improvements to its butterfly garden and beautification of school grounds.

etable gardens, a year-long, enrichment program designed to give Pine Forest Elementary School children from grades K through 5th the opportunity to participate in engaging, hands-on science activities.

"The veggie garden is coming along. The boxes are almost completely built, some have even begun sprouting seeds," said Sarah Cantor. "We plan to have a garden dedication ceremony on Jan. 16 to honor Michael Sheerin who passed away last week (the week of Nov. 3) and was a dedicated member of our Pine Forest family and whose wife JoAnn is the office manager here at Pine Forest Elementary."

The grant was awarded by the Lowe's Charitable and Educational Foundation for the school improvement project that began last spring and is scheduled for completion in January 2014.



Jonathan Cantor (in foreground), Stewart Belet and Donovan Geoghegan

Student-Athletes announce college commitments

Seven Bolles student-athletes were honored on Nov. 13, for committing to a particular college or university to continue their athletic and academic careers. Three of those students are junior residents: Luke Georgiadis, Southbank, has committed to the University of Virginia in the Boys' Swimming program. In Girls' Swimming, San Jose resident Salem Peacock has also committed to the University of Virginia, while Jessica Hodgson of San Marco will attend Auburn University.



Jessica Hodgson, Josh Booth, Salem Peacock and Luke Georgiadis

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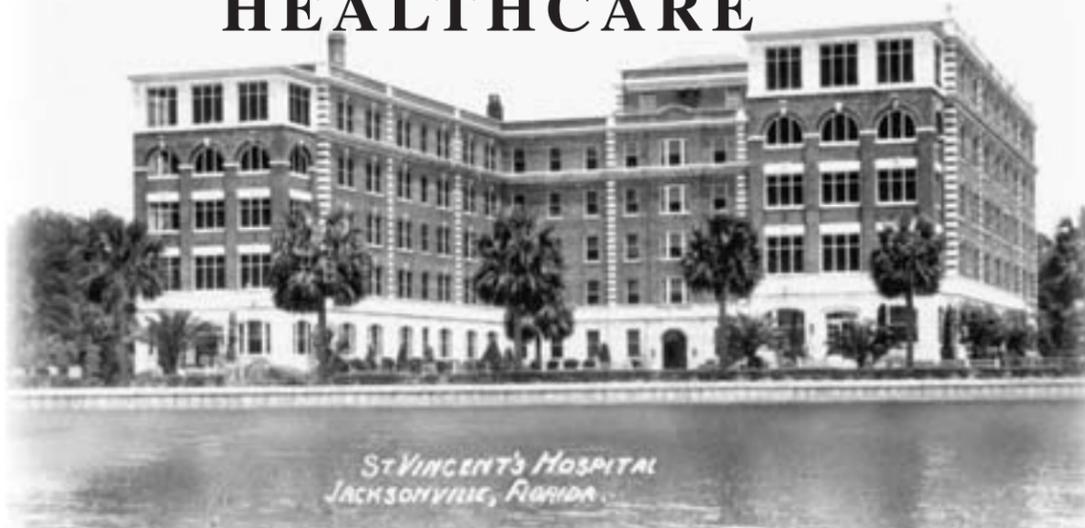
Flashbacks

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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 1938, from the Florida Memory Project's Spottswood Collection

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.

ST. LUKE'S HOSPITAL

Photo from Jacksonville Historical Society



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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QEEG/Brain Mapping provides a definitive and objective method of diagnosing and treating ADD/HD. It can also identify and treat a variety of other conditions, such as Asperger's syndrome, autism, anxiety, PTSD, OCD, and depression. **Neurofeedback is a non-drug approach to treating all of these conditions.**

Imagine your child's life with increased self-control, more focus, more concentration, and better grades.

How much happier would your life be if you were less anxious, less stressed, and had more control over your emotions?

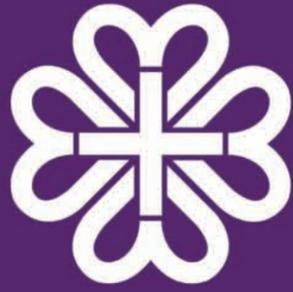
Call us today for your first appointment and find out how neurofeedback changes lives for the better.

BIOFEEDBACK ASSOCIATES OF NORTHEAST FLORIDA INC.

904.646.0054 • Biofeedbackassociates.com • Most Insurances Accepted

- Increase your self-control
- Minimize your impulsive behaviors
- Improve your concentration
- Reduce anxiety and depression

And many more benefits!



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St. Vincent's First Care offers patients urgent care services without expensive urgent care co-pays.

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- Back Pain
- Broken Bones
- Burns
- Foreign Object/Splinter Removal
- Fractures and Dislocations
- Hand and Foot Injuries
- Lacerations and Open Wounds
- Minor Concussions
- Sprains and Strains

ILLNESSES

- Allergies
- Asthma
- Bronchitis and
- Pneumonia
- Cold, Cough and Flu
- Dehydration
- Ear and Eye Infections
- Migraines and Headaches
- Nausea, Vomiting and Diarrhea
- Rashes and Poison Ivy
- Sinus Infections
- Urinary Tract and Bladder Infections

PHYSICAL EXAMS

- Pre-surgical
- School/Sports
- Wellness

LAB TESTS

- Blood Glucose
- Complete Metabolic Panel (CMP)
- Mono
- Pregnancy
- Prostate-Specific Antigen (PSA)
- Rapid Influenza (Flu)
- Rapid Strep
- Total Cholesterol
- Urinalysis
- Digital X-ray System

IMMUNIZATIONS

- Hepatitis A and B
- Influenza (Flu)
- Measles, Mumps and Rubella (MMR)
- Pneumonia
- Polio
- Tetanus
- Tetanus, Diphtheria and Pertussis (Tdap)
- Varicella (Chickenpox)

LOCATIONS

Ortega

St. Vincent's First Care

5501 Roosevelt Blvd.
Jacksonville, FL 32244
Ph (904) 450-8100 • Fax (904) 981-0051
Hours: Mon. - Fri. 7am - 7pm
Sat. 9am - 6pm • Sun. 10am - 4pm

Southside

St. Vincent's First Care

5600 Spring Park Road Ste 200
Jacksonville, FL 32216
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Normandy

St. Vincent's First Care

Coming Soon

7963 Normandy Blvd.
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- Return to Work
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- Respiratory Clearance
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