



# Northside Business Leaders, Inc.

Post Office Box 28554 • Jacksonville, Florida 32226-8554

Meetings: 2<sup>nd</sup> & 4<sup>th</sup> Tuesday of the month. Time: 11:45A.M. Place: Jacksonville Zoo & Gardens, Samburu Room



Check out our website at: [www.northsidebusinessleaders.com](http://www.northsidebusinessleaders.com)

## “The Northside”

### April 2008

#### Mark Your Calendar

**Board Meeting April 1, 11:45am**

**April 8th**

Alberta Hipps, “Keeping in Touch with Development.”

**April 22nd**

Mayor John Peyton, "China Trip and what we can expect next."

#### Birthdays for April

Warren Alvarez	29	Dick Berry	28
Wayne Compton	1	Rod Dixon	8
Richard Fagan	6	Gene Jones	28
Dave Kaufman	18	Jeff Masculine	23
Grady Parker	16	Steve Sell	3
Jan Stringer	25	Ray Turner	8
Ellis Warren	10		



**REMEMBER TO WISH YOUR FRIENDS HAPPY BIRTHDAY**

**Remember the men and women in the U.S. Armed Forces in your prayers!**

# MEETINGS YOU MAY HAVE MISSED

March 11, 2008

## ***"Business Development"***

Presented by

**Tim Connolly**

Sr. Vice President "Business Development"

from the

***Jacksonville Jaguars.***



Tim Connolly covered various items including the Jaguars coming to Jacksonville and highlights of many things that has happened since 1995. Tim gave information on how the team was doing on it's recruiting and what he feels might be expected in this 2008 season. Also Tim's PowerPoint Presentation showed how Jacksonville stacked up to other teams in the league. A question & answer session brought discussions including the stadium, tickets, volunteers, etc.

Those members and guests who attended the meeting enjoyed Tim's Presentation and are looking forward to the first kick-off this year.

March 25, 2008

# ***"Jacksonville Growth"***

presented by

## **Brad Thoburn**

**"Director of Planning," City of Jacksonville**



**Brad updated us on Growth Management Task Force, Transportation (Roads) issues and Schools in Duval County.**

### **Growth Management Task Force Main Focus**

- 1. Make more modern.**
- 2. What does Jacksonville want to be?**
- 3. Updating land use.**
- 4. Airport Zoning**

### **Transportation Issues**

- 1. D.O.T.**
- 2. Developers and how they affect the areas they develop.**
- 3. Concurrency not working?**

**Brad feels we must consider Connectivity & Mobility. Brad said the City wants also to put the School System priority to be Quality First.**

## **Business Spotlight**

**Tom Warren**

from the

**"Police Athletic League"**



Tom discussed how PAL was stepping up there program to interact with the kids through a soccer program with the schools. They have contacted most of the schools and presently are looking for playing fields to practice and have games at. He asked the members for help with this program.

## **MEMBER NEWS!**

### **The 2007-2008 OFFICERS**

President: Gerri Jones

1<sup>st</sup> VP: Paul Forte    2<sup>nd</sup> VP: Patrick Caffrey    3<sup>rd</sup> VP: Patricia Hamn

Chaplain: Ray Turner

Secretary/Treasurer: Nancy Burnett

Sergeant at Arms:

Angie Chesser, Bill Baisden, Isaac Jones and Dave Pinkstaff

**Board Meeting April 1, 11:45am**

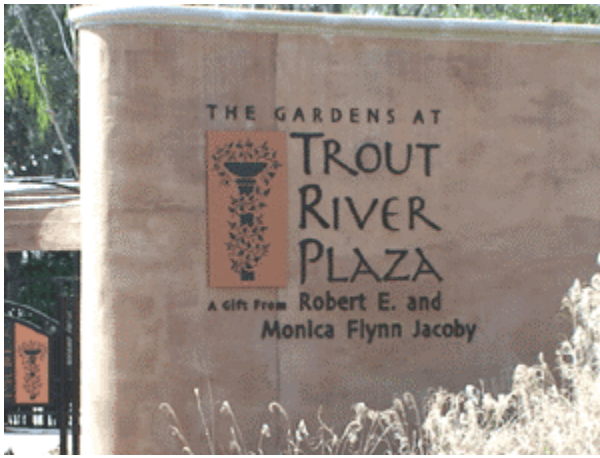
# *Have you been to Your Zoo Lately?*



## **Jax Zoo Stingray Bay**







**It's A Boy!**

## **Jacksonville Zoo and Gardens**



# Members

*The price for our luncheons is \$15.00. We will no longer mail the newsletter each month, but we will instead Email the document to all members. If you do not have email, please let us know and we will get you a copy. We will have copies available at the luncheon meetings and you can pick one up from Nancy.*

## THE FRANCES AND CLYDE MEMORIAL FUND

### Contributors to Date

John Benso  
Steve Burnett  
Gary Wallace

Bob & Debbie Birtalan  
Grady Parker

Sidney & Kim Broward  
Les Wages

If you have any exciting news or events to share with members, please forward this information to Nancy Burnett or Paul Forte by:

Fax: 904-714-4596 or E-MAIL [nmb7144596@bellsouth.net](mailto:nmb7144596@bellsouth.net).

**This is your Newsletter and we want to share your news!**

## JAXPORT'S CHALLENGE: HOW TO MOVE THAT NEW CARGO

We're talking big rigs, thousands of them scattered along Heckscher Drive, Florida 9A and the side roads. One estimate calls for almost 8,500 trucks a day – one every 10 seconds by 2020 as container traffic at Jacksonville's deepwater ports triples. It's a cargo boom waiting to happen. The Jacksonville Port Authority anticipates 50,000 jobs and a \$3 billion increase in economic impact. But there will be side effects. Plans are taking shape to spend millions strengthening the roads, but all signs point to, and by some opinions dictate, the need for rail to keep the containers moving. And a lone CSX line running through Blount Island won't be enough. Officials with JaxPort and CSX Transportation say the area needs an intermodal container facility, a rail yard designated to arrange and move port cargo. The problem is, building such a terminal carries a price tag in the tens of millions. Right now, nobody is stepping up with the money. The cost may seem like a drop in the bucket to CSX, a railroad that spent \$1.7 billion on capital projects last year. Still, CEO Michael Ward said the company is not planning to pay. Part of the issue, he said, is that the about 60 percent of those funds are needed just to keep up the tracks, a cost that's swelled with global demand for steel. "We operate in 23 states. If you want to count drops in the bucket, we have a lot of drops in the bucket," Ward said. "It's really port infrastructure. It's like a pier. The shipping companies don't build that. Our responsibility is that we have locomotives to haul it away and cars to take it." Moving cargo has become a critical issue as the TraPac terminal at Dames Point edges toward completion within the next year. At capacity, the terminal is expected to double today's container statistic of more than 700,000 annual 20-foot equivalent units. A pending deal with Korean shipping company Hanjin means even more cargo it its terminal opens in 2011. **Only option across town** The closest substitute to an intermodal terminal, when traveling by rail, is CSX's rail yard off Pritchard Road in the Westside, although JaxPort Executive Director Rick Ferrin said it can take the trains 36 hours to get across town. John Koch, the railroad's managing director for international sales and marketing, said he doesn't dispute Ferrin's comment, noting that the build of the time passes as cargo awaits for a train to become available. Norfolk Southern and Florida East Coast railroads have terminals as well, but neither railroads'

tracks reach Blount Island or Dames Point. Trucking the cargo to the rail yards appears to be the most likely option for now. Ferrin said a trucker could cut a container's 36 hour rail voyage to Pritchard Road down to about 20 minutes, but Ward warned that the trucks pose a logistical challenge. "You're throwing an extra handling in. You're adding cost and time," he said. **The Rail Renaissance'** About 38 percent of the cargo moving nationwide moves by rail. Rail shipping has grown in recent years, a phenomenon some call "The Rail Renaissance." Part of the push has been environmental. CSX officials say one gallon of diesel fuel on a locomotive can pull one ton of cargo 420 miles, greatly reducing the carbon footprint a company makes with a truck. Still, slow rail service will keep the trucks pouring in and out of the port for sure, said Denise Bunnewith, executive director of the First Coast Metropolitan Planning Organization. "The shippers are always going to do what's cheaper for them and faster," she said. Bunnewith's group has determined that increasing rail capabilities could reduce the number of trucks swarming Dames Point by about 2,500 daily. The cargo, which takes a heavy toll on the roads at a time highway funds are decreasing, would instead be placed on trains. Koch said one train loaded to capacity takes roughly 500 trucks off the road. But for motorists, cutting down the lines of big rigs may simply mean more time waiting at railroad crossing. **Uncertain load for Heckscher** Before the port expansion was considered, the Jacksonville Transportation Authority projected 21,500 daily drivers on Heckscher Drive by 2025, a jump from 2005's count of 15,500. JTA spokesman Mike Miller said Heckscher has become an important east-west route because of residential development in the Northside. He said a "very large project" will be getting under way to remedy this, even including overpasses to separate commercial and personal vehicle traffic. JaxPort is kicking in \$11.8 million for what Ferrin calls a "quickfix" to help the roads handle the initial TraPac traffic. There's one weighty variable, though. "We're still not certain how many containers will be going down Heckscher or how many will be moved by rail," Miller said. CSX officials say they're also uncertain, even with the first containers likely arriving the next year. **Search for funding begins.** The search is on to find private funds to build the intermodal terminal. Ferrin said the port has discussed the idea with about 10 companies. He said he's like to have a partner in place within a year. "We have a few years before we need to start building a rail solution, but it's something we will need to orchestrate very carefully so we're ready and not playing catchup," Ferrin said. When the terminals reach capacity, Ferrin said an estimated 30 percent of the cargo should be shipped by rail. That is, he anticipates about 30 percent of it will be transported more than 300 miles from the port, making rail the most sensible option. Ferrin said he doesn't think it's financially possible to build a road system that could handle the cargo boom. The alternative, an intermodal terminal, is expected to cost \$40 million to \$60 million, he said. Koch said CSX is assisting. He anticipates an intermodal facility opening somewhere near the new shipping terminals by 2012. Bunnewith said the private public partnership is the best way to fund the project as public resources get tighter. "There is money to be made and it's a good thing because there is no other money out there," she said.

### **BUSH PROMOTES TRADE PACT DURING JACKSONVILLE TRIP**

President Bush was in Jacksonville March 18 to laud a trade agreement that he said will increase exports of U. S. goods to Columbia through Jacksonville's port. Bush said the trade agreement with Columbia will reduce tariffs on goods going from the U.S. to Columbia that can be as high as 15 percent. He also said the deal will help stabilize South America, as governments in region fight terrorists and drug dealers with Marxist tendencies. Terrorists in the region have held three U.S. hostages for more than five years. "You can think of it as national security interest, but if that doesn't interest you, think about it in terms of helping folks just like this make a living," said Bush as he pointed to the two rows of Jacksonville Port Authority workers seated behind him at the Blount Island Marine Terminal. The agreement is expected to increase exports to Columbia by 40 percent and help expand the work forces of about 9,000 U.S. companies, most of which are small to mid-sized, he said. The agreement was remodeled after an earlier deal with Peru, and he is pursuing similar deals with Panama and South Korea, Bush said. The president acknowledged "a challenging time for the economy," spurred by turmoil in the housing market, but expressed optimism about the future. He cited the country's "relatively low unemployment rate" and flexible economy. The U. S. Federal Reserve and U.S. Treasury Department would continue to act swiftly if needed, Bush told an audience that included Republican Gov.

Charlie Crist, U.S. Reps. Ander Crenshaw, R-Jacksonville, and Corrine Brown, D-Jacksonville, and Jacksonville City Council President Daniel Davis, but not Mayor John Peyton, who recently traveled to China. Following a Republican fund-raising luncheon, Bush toured the Blount Island Marine Terminal, including the Coastal Maritime Stevedoring LLC facility. Bush said company CEO Magnus Lindeback's immigration to the U.S. and his work expanding the Jacksonville-based transport company from two employees to 250 exemplified the American dream. "See, everybody here is working as a result of trade, trade that happens and occurs right here on these docks," Bush said.

TIMES UNION 3-24-2008

**SUBJECT: Old Agent – The Gift**

Old Age, I decided, is a gift.

I am now, probably for the first time in my life, the person I have always wanted to be. Oh, not my body! I sometime despair over my body, the wrinkles, the baggy eyes, the sagging butt. And often I am taken aback by that old person that lives in my mirror (who looks like my mother!) but I don't agonize over those things for long. I would never trade my amazing friends, my wonderful life, my loving family, for less gray hair or a flatter belly. As I've aged, I've become more kind to myself, and less critical of myself. I've become my own friend. I don't chide myself for eating that extra cooking, or for not making my bed, or for buying that silly cement gecko that I didn't need, but looks so avante garde on my patio. I am entitled to a treat, to be messy, to be extravagant. I have seen too many dear friends leave this world too soon; before they understood the great freedom that comes with aging. Whose business is it if I choose to read or play on the computer until 4 AM and sleep until noon? I will dance with myself to those wonderful tunes of the 60's and 70's and if I, at the same time, which to weep over a lost love . . . I will. I will walk the beach in a swim suit that is stretched over a bulging body, and will dive into the waves with abandon if I choose to, despite the pitying glances from the jet set. They too, will get old. Sure, over the years my heart has been broken. How can your heart not break when you lose a loved one, or when a child suffers, or even when somebody's beloved pet gets hit by a car? But broken hearts are what give us strength and understanding and compassion. A heart never broken is pristine and sterile and will never know the joy of being imperfect. I am so blessed to have lived long enough to have my hair turning gray, and to have my youthful laughs be forever etched into deep grooves on my face. So many have never laughed, and so many have died before their hair could turned silver. As you get older, it is easier to be positive. You care less about what other people think. I don't question myself anymore. I've even earned the right to be wrong. So, to answer your question, I like being old. It has set me free. I like the person I have become. I am not going to live forever, but while I am still here, I will not waste time lamenting what could have been, or worrying about what will be. And I shall eat dessert every single day, if I feel like it!



*Nancy & Paul*  
*See you next month*



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Place: Jacksonville Zoo and Gardens



## MEMBERSHIP APPLICATION

*Revised: June 18, 2007*

NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_  
ZIP CODE \_\_\_\_\_

BUSINESS PHONE \_\_\_\_\_ Ext \_\_\_\_\_ FAX \_\_\_\_\_

HOME ADDRESS \_\_\_\_\_  
ZIP CODE \_\_\_\_\_

HOME PHONE NUMBER \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

BUSINESS CATEGORY \_\_\_\_\_

BIRTHDAY \_\_\_\_\_ SPOUSE \_\_\_\_\_

Category of Membership (**Circle**):    Individual        Corporate        Retired Spouse

COMMITTEE OF INTEREST: (**Circle those of interest**) Annual Banquet, Directory, Fair, Finance, Golf Tournament, Government Affairs, Membership, Mentoring/Scholarships, Speakers, Web Page

Send Newsletter and Information:    Home Address        Business Address        E-mail

Sponsored by: \_\_\_\_\_

One Time Application Fee        \$ 50.00  
Annual Dues Individual            115.00  
Annual Dues Corporate            300.00  
Annual Dues Retired Spouse      35.00

**Mail Application to:**  
**Northside Business Leaders**  
**P.O. Box 28554**  
**Jacksonville, FL 32226-8554**

Questions Contact:    Patrick Caffrey, Membership Chair  
Work: 703-8133 • Email: [TheCaffreyGroup@comcast.net](mailto:TheCaffreyGroup@comcast.net)

**Category Info on website under Memberships**