



Northside Business Leaders, Inc.

Post Office Box 28554 • Jacksonville, Florida 32226-8554

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



Check out our website at: www.northsidebusinessleaders.com



February 2008

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

Mark Your Calendar

February 12th

Jake Godbold

Jacksonville Past, Present & Future!

Special Bring your Spouse Meeting!

February 26th

James Chansler

JEA Chief Operating Officer

"Future North Jacksonville Overview".

March 11

To be announced

A member of the Jacksonville Jaguars will be our Guest Speaker.

Birthdays for February

Charlie Crews	26	Nat Davis	19
Sam Folino	7	Betty Gillyard	2
Neal Henning	4	Dan Jones	4
Martha Leverock	8	Peter Lindeback	8
Faye Rustin	20		



REMEMBER TO WISH YOUR FRIENDS HAPPY BIRTHDAY

January 8, 2008 Meeting

NO.1 Constitutional Revision

Presented by

Northeast Florida Association of Realtors

Government Affairs Director



Nancy informed the Northside Business Leaders about the NO. 1 Constitutional Revision Amendment, which will be on the January 29, 2008, Election Ballot. This amendment is about Property Tax Exemptions and you should read the summary sent by the Supervisor of Elections, Jerry Holland. You need to be sure this is right for you and your family in the future. Nancy showed a PowerPoint Presentation outlining many of the items in this revision.

Business Spotlight

Ray Turner

Corey Kerlin

Funeral Homes and Crematory



Ray gave the club a brief history on Corey Kerlin and highlighted things available from Corey Kerlin. We may not want to think about calling Ray about Corey Kerlin services, but all of us will have to use this type of service whether it be for a family member or planning for our final services someday.

January 22, 2008 Meeting

"Future Port Expansion".

Presented by

Rick Ferrin

Jacksonville Port Authority Executive Director



Rick gave the Members & Guests an overview of the upcoming changes at the Port and the challenges these changes bring! These changes should make JAXPORT #3 in the nation. The new TraPac Terminal will cost 226 Million dollars and will have two berths, which can hold the largest ships in the world. These big ships will be able to come to us starting in 2015 when the Panama Canal enlarging is completed. We presently ship and receive diverse goods of cars, chickens, paper and corn syrup. We also have a fast growing Cruise Ship business. Some of the challenges are harbor deepening, 6000 trucks in 12 hours daily and more railroad capacity. The Future means 75,000 to 100,000 Jobs and 5-6 Billion Dollars of additional revenue boosting our economy. North Jax Look Out and Businesses get ready!

Special Guests



Katia Dunn and Linda Wertheimer

National Public Radio Washington, DC

Katia and Linda came to Jacksonville to record NBL Members about their thoughts about the upcoming Republican Primary. Patrick Caffrey, Gerri Jones, Jim Fair, Steve Burnett, Warren Alvarez, Tom Braddock, Frank Meyer, Lori Meyer, Ray Turner and Guest Eric Smith stayed after the meeting to participate in the interview.

Katia also as an extra recorded Rick's Presentation. We do not know when it was to be aired, but it would be nationally. NBL goes Nationwide.



John Allen and Elizabeth



Many of us for the first time were able to meet John and his wife Elizabeth. John was the 1994 Member of the Year and is our oldest Past Presidents (87 Years Young). We hope we will see more of John and Elizabeth at future meetings.

MEMBER NEWS!

The 2007-2008 OFFICERS

President: Gerri Jones

1st VP: Paul Forte 2nd VP: Patrick Caffrey 3rd VP: Patricia Hamn

Chaplain: Ray Turner

Secretary/Treasurer: Nancy Burnett

Sergeant at Arms:

Angie Chesser, Bill Baisden, Isaac Jones and Dave Pinkstaff

Board Meeting February 5, 11:45am

Richard Berry continues to recover from complications endured as a result of back surgery. Richard must undergo two hours daily of an antibiotic pic line drip because of an infection he developed. Richard, we know your strong will and fortitude and you will be back with us soon. We miss you!!

We were informed at our last meeting that David Young passed away December 18. Our thoughts and prayers go to David's family. David was Member of the Year in 1989.

We have also recently learned that Ellis Warren, a Lifetime Member of the Club, has been ill. We wish you a speedy recovery Ellis.

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.

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

**2008 Directory and Lapel Pin were released at the
January 22, Meeting.**





Northside Business Leaders, Inc.



1953 - 2008

2008 Membership Directory



 Clarion Hotel

**Clarion Airport Hotel
&
Conference Center**

2101 Dixie Clipper Road
Jacksonville, Florida 32218
904-741-1997
www.jaxclarion.com

The image shows the cover of a directory. At the top, it features the "Northside Business Leaders, Inc." logo with a skyline illustration and the text "1953 - 2008" and "2008 Membership Directory". The central part of the cover is a photograph of a large, multi-story hotel building with a clock tower, reflected in a body of water. At the bottom, there is a small Clarion Hotel logo, followed by the text "Clarion Airport Hotel & Conference Center" and contact information: "2101 Dixie Clipper Road, Jacksonville, Florida 32218, 904-741-1997, www.jaxclarion.com".

Stories of Interest

NAVY RECOMMENDS FLEET BE BASED AT MAYPORT

Top Navy admirals will recommend that the secretaries of defense and the navy reactivate the Fourth Fleet and have its headquarters at Naval Station, Mayport, U. S. Sen. Bill Nelson, D.-Fla., said January 18. Admirals Gary Roughead, the chief of naval operations, and Jim Stavridis, commanding officer of U. S. Southern Command, told Nelson that except for approval by civilian leaders, the decision has been made, the senator said. The Fourth Fleet, which was deactivated in the 1950s would operate in waters off Latin America and the Caribbean. It would be commanded by a three-star admiral, who would report to Stavridis and direct ships assigned to it as needed. The fleet's staff would include a few hundred personnel at Mayport, but its impact on the region would be larger than that, Nelson said. Bringing a three-star admiral would enhance Mayport's status and, in turn, "our opportunity to get a (nuclear-powered) aircraft carrier and a big-deck amphibious ship" stationed at Mayport. "I'm confident we'll get nuclear facilities at Mayport," Nelson said, referring to infrastructure required to support a ship with a nuclear propulsion plant. That infrastructure will have to be built before a carrier can be assigned to Mayport. An environmental impact study about bringing new ships, including a nuclear-powered carrier, to Mayport is expected to be released in a few months. Nelson said several factors have prompted admirals to conclude Latin American and Caribbean waters require a fleet dedicated to them: the rising economic strength of Brazil, the belligerence of Venezuelas, the increasing trade moving through the Panama Canal, and Cuban leader Fidel Castro's age. Nelson's comments came three days after Republican candidate for president Rudy Giuliani said during a campaign stop in Jacksonville that he would work to ensure the carrier George H. W. Bush, expected to be commissioned in 2009, is stationed at Mayport. Nelson said he expects Democrats running for president will make the same commitment but that it might not matter because he's hopeful such a decision will be made before the next president takes office. Nelson said he and U. S. Rep. Ander Crenshaw, R-Fla., are pushing to get the current administration to do so.

JAX Bus. Journal 1-25-31, 2008

BUSINESSES SURROUNDING EXPLOSION SITE STILL RECOVERING

More than a month after a fatal explosion at a Northside chemical plant, many neighboring businesses are still recovering from millions of dollars of damage. The Dec. 19 explosion at T2 Laboratories, Inc. at 3043 Faye Road, which killed four people and injured others, illustrates the importance of businesses having a contingency plan. "Our disaster preparation was based on what would happen if a hurricane happened," said Palmer Clarkson, owner of Masthead Hose and Supply. "Nobody plans for your neighbor to have an explosion that blows the building down." The explosion, caused by an over-heated reactor, destroyed the hydraulic and industrial hose distributor's \$1.2 million facility and about \$60,000 of improvements the company had made to the rented property. Masthead doesn't expect to move into the rebuilt 25,000 square foot facility for at least nine months. After the blast knocked the company's seven employees to the ground, they fled down the road to the branch manager's wife's daycare. Because the accident happened during the holiday season, the facility didn't have its normal crew of 17. No one was hurt. Although the money lost won't be known until insurance claims are settled, Clarkson knows the destruction of its Northside facility has caused the company to lose business, because some of its customers aren't willing to go to its Orange Park headquarters. Pezine LLC's facility has been closed because of damage caused by the explosion, employee Barbara Beaty said. The plastics manufacturer had recently begun to move into the building. Executives at the Jacksonville-based company declined to comment. Nearby businesses, such as Stover Sales, Inc. PMB Constructors, Inc., Wilkinson Steel Company, Inc., and Cogburn Bros. Electric Inc. also suffered damage, but not on the sale of Masthead or Pezine, because they were farther away from T2 or shielded by the most affected buildings. Other nearby

companies may have suffered damage, but they were not available for comment. Helen Wilkinson, owner of Wilkinson Steel, said the damage would have been worse if not for the steel straps on the company's trailers. "I was prepared for a hurricane, but it helped with the atomic bomb." Hurricane preparedness also helped Cogburn Bros. Electric, which used its electric generator for the first time after losing power. Tom Stover, owner of Stover Sales, said after suffering \$200,000 worth of damage, he is setting up a contingency plan for his company, which sells UD Trucks, towing equipment and used trucks, and has a full-service garage. Contingency plans, which help businesses prepare for natural or man-made disasters, should include a way for a company to determine the health of its employees, said Robert Myers, area program director with the Small Business Development Center at the University of North Florida. He suggests a third-party number that employees can call to report their health and whereabouts in case a disaster destroys phone lines or cell towers. It is also important for a company to have a way to get in touch with its suppliers, vendors and customers to tell them about the situation and when they can expect alternate arrangements to be met. This can be done by setting up a separate office or reaching an agreement with another company to lease some space. Myers said companies should also work to know and keep in touch with their neighbors so they can work together in case of an emergency.

JAX BUS. JOURNAL 25-31, 2008

ANYONE CAN LEARN HOW TO SELL THEIR PRODUCT

All businesses have one thing in common: They have to sell a product or service. The art of selling, therefore, is a critical skill. And with a little know-how, even those who think "It's not my job" or "I'm no good at sales" can close deals. Businesses can increase sales by first identifying and then building on markets where they are already successful. Looking for strong patterns can bring strong results. "We recently discovered that nursing homes around the country had remarkable success reducing turnover using the Predictive Index assessment tool we represent in Florida," said Steve Waterhouse, president of Predictive Results and president of the sales and training consulting company The Waterhouse Group. When Waterhouse's company began focusing on nursing homes, he said the strategy doubled sales. "It becomes more difficult if people don't need what you're selling, because now you have to push it, and the fact is, if you're pushing the wrong people, you're making a whatever out of yourself. There's a difference between selling and staking." A little research can help find potential customers who are most likely to buy. Contact vendors, suppliers and even businesses in other areas that sell similar products or services to find out what's working. Established companies can look for patterns among existing clients and then expand sales and marketing efforts to reach potential new clients, whether within a particular demographic or a geographic region. "The more you surround yourself with high-quality prospects, the easier sales is," Waterhouse said. "Once you need me, you're going to call me, so I don't have to sell you anymore." Don't think sales of requiring some masterful technique. Just strike up a conversation. "Just talk to them: ask about what needs they have," Waterhouse said. "Look to see if they have a need for what you offer. You do it by being inquisitive, friendly, courteous. It really is having a genuine interest in the well-being of someone. In the middle of that conversation, in most cases, someone will say, "That's interesting. What can you do?" "I solve problems like yours." And now the conversation is going to be very easy. Many nonsales professionals remain uncertain about the selling process, and now the University of North Florida's Division of Continuing Education is offering some help. Mastering the Sales Challenge for Non-Sales Executives and Entrepreneurs is a three-day course being offered Feb 12 to 14 and again April 14 to 16. "I may be chief information officer, but in today's marketplace, I have many opportunities to help my organization promote and sell the produce or service we're offering," said Robert Golitz, director of executive education and leadership development at UNF. "I may be an entrepreneur or perhaps someone starting a new business. I now how to make the product or service, but I don't know how to sell it. Here's the opportunity for individuals like that to enhance or develop sales and marketing skills, so I can do a better job of selling, or hiring and managing a sales force." Tom Butler, president of Business Skills Press in Vero Beach and author of three books on sales, is teaching the class. Attendees "have a business idea and a lot of those ideas and products are very neat things, but what they typically don't know how to do is get the product sold," Butler said. "The

biggest mistake, in my opinion, when it comes to selling is they don't understand its really a methodical process, not a random thing. One thing I stress in the course is what I call a business sales methodology that walks the attendees step-by-step through the sales process from managing a territory to closing an order." The program also covers issues such as developing a sales program, addressing how to identify markets, and managing a sales team, as well as creating a repeatable sales process.

JAX BUS. JOURNAL 1-18-24, 2008

REQUIRED EMPLOYMENT LAW POSTERS CAN BE TRICKY

Businesses must display a variety of workplace posters so as not to run afoul of the law. However, the key is knowing which posters apply to each business. The U. S. Department of Labor requires employers to post notices so that employees are aware of their rights under federal laws such as the Fair Labor Standards Act, the Family and Medical Leave Act and Title VII of the Civil Rights Act of 1964. However, not every employer is required to post every poster. Requirements vary based on factors such as the number of employees, the industry and whether the company is a federal contractor or subcontractor. The Labor Department provides all federally required posters free online at www.dol.gov/elaws/posters.html. "They have the e-laws Poster Adviser tool, said Shanna Chevalier, an attorney at Hill & Chevalier. "You go through a questionnaire about your company and it tells you what you need. You just print them and post them and that's good enough for your requirements as long as they are posted where (employees) can read them." There are also state-mandated workplace posters. In Florida, these include information about the state's minimum wage – which rose to \$6.79 per hour Jan. 1 – unemployment rights, workers' compensation and child labor laws, among others. Business owners can go to the Agency for Workforce Innovation's Web site, www.floridajobs.org/PDG/posters.html, to learn more about the posters and required notices. When changes are made – for example with the minimum wage increase – companies are required to update their postings to be in compliance. However, there's no such thing as the poster police. Usually what happens is the government – whether it's the Wage and Hour division of the Department of Labor or the Occupational Safety and Health Administration – will audit a particular industry, and they will check to see whether the employer has complied with the notice postings, and John Dickinson, labor and employment attorney in the Jacksonville office of Constangy, Brooks & Smith, LLC. "It can be triggered by a random audit of an industry or by (an employee) complaint or by OSHA if there has been an injury in the workplace where there's an investigation. The penalties for willfully refusing to post three notices vary widely; some constitute a figurative slap on the wrist, while other hit the employer with fines and other penalties. There can also be other ramifications where the law will be on the employee's side. For example, "If there's an issue as to whether an employee is entitled (to time off under the Family and Medical Leave Act), the Department of Labor will take the position that if you haven't posted, you can't deny the FMLA," Dickinson said. There are companies that provide poster compliance services to businesses. "They offer programs that keep you up to date and automatically send you changes that you need to post." Chevalier said. "They're laminated and pretty, but it's not required and in my eyes it's not worth the money. I was looking up prices for one that offered one or two year (services) for \$39.99 and \$59.99. "There's not going to be a whole lot of changes in a couple of years' time to make it worth that when you can easily go online and print them your self for free."

JAX Bus Journal 1-11-17, 2008

Recruit Quality Staff

Start building your work force now by recruiting quality people. Here are some tips:

*Make it easy for potential employees to apply online using your Web site.

*Respond quickly to potential applicants. A rapid response boosts applicant's self-esteem and makes them want to work for the company.

- *Consider hiring retirees. There is a growing pool of retired workers who are looking for additional spending money or a chance to get out of the house. They are excellent employees and often very flexible.
- *Communicate the benefits of worklog at the company. Outline that experiences that will promote professional and personal growth.
- *Partner with a local high school for “work-based learning.” Many high schools are looking for work experience for their students. Because the students want to get as much experience as possible, they tend to be very flexible.
- *Go to job fairs. They are an opportunity for your company to be noticed. Introduce yourself. Hand out employment brochures and offer free giveaways. Meet with interested potential employees.
- *Speak to various groups and clubs at college campuses. Seek out groups that match your company’s products and services. For example, contact the literary club or the school newspaper to look for potential writers.
- *Meet with local placement offices so that they know a bit about your company. Urge them to call you with quality candidates.

JAX Bus. Journal 1-11-17, 2008

VYSTAR GETS LICENSE TO RUN ITS OWN REAL ESTATE AGENCY

The largest credit union in Northeast Florida will soon operate a real estate agency through a subsidiary company. VyStar Credit Union recently got a license for a real estate agency that will operate a business entity within VyStar Financial Group LLC, a for-profit company owned by the credit union. Local credit union executives said VyStar may be the first credit union in Jacksonville to own a real estate agency and possibly the first in Florida. VyStar sees it as a way to create a one-stop shop for its members looking to buy or sell a home and in need of financing. “It’s an added, full value” to help build relationships with its members, said Terry West, president and CEO of VyStar. Anyone who lives or works in Alachua, Baker, Bradford, Duval, Clay, Columbia, Flagler, Gilchrist, Levy, Marion, Nassau, Putnam, St. Johns, Union and Volusia counties can now join VyStar. But West said the agency cannot legally require clients to apply for financing with VyStar Credit Union – it can only make them aware of such services. The agency will open its first quarter this year with a broker and about four agents and will expand as business grows, West said. It will initially focus on the Westside, Mandarin and Clay County. Agents will be paid on commission, but West said pricing has not been finalized. Cost will vary among members. Few credit unions in the nation have a real estate agency, West said.

JAX Bus. Journal 1-11-17, 2008

TODAY’S CHUCKLES

IF YOU’VE LIVED IN FLORIDA FOR 10 YEARS OR MORE:

Socks are only for bowling.

You never use an umbrella because you know the rain will be over in five minutes.

A good parking place has nothing to do with distance from the store, but everything to do with shade.

Your winter coat is made of denim.

You can tell the difference between fire ant bites and mosquito bites.

You're younger than thirty but some of your friends are over 65.

Anything under 70 is chilly.

You've driven through Yeehaw Junction.

You could swim before you could read.

You have to drive north to get to The South.

You know that no other grocery store can compare to Publix.

Every other house in your neighborhood had blue roofs in 2004-2005.

You know that anything under a Category 3 just isn't worth waking up for.

You dread love bug season.

You are on a first name basis with the Hurricane list. They aren't Hurricane Charley, Hurricane Frances, but Charley, Frances, Ivan and Jeanne.

You know what a snowbird is and when they'll leave.

You think a six foot alligator is actually pretty average.

You were twelve before you ever saw snow, or you still haven't.
Down South means Key West.

You think New York drivers licenses should only be valid in New York.

Flip-flops are everyday wear.

Shoes are for business meetings and church, but you HAVE worn flip-flops to church before.

Sweet tea can be served at any meal.

An alligator once walked through your neighborhood.

You smirk when a game show's Grand Prize is a trip or cruise to Florida.

You measure distance in minutes.

You have a drawer full of bathing suits and one sweatshirt.

You get annoyed at the tourists who feed seagulls.

A mountain is any hill 100 feet above sea level.

You think everyone from a bigger city has a northern accent.

You know the four seasons really are hurricane season, love bug season, tourist season, and summer.

It's not soda, cola or pop. It's coke, regardless of brand or flavor. "What kinda coke you want?"

Anything under 95 is just warm.

You've hosted a hurricane party.

You go to a theme park for an afternoon and know when to get the best rides. (Space Mountain during the Electric Light Parade)

You understand the futility of exterminating cockroaches.

You can pronounce Okeechobee, Kissimmee, Ichnatucknee and Withlacoochee

You understand why its better to have a friend with a boat, than have a boat yourself.

Bumper stickers on the pickup in front of you include: various fish, NRA, NASCAR, Go Gators, and a confederate flag.

You were 5 before you realized they made houses without pools.

You were 25 when you first met someone who couldn't swim.

You've worn shorts and used the A/C on Christmas

You recognize Miami-Dade as "Northern Cuba"

You not only forward this, but you understand it!

DEAR LORD,

So far today, am I doing all right.

I have not gossiped, lost my temper, been greedy, grumpy, nasty, selfish, or self-indulgent. I have not whined, complained, cursed, or eaten any chocolate. I have charged nothing on my credit card.

BUT, I will be getting out of bed in a minute and I think that I will really need your help then.



Nancy & Paul
See you next month



Northside Business Leaders, Inc.

Post Office Box 28554 • Jacksonville, Florida 32226-8554

Meetings: 2nd & 4th Tuesday of the month. Time: 11:45 A.M.

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

Category Info on website under Memberships