



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

“The Northside” June 2007

Mark Your Calendar

June 12, 2007 David Stubbs
Director of Planning and Properties

June 26, 2007 Sheriff John Rutherford

Birthdays for June

| | | | |
|----------------|----|-----------------|----|
| Dorothy Ammons | 9 | P. Campbell | 30 |
| Scott Cates | 22 | Don Davis | 23 |
| Paul Forte | 16 | Patty Griffin | 1 |
| Ed Jones | 9 | Sollie Mitchell | 20 |
| Mike Moore | 30 | David Ruppel | 18 |
| R. Van Langen | 16 | H. Vinyard | 20 |
| Louise Walker | 26 | | |

REMEMBER TO WISH YOUR FRIENDS HAPPY BIRTHDAY

MEETINGS YOU MAY HAVE MISSED

May 8, 2007

Shipping for the Small Office

Presented by Sandra Chestnut & Doris Camer



Sandra and Doris gave an informative presentation on shipping large and small packages. Finding the right carrier for your commodity and the right price will be important to your business not only to save money, but to expedite the shipping. More important is quality handling of that product.

Team WorldWide: Air Express, Team WorldWide: International,

Team WorldWide: Ocean Services, Team WorldWide: Transportation (Ground),

Team WorldWide: Trac and Team WorldWide: National Accounts

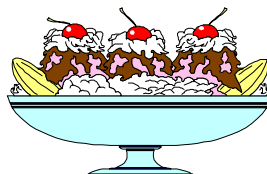
May 22, 2007
University of Florida Extension Office
Presented by Tamera Britton



Tamera Britton informed the Northside Business Leaders about the many programs from the UF Extension Office. These programs are offered to the public and business for very little expense or none at all. Programs include 4-H, Canning Foods, Financial Classes (One Smart Move & Get Checking), Family & Consumer Sciences, Agriculture Urban Horticulture, "Before You Tie the Knot" Premarital Preparation, Master Food and Master Gardner are just a few of the many programs offered. Tamera offered to come again and show us how to cook "Light and Nutritious".



Banana Splits Ok, but only eat the bananas, nuts and the cherries.
Good Luck!



MEMBER NEWS!!!

KUDOS AND THANK YOU TO THE SUNS VOLUNTEERS!!!

To Gerri Jones and her crew for working so hard for us at the Suns Game on May 9. We made over the course of working these games approximately \$1,000.00 for the Club. Way to go volunteers. We greatly appreciate the sweat, time, hard work, and support for our great organization. Thank you, thank you!!!



Members!

Due to rising vendor costs and expenses, it has become necessary to **raise the price for our luncheons to \$15.00**. We will no longer mail the newsletter each month, but we will instead E-Mail the document to all members. If you do not wish the newsletter E-mailed to you, please let us know immediately. We will have copies available at the luncheon meetings and you can pick one up from Nancy. We apologize for any inconvenience it may cause anyone, but it is necessary to keep up with the rising costs.

Please don't forget to let me know when you have news we need to report. We are a big family and we like to know when special attention and thoughts are needed.

FOR SALE: Member shirts for \$35.00. Please let me know if you are interested in purchasing these nice golf style shirts.

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 by:

Fax: 904-714-4596 or E-MAIL nmb71445966@bellsouth.net.

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

Summer is here, be careful!



Articles of Interest

In the Political Arena:

BILLS TO WATCH OUT FOR

#2006-1225 – This bill repeals and recreates regulations relative to airports, and the adjacent lands concerning noise requirements.

Bill #2006-1394 amending Chapter 751 – Septic Tank Superfund.

This bill amends Chapter 751 of the Ordinance Code to create an on-site septic tank disposal system.

EVERBANK TO ACQUIRE PART OF NETBANK

Everbank Financial Corp will acquire a portion of NetBank Inc.'s online banking business to nearly double its size. The acquisition will transfer NetBank's (NASDAQ: NTBK) direct online banking, small business financing arm. Mortgage servicing portfolio and related trademarks to EverBank. Financial agreements have not yet been disclosed but it will increase EverBank's deposits from nearly \$3 billion to \$6 billion and assets from \$4.2 billion as of Dec 31 to \$7 billion. The acquisition will make Jacksonville based EverBank the third largest Florida-based bank. EverBank Financial's President and CFO Blake Wilson said. It will also add a commercial equipment leasing arm to EverBank out of NetBank's office in Columbia, S.C. Chairman and CEO Rob Clements said EverBank will need an additional 200 employees, half of which would be in Jacksonville, to support the online banking and mortgage expansion from the acquisition. The deal is expected to close by July and to be fully integrated by the third quarter this year, according to an EverBank press release. The purchase price will create a \$60 million to \$70 million loss for NetBank at the close of the acquisition, according to a NetBank press release. NetBank has been under financial pressure for more than a year partly due to a decline in mortgage originations and a flat yield curve, it said. The online bank and mortgage lender has yet to file its 2006 annual financial report and the 2007 first quarter report. Notices from the NASDAQ Stock Market stated NetBank common stock is subject to delisting because of the delays in filing its financials, according to a report filed with the U. S. Securities and Exchange Commission May 15. In the 2007 plans for NetBank outlined a financial report filed March 21, the company's executives are eligible for an annual incentive based on when the sale to EverBank is substantially completed. Executives can receive between 50 percent and 200 percent of the target incentive in cash or stock depending on their tier group. If the acquisition is completed after June 30, their performance is rated as unacceptable and no incentive will be offered for that particular plan. Tasks in the tactical action plan also include closing NetBank offices in Jacksonville and St. Louis. An annual performance incentive is based on whether the close of both operations saves the company \$250,000 to \$1.4 million.

TRAILER BRIDGE TO LINK WEST COAST, PUERTO RICO

Trailer Bridge, Inc. is expanding its reach to the West Coast by teaming up with an international shipper to move 53-foot containers to and from Puerto Rico. Trailer Bridge's agreement with Pacer International Inc will allow customers to ship goods from the West Coast to Puerto Rico in the same container. Before the deal, Trailer Bridge's principal market had been the East Coast of the U.S. Trailer Bridge CEO John D. McCowan said the deal with Pacer allows "regular access to shipments to and from the western region, particularly inbound shipments from the Far East that can now go all the way to Puerto Rico in the same 53-foot container." The collaboration between the two companies is an expansion of Pacer's PacerDirect door-to-door service in the U. S. With the expansion of that service to Puerto Rico, Pacer will focus on West Coast-origin freight. The containers will move on Pacer's rail network and be turned over to Trailer Bridge in Jacksonville for shipment to Puerto Rico. Trailer Bridge Inc. (NASDAQ:TRBR), based in Jacksonville, provides integrated trucking and shipping service between the lower 48 states and Puerto Rico.

JAX BUS. JOURNAL 5-25-31, 2007

MAYOR DISCUSSES PLANS FOR SECOND TERM, CECIL

Mayor John Peyton spoke May 21 with the Jacksonville Business Journal about plans for his second term, Cecil Field, large city projects and other topics. The following are excerpts from that conversation with reporters and editors.

Jacksonville Business Journal: What do you hope to achieve in the next four years?

Mayor John Peyton: From the very beginning, I've been emphasizing economic development. Growing this economy is the single best thing we can do for the community. One ultimate measure of the success of a community is per capita income and we have had a trend here that is not positive, it is going down relative to the national average and we need to pull the nose up. Everything we do, everything we look at, has got to somehow lead to that. We are opening up an east-west trading lane and have the potential to be the third-largest port on the East Coast of the United States in 15 or 20 years. Now that we've landed the Asian connection, how do we grow that opportunity? We have a lot of containers coming to this community and our ability to get them out quickly and efficiently is going to impact the success of our port. The Cecil (Commerce Center) component is greatly important, master planning and executing on that plan so that we have the land to serve the port. We have some tremendous prospects in the aerospace industry for Cecil, then 3,000 acres for an industrial sanctuary. We are trying to preserve that land for pure industrial opportunity. We've done a good job of growing our park system and setting aside land, but I think we need to be equally vigorous in setting aside industrial land. You've got to have the jobs to raise the needle on per capital income, you've got to have the place for the jobs that can do that. Another area in which we have enormous potential is the University of Florida presence here with Shands Jacksonville. That campus is an economic engine for Northeast Florida. It also complements one of our strongholds, the health sciences field. We want to make that campus an attractive, desirable place to be. We are working with them on their infrastructure plans and how we can dovetail our community streets and parks to really complement what they are doing. We want to grow their presence here, it is a natural. We are still working on our park system. I would like to see a particular emphasis on our urban parks. We've got thousands of people slated to live in our urban core and we need to complement the pedestrian experience and river access. Two main focuses are Friendship Fountain and Met (Metropolitan) Park. Those two spectacular pieces of property in our urban core do not reflect the quality of their location.

We'd like to spend some time master planning them over the next four years. Literacy continues to be a personal passion. It goes back to our economy, to having a prepared work force, to having a higher graduation rate. Early literacy is the No 1 predictor of how far students go in school, what kind of job they get and whether they commit a crime. These are things we are looking forward to. Right now we are trying to protect our revenue stream from Tallahassee and that is taking all our time and energy. It's very hard to talk about investing in Cecil, master planning infrastructure around the port or enhancing the Shands campus without any money. If the money's not right, nothing's right. There are parts of this state that are having a tax crisis. We are not one of those places, we've seen rollbacks here for 14 years in the millage rate. We've been fiscally conservatively managed for a long time. With talk of trying to find a one-size-fits-all tax reform plan, it's very difficult because we have done what is atypical of every county and every other city in Florida. We have the misfortune of being hurt more drastically.

JBJ: Plans to build a new Duval County Courthouse?

Mayor Peyton: The courthouse hit another stumbling block, which is characteristic of this project. We had to change course on our contractor. We will continue the design work; we are asking our design team to design to 35 percent. At that point we will have the minimum amount of documents to go out to bid and basically see what the market will bear to build the facility.

JBJ: Auchter and Perry McCall were working on the project, what kind of work were they doing?

Mayor Peyton: Well, it was a design/build concept so it was really only design at that time. We spent \$1.6 million on design and we are using those plans to continue to go on to 35 percent, so the good news is we haven't lost anything. Spillis Candella (& Partners, a design firm out of Miami) has been a part of the team since the beginning and basically we are just having them carry on. Rink (Jacksonville-based architectural firm Rink Design Partnership Inc.) was part of the team with Auchter Perry McCall. Rink is now working with Spillis Candella so we don't miss a beat and keep on going. This project, I think there is a poltergeist. It's got bad luck.

JBJ: City Council elections are done and there will be 10 new members installed this summer. How will affect your budget process?

We've set up a full day of orientations with each new council member where they can meet our department heads and go over the budget. We are using two to three house to drive through their district to see what is important to them, and what they heard on the campaign trail, some of the things they want to accomplish while in office. This is not typical, usually it's a couple of hours, welcome to City Hall. They are expected to know and vote on a budget in a matter of weeks, so we are going to use all of this time leading up to them being installed to get them up to speed the best we can.

(The remainder to run in the July newsletter) JAX BUS JOURNAL 5-25-31 2007

TODAY'S THOUGHT

Who you are Makes a Difference

A teacher in New York decided to honor each of her seniors in High School by telling them the difference each of them had made. She called each student to the front of the class, one at a time. First, she told each of them how they had made a difference to her, and the class. Then she presented each of them with a blue ribbon, imprinted with gold letters, which read, "Who I am Makes a Difference." Afterwards, the teacher decided to do a class project, to see what kind of impact recognition would have on a Community. She gave each of the students three more blue ribbons, and instructed them to go out and spread this acknowledgement ceremony. Then they were to follow up on the results, see who honored whom, and report to the class in about a week.

One of the boys in the class went to a junior executive in a nearby Company, and honored him for helping him with his career planning. He gave him a blue ribbon, and put it on his shirt. Then he gave him two extra ribbons and said, "We're doing a class project on recognition, and we'd like for you to go out, find somebody to honor, give them a blue ribbon, then give them the extra blue ribbon so they can acknowledge a third person, to keep this acknowledgement ceremony going. Then please report back to me and tell me what happened. Later that day, the junior executive went in to see his boss, who had noted, by the way, as being kind of a grouchy fellow. He said his boss down, and told him that he deeply admired him for being a creative genius. The boss seemed very surprised. The junior executive asked him if he would accept the gift of the blue ribbon, and would he give him permission to put it on him. His surprised boss said, "Well, sure." The junior executive took the blue ribbon and placed it right on his boss's jacket, above his heart. As he gave him the last extra ribbon, he said, "Would you take this extra ribbon, and pass it on by honoring somebody else. That night, the boss came home to his 14 year old son, and sat him down. He said, "The most incredible thing happened to me today. I was in my office, and one of the junior executives came and told me he admired me, and gave me a blue ribbon for being a creative genius! Then he put a blue ribbon that says, "Who I Am Makes a Difference", on my jacket above my heart. He gave me an extra ribbon and asked me to find somebody else to honor. As I was driving home tonight, I started thinking about whom I would honor with this ribbon, and I thought about you. I want to honor you. My days are hectic and when I come home, I do not pay a lot of attention to you. Sometimes I scream at you for not getting good grades in school and for your bedroom being a mess. Somehow, tonight, I just wanted to sit here and, well, just let you know that you do make a difference to me. Besides your mother, you are the most important person in my life. You're a great kid, and I love you!" The startled boy started to sob and sob, and he could not stop crying. His whole body shook. He looked at his father and said through his tears, "Dad, earlier tonight I sat in my room and wrote a letter to you and Mom explaining why I had took my life, and I asked you to forgive me. I was going to commit suicide tonight after you were asleep. I just did not think that you cared at all. The letter is upstairs, I don't think I need it after all." His father walked upstairs and found a heartfelt letter full of anguish and pain. The boss went back to work a changed man. He was no longer a grouch, but made sure he let all of his employees know that they made a difference. The junior executive helped several other young people with career planning, and never forgot to let them know that they made a difference in his life . . . one being the boss' son. In addition, the young boy and his classmates learned a valuable lesson, "Who you are DOES make a difference". Isn't this a wonderful story? I'm passing the blue ribbon to you, for who YOU are makes a difference too. May GOD BLESS YOU. Have an awesome day, and know that someone has thought about you today.