



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”

May 2008

Mark Your Calendar

NBL PAC Meeting, May 5, 2008, 8:30am

Board Meeting, May 6, 11:45am

May 13th

Todd Linder, CM

Jacksonville Aviation Authority

“Cecil Field Spaceport”

May 27th

Angela Corey vs. Jay Plotkin

“State Attorney Debate”

Birthdays for May



John W. Allen	14	John Benso	24
Roland Biederer	31	Robert Birtalan	30
Kim Broward	16	Ed Fleming	11
Glenn Fowler	11	Dewitt Gibbs	4
Gerri Jones	25	John Reaves	10
Joann Tredennick	10	Harry Wagner	2



REMEMBER TO WISH YOUR FRIENDS HAPPY BIRTHDAY



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

News from NBL

Political Action Committee (PAC)

Chairman Warren Alvarez

April 8, 2008 Meeting

Warren asked the members in attendance at our regular meeting, Tuesday, April 8, if any members were interested in helping out on a few projects to stay after for a short meeting. Attending the meeting with Warren were Sue Brinson, Faye Rustin, Dick Berry, Dino Ponson, Janet Johnson, Georgia Reed and Paul Forte. Warren feels the club needs to make a statement and show its presence on the Heckscher Drive and SR-9A (I295) road problems, caused by the upcoming Mitsui OSK Lines (MOL) influx of up to 5000 plus trucks a day (12 Hour Period). The potential of the second line will bring another 3000 plus trucks and their containers.

The MOL is great for North Jacksonville, but the infrastructure must be ready so that neighboring businesses and homeowners will not be totally devastated by this influx of truck traffic. The roads will have to be built quickly and be maintained due to the heavy wear and tear. The road problem can be a logistical nightmare and require monies from many areas (City, State and Federal Government.)

Warren said we needed to set a goal and have 3-4 questions for the Mayor at our next meeting, Tuesday, April 22nd.

April 16, 2008 Meeting

Warren Alvarez Committee Chairman PAC requested a meeting to discuss questions for Mayor Peyton, which will be presented at our Members Luncheon Meeting, Tuesday April 22, 2008. Warren felt it would be better to let the Mayor know in advance the questions and that way we might obtain answers sooner. Those at the meeting were Gerri Jones, Georgia Reed, Faye Rustin, Bob Peeples, Paul Forte and Warren. Ideas were passed around and then after the meeting a letter was drafted with the questions to be asked. After a few revisions it was approved and then emailed to the Mayor's Office. Attached below is a copy of the letter.

We hope all members will make an effort to be at the meeting, because the Northside Business Leaders need to watch closely the decisions being made on the Mitsui project and the associated infrastructure changes.

The Mayor asked us if he could come and speak and that is an honor. We as a club have had numerous meetings with the Mayor directly at his office and each year at one of our member luncheon meetings. He has always been interested in our position on various things that affects Northside and Jacksonville. Lets get out Tuesday and show our appreciation.

May 5, 2008

The May 5th meeting of NBL PAC will have JEDC's Executive Director, Ron Barton to talk to us about MOL. Mayor Peyton has assigned Ron as the point man on the road issues surrounding the area affected by the upcoming Mitsui OSK Lines (MOL) Project. We hope to find out details on what will be done and the timetables.

Place: Panera Bread at River City Mall

Time: 8:30am (Approx length one hour)

Please RSVP Paul Forte, at paf2110@turboaction.com or call me ASAP to be sure we have enough room for everyone.

Phone Daytime (M-F): 741-4850. **After Hours Cell:** 703-9342

MEETING YOU MAY HAVE MISSED

April 8, 2008

Alberta Hipps

“Keeping in Touch with Development”



George Corey & Alberta Hipps

Alberta Hipps, President, Hipps Group, Inc., an experienced government relations and business development professional, distinguished former Jacksonville Florida City Council President, with numerous projects to her credit formulating public and private policy and guiding administrative and legislative decisions. Her current positions include appointment by Governor Crist to the State of Florida Workforce Board and Mayor Peyton’s appointment to the Jacksonville Journey Task Force.

Alberta’s played a crucial role in the 1992 BRAC process and subsequent conversion of Cecil Field from military to civilian/aviation/commercial/recreational uses. Cecil Field had been proposed as a possible site for a state prison.

Alberta continues to work diligently for Jacksonville to improve Historic Springfield and her work on the Jacksonville Journey Task Force to eliminate crime, improve the education standards in Duval County, and the infra-structure which includes transportation, and the water and sewer line improvements. These improvements are crucial to Jacksonville’s future and making our area attractive to potential new residents and businesses.

Highlights of Alberta’s Presentation:

West Jacksonville: FAA Cecil Field

North Jacksonville: MPO (Metropolitan Planning Organization)

Keep close attention to: Concurrency

Springfield Development

Third & Main Development

1. Vision 2. Density (Singles, Mingles & Jingles) 3. Diversity 4. Destination

Alberta hopes the Jacksonville Journey Task Force will change the thinking of people from other areas of the country. They see us as high crime, bad schools and poor water/sewage conditions.

Business Spotlight

Faye Rustin

from the

"Sam's Club"



Faye Rustin joined Sam's Club staff as a service representative and gave a great presentation at the April 8 meeting on many of the programs and services Sam's Club has to offer. Sam's Club is a membership driven organization dedicated to serving small business and individuals. Their departments cover so many needs including floral, fresh produce, top-quality meats, staples such as coffee, frozen foods, communication services, tire/battery service, a travel service, photo processing, a check printing service and don't forget snacks of every kind you might need and a bakery department that is out of this world. Their jewelry department provides quality items at discounts other stores cannot offer. Sam's serves many of the restaurants and convenience stores in our area, and works with local caterers to help them bring top quality service to their customers and consumers.

Sam's has locations on Dunn Ave., Beach Blvd. and in Orange Park. An anniversary celebration is coming up shortly and will offer free memberships. Don't miss out on a good opportunity to acquire great value for your membership.

MEETING YOU MAY HAVE MISSED

April 22, 2008

Mayor John Peyton

“JAXPORT Growth Means Jobs, Ships & Trucks!”



At the beginning of his presentation, Mayor Peyton thanked Warren Alvarez for a job well done on the Trout River Bridge project. The project is near completion and Warren was responsible for getting this major project in Jacksonville approved. What a benefit it has been to all how travel I-95 and what used to be a very dangerous area to travel and where numerous accidents occurred. Thank you, Warren for a great job well done!

To help grow the city's workforce, the mayor has made early literacy a focus, and 34,000 Jacksonville four year olds have participated in his community-wide early literacy initiative, *RALLY Jacksonville!* In his second term, he continues to concentrate on public safety through *The Jacksonville Journey*, a comprehensive anti-crime effort that is currently under way. He has kept the health of the St. Johns River high on the agenda as well, following his initiation of *The River Accord*, a 10-year, \$700 million program to begin restoring the health of the Lower St. Johns River Basin.

Val Bostwick & Dot Mathias



The Mayor was scheduled to talk about his China trip, but he had to switch gears and cover the hotter topics of the day, Crime and Mitsui OSK Lines with its trucks.

Mayor Peyton feels that the JAXPORT gives us an international scope and being we have a Major Rail Hub and three Interstate Highways (I-95, I-10 and access to I-75) available we have a lot to offer. He was fast to point out that the new TraPac/ Mitsui was a great opportunity and challenge. The Northside will experience some overwhelming traffic conditions if we don't put together a sound highway plan, which includes an emphasis on safety for all citizens of Jacksonville.

The Mayor as usual was an excellent speaker and answered some of the questions in his talk that we prompted him in advance about. He also failed to answer a number of those questions. The Mayor had a question and answer period at the end of his talk.



Mayor Peyton has been a friend of the Northside Business Leaders always giving us an opportunity to ask questions and trying to direct us to the right people. Per the Mayor he assigned Ron Barton to be the point man on the Mitsui road issue. The NBL Political Action Committee will be meeting with Ron May 5th. We thank the Mayor for coming to speak to us and we extend our help to the Mayor if he needs us.



Lake Ray & Manning Woodley

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



The club has lost two members recently. Michael Pitocchi passed away on March 28, 2008. Don Davis lost his battle with cancer on April 10, 2008. Our prayers and condolences are extended to these families on the loss of their loved ones.

We extend our sincere condolences and prayers to Mary Alvarez who's Mother passed away recently. The funeral was Tuesday, April 29. Mary, we will keep you and Warren in our prayers during this very sad time.

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!

COURTHOUSE PROJECT APPROVED

The Jacksonville City Council votes 12-2 for the \$350 million complex April 22, 2008.

Not wanting to waste any more time, the Jacksonville City Council approved a \$350 million county courthouse complex, boosting the project's budget by nearly \$100 million. Mayor John Peyton and Chief Judge Donald Moran advocated for the new plan, which passed 12-2. Councilmen Bill Bishop and Art Graham voted against it after a quick debate. "We do need a courthouse, but this is the wrong way to do it," said Bishop, an architect. He criticized the building plans as "insufficient for downtown land use" because they are too spread out. That may be true, Councilman Warren Jones said, but it's time to move on with the project. "By delaying this project, we're making the same mistake we made four to five years ago, because the cost of the project goes up every month," he said. The council also decided to devote any proceeds from the sale of the current riverfront courthouse and the City Hall annex toward paying for the new construction. Duval County voters originally approved building a \$190 million County Courthouse eight years ago as part of the Better Jacksonville Plan sales tax increase. Since then, costs have risen and other complications have followed, leading Peyton to call the project "snake bitten." Tuesday's council vote increases the budget from the \$263.5 million that was authorized for the project in 2006. The complex includes an 800,000 square-foot building for both criminal and civil courts, converting the old federal courthouse into the State Attorney's Office and moving the Public Defender's Office to the Ed Ball building. City officials estimate the complex could be finished by the time Peyton leaves office June 30, 2011.

Times Union April 23, 2008

HAMBURG SUD SEEKS BIGGER SITE

Hamburg Sud is working with the Jacksonville Port Authority on a memorandum of understanding for expanding the company's presence. Hamburg Sud's ability to grow in Jacksonville is constrained on the roughly 35 acres it leases at the authority's Talleyrand Marine Terminal, where it handles its own ships and ships from Mediterranean Shipping Co. The company moved 107,368 20 foot-equivalent units of containerized cargo through its terminal in 2007, compared with 90,8000 in 2006, an 18.2 percent increase, according to data from the authority. Of that, Hamburg Sud's volume increased 53.8 percent from 37,716 TEUs in 2006 to 57,990 TEUs in 2007. "It's pretty clear that we need to expand," said Juergen Pump, senior vice president of operations for Hamburg Sud North America, Inc. "We will outgrow the Talleyrand terminal's capacity." Ideally, the company would like to more than double-possibly triple, its footprint in Jacksonville, Pump said, noting the company's plans to put bigger ships in service. "We're thinking more in 100 acre range," Pump said from the company's North American headquarters in New Jersey. "If you do something like this, you want to plan for the future and not run out of space five years later." Hamburg Sud's need for more space highlights the authority's need to acquire more land to accommodate existing tenants as well as prospects such as Hanjin Shipping Company Ltd, which has a memorandum of understanding with the authority to develop a 170-acre container terminal. While the authority is still working to acquire property big enough for Hanjin's plans, it expects a memorandum of understanding with Hamburg sud to convey that its needs haven't been forgotten, said Roy Schleicher, authority senior director of trade development, marketing and customer service. "The MOU we sent them to take a look at basically says if a piece of land becomes available that makes sense, we'll bring it to their attention," Schleicher said. "We have not narrowed down any particular property." Although the authority doesn't have available land big enough for what Hamburg Sud envisions, it understands that its existing tenants' needs merit primary consideration, Schleicher said. "It's our duty and our honor to help them grow." Strong growth in U. S. exports to Latin America has driven Hamburg Sud's expansion in Jacksonville, Pump said. Automotive parts are the fastest growing export carried by the company. Ships leaving Jacksonville go to Port Everglades before sailing to South America with stops in Venezuela, Uruguay, Brazil and Argentina. "Our ships are pretty full going to South America," Pump said. "Based on forecasts, we would hope foreign trade will continue to grow." With a bigger terminal, Hamburg Sud would consider adding Jacksonville to routes that call on Savannah, Ga. Before sailing overseas, Pump said. Those

routes include its U.S. East Coast-Europe and U.S. East-Coast Australia-New Zealand Services. The European service links Savannah and Philadelphia with Tilburg, England; Antwerp, Belgium; and Bremerhaven Germany. The Australia New Zealand service, which transits through the Panama Canal, stops in Cartagena, Columbia, before continuing to multiple ports in Australia and New Zealand. Hamburg Sud would prefer its own local terminal. At its current site, the company also provides stevedoring through a third party for Mediterranean Shipping Co., which generates revenue that would be lost if Hamburg Sud were to operate from someone else's terminal. The size of the property Hamburg Sud is interested in matches the property the authority acquired from Jax Maritime Partners LLC about 30 acres, plus the adjacent 70 acres the authority is seeking to take by eminent domain from Keystone Coal Co. That property, which is about a mile north of the Talleyrand terminal, has also been mentioned as a possible site to lease to a coal company based on projections that such operations could generate sufficient revenue to help pay for harbor deepening. Besides size, access to rail is vital to Hamburg Sud, Pump said. The company receives cargo containers from the Midwest via CSX Corp. (NYSE: CSX) "Jacksonville is our export gateway for the Midwest." The soon-to-open TraPac, Inc. terminal at Dames Point will not have rail access, although the authority hopes to build an intermodal container transfer facility nearby that could receive containers from Dames Point and the proposed Hanjin terminal between Broward Point and Drummond Point. Keystone's property, meanwhile has access to Norfolk Southern Corp track.

Jax Business Journal 4-18-24, 2008

Authority Closer to Cruise Site

Dames Point could be home to two Asian shipping company terminals as part of a shuffle that would move the Jacksonville Port Authority's cruise terminal to Mayport Village. Already at Dames Point, Mitsui O.S.K. Lines Ltd. is expected to open a 158 acre container terminal in January 2009. Now the authority is considering putting Hanjin Shipping Co. Ltd. there also on about 150 acres by 2011, authority Executive Director Rich Ferrin said. First the authority must move its cruise operations from the northern part of Dames Point. The authority's board will consider two resolutions at its April 28 meeting to buy property from The Vestcor Companies Inc. and the Matias Roland family for a cruise terminal. Ferrin estimated it would cost \$8 million to \$10 million to acquire both parcels, based on discussions with the owners. Until now, Ferrin had said the authority envisioned South Korea based Hanjin developing a 170 acre terminal on property the authority is working to buy from Zion Jacksonville Limited Partnership and Smurfit-Stone Container Enterprises, Inc. But the combined Zion-Smurfit property, which is near Dames Point between Drummond Point and Broward Point presents many obstacles to developing a container terminal by 2011, which is when a memorandum of understanding calls for Hanjin to be operating, Ferrin said. To make the property suitable for container operations, the portion of Heckscher Drive that dissects Zion's property would have to be elevated, a project that would cost \$15 million or more. The property would require significant work to build a container ship berth. Also, for Smurfit-Stone to sell its land adjacent to Zion, the authority would have to pay to relocate certain industrial functions that are carried out on the property now, Ferrin said. Meanwhile, recent U.S. and global economic conditions make it likely that Japan-based Misui won't need to expand beyond its footprint at Dames Point, Ferrin Said. In order to maximize the acreage to lease to Hanjin at Dames Point, the authority could take the northern 28 acres it's leasing to Misui and combine it with the rest of the yet-to-be leased property there to make a roughly 150-acre terminal, Ferrin said. At the same time, the authority could fill about 34 acres of wetlands in the middle of the Mitsui terminal, paying for mitigation elsewhere, to give Mitsui a modest net gain in acreage. The authority would still be interested in the Zion property to handle bulk cargo, such as coal, which wouldn't require elevating Heckscher Drive or other major structural work, Ferrin said. The authority has considered using property owed by Keystone Coal Co. for a coal terminal that could generate millions of dollars in revenue, which could be used to help pay for deepening the shipping channel in the St. Johns River.

Putting a bulk cargo terminal at Zion could enable the authority to offer the Keystone property, if the authority is able to acquire it through eminent domain, to Hamburg Sud, a long-time authority tenant whose growth is constrained by the space it leases at Talleyrand Marine Terminal.

Navy Report shows possible Job Loss At Mayport

The Navy's draft environmental impact statement regarding various proposals for adding ships to Naval Station Mayport depicts a base whose presence will shrink drastically if the Navy takes no action. The environmental impact statement report, which analyses the impacts associated with stationing a nuclear-powered aircraft carrier and other ships at Mayport, lists no unmanageable issues from doing so. It does, however; show significant resources needed to make that happen, as well as the magnitude and economic impact of Mayport's potential reduction if more ships are not stationed there soon. The Navy will begin decommissioning Mayport-based frigates in 2010, the draft environmental impact statement said. If the Navy adds no ships, Mayport's net daily population will drop from 13, 2772 in 2006 – the year before the conventionally powered carrier John F. Kennedy was retired – to 9,290 in 2014. The loss of 3,982 direct jobs would reduce the payroll associated with Mayport by \$374.6 million. Including losses of 467 indirect and 547 induced jobs, taking no action would cut disposable income attributable to the base by \$353.9 million. While local leaders worry about such numbers, the environmental impact statement suggests the Navy is concerned about the number of ships at Mayport falling from 22 to 11 by 2014 if no action is taken. More fully using Mayport preserves capabilities of the Jacksonville Fleet Concentration Area, which supports naval surge capability, the environmental impact statement said. And it helps optimize access to naval training ranges and operating areas. Reducing risks to fleet resources in the event of a natural or manmade disaster or terrorist attack was also cited. The environmental impact statement offers little insight into what the Navy thinks is an appropriate population and ship composition for Mayport, or how much the Defense Department is willing to pay to achieve it. Any option that doesn't include home-porting a nuclear-powered carrier will yield a net drop in base employment. But carrier-home porting options are the most expensive, while other choices can reduce the losses for much less. Option six—adding four destroyers, one frigate and two amphibious assault ships -- would hold direct jobs lost at 1,174 while costing about \$3.1 million, according to the report. Option 12 – option six plus home porting a carrier – would result in gaining 1,594 direct jobs at an estimated cost of \$488.2 million. In the current fiscal climate, with the Iraq War costing hundreds of billions of dollars and huge deficits throughout the federal budget, Jacksonville's congressional delegation faces a stiff challenge getting such funding. Lawmakers from Virginia are sure to oppose taking many ships. Especially a carrier; from Norfolk, where all the Navy's East Coast carriers are based. U.S. Rep Thelma Drake, R-Va., whose district includes Norfolk Naval Station and Little Creek Naval Amphibious Base, inserted an amendment in the 2007 Defense Authorization Bill requiring the environmental impact statement to include an economic analysis of each option. Her goal behind the amendment was for the Navy to “make a decision that reflected the best use of our taxpayers' dollars.” A public hearing on the draft environmental impact statement is scheduled for 6:30 p.m. April 16 at Florida Community College at Jacksonville's Deerwood Campus.

JAX Bus Journal April 4-10, 2008

TODAY'S HUMOR AND SENSABILITY

In the fall, when you see geese heading south for the winter flying along in “v” formation, one might consider what science has discovered as to why geese fly this way. Each bird flaps its wings creating uplift for the bird immediately following. A flock has a greater flying range in formation than a single bird would have on its own.

When a goose falls out of formation, it feels the drag and resistance of trying to fly alone and quickly rejoins the formation. The goose takes advantage of the lifting power of the bird in front. The geese in formation honk from behind to encourage those flying up front to keep their speed. When a goose gets sick and wounded and falls out of formation, two other geese will fall out of formation with that goose to follow it down to lend help and protection. They stay with that fallen goose until it is able to fly or it dies. Only then do they launch out of their own or with another formation to catch up with their flock.

People, who share a common direction and sense of community, can reach a goal more quickly and easily because they are traveling on the thrust of one another. It is harder to do something alone than together. It is beneficial to take turns doing demanding work. By sharing leadership and depending upon others in a group, there is a chance to lead and an opportunity to rest.

THREE BULLETS

There once was a man who had nothing for his family to eat. He had an old rifle and three bullets. So, he decided that he would go out hunting and kill some wild game for dinner. As he went down the road, he saw a rabbit. He shot at the rabbit and missed it. The rabbit ran away. Then he saw a squirrel and fired a shot at the squirrel and missed it. The squirrel disappeared into a hole in a cottonwood tree. As he went further, he saw a large wild "Tom" turkey in the tree, but he only had one bullet remaining. A voice spoke to him and said, 'Pray first, aim high and stay focused. However, at the same time, he saw a deer which was a better kill. He brought the gun down and aimed at the deer. But, then he saw a rattlesnake between his legs about to bite him, so he naturally brought the gun down further to shoot the rattlesnake. Still, the voice said again to him, 'I said 'Pray, Aim high and Stay focused. So, the man decided to listen to God's voice. He prayed, then aimed the gun high up in the tree and shot the wild turkey. The bullet bounced off the turkey and killed the deer. The handle fell off the gun and hit the snake in the head and killed it. And, when the gun had gone off, it knocked him into a pond. When he stood up to look around, he had fish in all his pockets, a dead deer and a turkey to eat for his family. The snake (Satan) was dead simply because the man listened to God.

Moral of the story:

Pray first before you do anything, aim and shoot high in your goals, and stay focused on God. Never let others discourage you concerning your past. The past is exactly that, 'the past.' Live every day one day at a time and remember only God knows our future and that he will not put you through any more than you can bear. Do not look to man for your blessings, but look to the doors that only He has prepared in advance for you in your favor. Wait, be still and patient: keep God first and everything else will follow.





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