



# 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” May 2007

### Mark Your Calendar

May 8, 2007

Sandra Chestnut & Doris Camer of Team Worldwide  
Shipping for Small Office to Large Business Owners.

May 22, 2007

Tamera Britton, UF Extension Office  
Offering Master Gardener, Food Preparation and  
Canning classes.

### Birthdays for May

Jim Acree	11	John Allen	14
John Benso	24	Roland Biederer	31
Bob Birtalan	30	Kim Broward	16
Ed Fleming	11	Dewitt Gibbs	4
Gerri Jones	25	John Reaves	10
Harry Wagner	2	JoAnn Tredennick	26

**REMEMBER TO WISH YOUR FRIENDS HAPPY BIRTHDAY**

## MEETINGS YOU MAY HAVE MISSED

April 10, 2007

### 911 “Operation Find Fast”

John Bracey, External Communications Manager and Ellen Fales, Senior Planner



John spoke on recent releases of two 911 Emergency Addressing Public Service Announcements (PSA'S). A total of 5500-30sec. spots have been aired since February 5, 2007. It is also anticipated that another segment of PSA'S will be released in the fall. John told us about the production of the two PSA'S and some unexpected background noises that showed up, which included a soccer ball practice and a 200-piece high school band. Both John and Ellen (Chairman of the 911 Emergency Addressing Advisory Committee) took questions from the floor. The Northside Business Leaders helped bring about this program to put up address numbers on homes (4in.) and businesses (6in.) that meet a minimum standard in height, location and contrast colors. John also mentioned that six other counties are looking at our 911 Program as a model for their programs. Common sense should tell us, that if an Emergency occurs at your home or business, the Emergency Responders need highly visible numbers to help possibly **Save Your Life or One of Your Loved Ones**. The 911 Program slogan says it clearly, **"We Can't Help You, Unless We Can Find You"**.

April 24, 2007

## **Septic Tank Superfund**

**Ordinance 2006-1394**

*Presented by Dick Berry & Warren Alvarez*



Dick Berry and Councilman Warren Alvarez not only informed us, but they also entertained us. The Septic Tank Superfund Ordinance 2006-1394 appears to be a Bill "full of \_\_\_\_". Both Dick and Warren feel this Bill needs to be removed, as it has no proof to back up the need to apply absorbent fees and excessive inspections on septic tanks other than it is a great way to produce a Superfund of Revenue (Tax). The city and JEA should in fact be trying to put in more city water and sewage and eventually phase out septic tanks by tying in the residents and businesses. Presently many new projects will receive water and sewage, but will not allow homes along the way or nearby to connect. It is estimated that there are 85,000 septic tanks in Duval County. [Click more info on the bill.](#)

## MEMBER NEWS!!!



### KUDOS AND THANK YOU TO THE SUNS GAMES VOLUNTEERS!!!

**Angie Chesser and Sam's volunteers, Sandra Chesser, Ed Jones, Bill Baisden, Grady Parker, Sue Brinson and Nancy Burnett.**

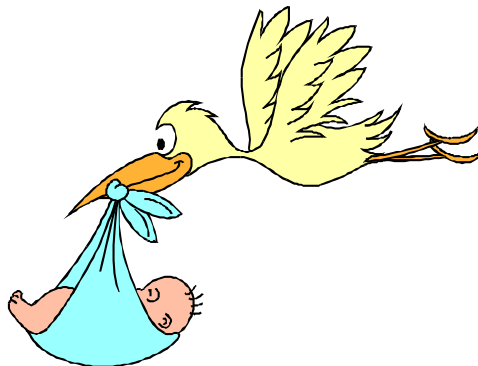
Thank you so much for the hours you put in at our Club Fund Raiser with the Jacksonville Suns. We all agree we had a great time serving the customers and in getting to know one another better. What a great opportunity it was and we hope all of you will consider giving a few hours to one of these fun events. You may even have a lull in the time to see some of the game. A couple of us stayed following our service to watch the game. You will not be disappointed in the time you volunteer. May 1 is our next date to serve and this day is a children's day special. No alcohol is served! Please consider giving a couple of hours to the Club. Thank you.

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We extend our sincere condolences to Judge Louise Walker and her family on the passing of her husband Howard Walker on April 15, 2007. Keep Judge Walker and her family in your prayers and thoughts.

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**Congratulations to Ray and Nanette Holt on the birth of their baby girl!!!!**





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.

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## 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](mailto:nmb71445966@bellsouth.net).

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

## Articles of Interest

### PINE LAKES GOLF CLUB SELLS FOR \$4.75 MILLION

National homebuilder D.R. Horton Inc. has bought the Pine Lakes Golf Club for \$4.75 million. The \$115-acre course, part of a gated residential community, is on Northside Drive off U.S. Highway 17 and just northeast of Pecan Park Drive. Representatives from D.R. Horton declined to comment on the acquisition or development plans for the site. This is not the first golf course bought by the Fort Worth, Texas-based developer. In 2005, the company bought the Baymeadows Golf Club for \$15 million with plans to build a \$25 million, mixed-use project that included 1,400 homes.

Mayor John Peyton vetoed the project, however, after the Jacksonville City Council approved its fair share assessment contract, under which the developer agreed to do about \$5 million in roadwork on Baymeadows Road in return for permission to develop the site. A Duval County circuit judge upheld the mayor's decision on the project that would have added an estimated 1,000 trips per day to an already choked road. D. R. Horton still owns the 18-hole course. Kathy Bissell, a sales association at Coldwell Banker Golf Course Sales, a division of Coldwell Banker Commercial Nicholson-Williams Realty, is familiar with low density, residential-zoned property and the Pine Lakes sale. According to the Duval County Clerk of Court's office, the property closed in January. But Bissell said D. R. Horton made the deal on the course a year ago. D.R. Horton's acquisition of both courses is part of a trend that began after the 9/11 terrorist attacks that left the travel and tourism industries struggling nationwide, Bissell said. About six golf courses were sold locally during the slump. Travel and tourism have recovered from 9/11, Bissell said, but some courses have not. About 150 courses nationwide are for sale ranging in price from \$125,000 to \$90 million. Among them are the closed Ravines Club and Lodge on 252 acres in Middleburg, for sale for \$6.5 million. The 42-year-old public Pine Lakes course was designed by Nick Durbano. TLM Group bought the property in January 2006 for \$2.1 million according to the Jacksonville Property Appraiser's Office. Although the course was never officially on the market after TLM Group bought it, Bissell said several developers made offers before the company accepted D. R. Horton's proposal. D.R. Horton builds in 27 states and delivered more than 53,000 new homes in fiscal 2006.

JAX BUS. JOURNAL 4-6-12, 2007

### AVOID WEB SITE MISTAKES

A good Web site means good business, but thousands of business sites miss mark. Here are the most common mistakes businesses make online. Using the "Slap something up there" approach. Letting your 17 year-old computer whiz nephew building your site might save money in the short timer, but the result is very unlikely to achieve any business goals. Leave the heavy lifting to a professional. Companies talk to themselves instead of their customers. Every business needs to look at its Web site from the customer's perspective and speak their language. Cut down on industry jargon and talk about what you can do for the customer. Failing to optimize for search. Everything about a business site – content, structure, links – should be built with search engine optimization in mind. Start by determining what keywords your audience is searching for and build content around them. Cool for the sake of cool.

Companies often load a Web site with bells and whistles that serve little purpose. Though they may seem impressive, they only frustrate visitors with slow load times and poor navigation. "Latest news" is not recent. If customers see nothing's been updated in a month or more, they may assume your company has been idle for the same amount of time. Sloppy or clumsy navigation. Your site must be user friendly. Elements should be located where a visitor would think to look. Everything should be clearly labeled and easy to find. Not starting with clear objectives in mind. Whether your business hopes to simply educate prospects or become an all-in-one commerce portal, you'd better know why you got started in the first place. No call to action. Fixing this can be as simple as implementing a printable coupon, a form to fill out or a newsletter to sign up for.

JAX BUS. JOURNAL 4-6-12, 2007

### SPACE CRUNCH COSTS CITY \$48M

The Prime F. Osborn III Convention Center's size and distance from a hotel has cost the city's economy more than \$48 million this year. Business groups that had planned to hold conventions at the center in 2007 but decided to go to another market equated to a loss of \$48.4 million based on the room-nights they would have generated for the city, according to Jacksonville & the Beaches Convention and Visitors bureau. The city has lost nearly \$140 million from groups that have left from 2006 to 2008. The 78,500 square feet of exhibit space at the Prime Osborn is limiting its ability to attract state and national conventions while local events' potential to make money is also being constrained by the building's size. The city and the CVB, through the convention center task force, are looking into expanding the Prime Osborn or building a new convention center. The task force will present a final report later this year, but meanwhile the numbers are staggering. The CVB, which helps bring larger regional, state and national conventions that generate room-nights, most recently lost two of its larger clients for 2009. After 10 years of holding annual events at the Prime Osborn, the state's Fire-Rescue Convention & Exposition and the State Cheer & Dance Championships of Florida are moving to Daytona Beach, taking \$3 million in economic impact. The Florida Fire Chiefs' Association said it needed 100,000 more square feet to clear exhibits from the lobby areas, according to information provided by the CVB. It uses 117,300 square feet at the Prime Osborn. Gainesville-based American Championships, which operates State Cheer & Dance, said it needed an additional 40,000 square feet to expand the event and have more warm-up space. The Prime Osborn's size and the cost to transport event attendees to the nearest hotels were the primary reasons for lost business, said Shirley Smith, CVB's vice president of sales. Both conventions will host their events at Daytona's Ocean Center in 2009, the same year it will open as an expanded convention center with 452,491 square feet of space, nearly double its existing size. The center is offering incentives and promotions for businesses that bring events to the Ocean Center with the first year of its reopening, Smith said. The State Cheer & Dance had reached a point where it was trying to book during Martin Luther King Jr. Day weekend because it would have needed to extend its event by a day to compensate for space limitations, she said. The CVB has enough time to replace the events with other business but it will be difficult since both occurred at the beginning of the year. "It's easier to keep a customer than it is to create a customer," said John Reyes, president and CEO of the CVB. Limited space also leads to less availability. Event coordinators, on average, must plan on taking two days to move in and a day to move out, Reyes said. By contrast, the Prime Osborn could house two events simultaneously if its exhibit space was expanded to 280,000 square feet, which represents 85 percent of the convention center market nationally.

## TODAY'S CHUCKLES

A tough old cowboy counseled his grandson that if he wanted to live a long life, the secret was to sprinkle a little gunpowder on his oatmeal every morning. The grandson did this and lived to be ninety-three. When he died he left fourteen children, twenty eight grandchildren, thirty-five great grandchildren and a fifteen foot hole in the ceiling of the funeral home.

### Duct Tape Or a Nail

A man dies and goes to heaven.

Of course, St. Peter meets him at the Pearly Gates.

St. Peter says, "Here's how it works.

You need 100 points to make it into heaven.

You tell me all the good things you've done, and I give you a certain number of points for each item, depending on how good it was.

When you reach 100 points, you get in."

"Okay," the man says, "I was married to the same woman for 50 years and never cheated on her, even in my heart."

"That's wonderful," says St. Peter, "that's worth three points!"

"Three points?" he says. "Well, I attended church all my life and supported its ministry with my tithe and service."

"Terrific!" says St. Peter.

"That's certainly worth a point."

"One point!?!?"

"I started a soup kitchen in my city and worked in a shelter for homeless veterans."

"Fantastic, that's good for two more points," he says.

"Two points!?! Exasperated, the man cries.

"At this rate the only way I'll get into heaven is by the grace of God."

"Bingo, 100 points!! Come on in!"

We often try to fix problems with WD-40 and duct tape.

God did it with a nail.

Reporters interviewing a 104 year-old woman: And what do you think is the best thing about being 104?" the reporter asked.

She simply replied, "No peer pressure."