



# 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” October 2007*

### Mark Your Calendar

October 9<sup>th</sup>

Bill Baisden

**"Hurricane Preparedness"**

Lets hope we don't have to use it soon! We all take Hurricanes lightly, but one is bound to hit in our future so lets be ready.

October 23

Dr. Sheldon Singal

**"Our Eyes Safety, in the Work Place"**

He will also discuss our eyes and how they change over the years. Dr. Singal will open the floor to answer questions you have about your eyes.

### Birthdays for October

Lonn Biastre	1	Mark Kaleel	9
Jack Blackburn	29	Cathy Knight	14
Nancy Burnett	7	Max Leggett	9
Patrick Caffrey	2	Vernon Lowdenslager	13
T. C. Cochran	3	Georgia Reed	7
John Gillette	31	Angela Rettini	14
Robert Grovenstein	15		

**REMEMBER TO WISH YOUR FRIENDS HAPPY BIRTHDAY**

***This newsletter covers the September 11, 2007 meeting, Officer of the Quarter, the 2007 Northside Business Leaders Banquet, Member News and the Jacksonville Fair.***

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



## **MEETINGS YOU MAY HAVE MISSED**

**September 11, 2007**

***Paul Davis & Michael Koerner***

**2007A Series Semi-Annual  
Land Use Amendments  
North Planning District**



**Paul Davis**



**Michael Koerner**

**Paul Davis discussed many of the upcoming Land Use Amendments and pointed out that we were going back to industrial use. The last few years the emphasis was on housing. Now that housing is in trouble the commercial side is looking better. Paul and Mike took questions from the members, giving background on some of the proposed development in the North District.**

## Officer of the Quarter

The Northside Business Leaders feel our Police Officers do a great job for us each and every day and deserve recognition. Each quarter the Club introduces the officer of the quarter, honors him or her with a plaque and gives them a saving bond.



Left to right are Sgt. Ray Feltz, President Jim Fair, and Officer of the Quarter Jimmy Britt

# MEMBER NEWS!

## The 2007-2008 OFFICERS

**President**

**1<sup>st</sup> VP**

**2<sup>nd</sup> VP**

**3<sup>rd</sup> VP**

**Chaplain**

**Secretary/Treasurer**

**Gerri Jones**

**Paul Forte**

**Patrick Caffrey**

**Cindy Godwin**

**Ray Turner**

**Nancy Burnett**

**Sergeant at Arms**

**Angie Chesser**

**Bill Baisden**

**Isaac Jones**

**Dave Pinkstaff**

Please keep Cindy Godwin in your thoughts and prayers as she recovers from sinus surgery.



## Have a blast and sign up to serve beer at the Fair!

The Jacksonville Fair will be coming soon from October 31 to November 11, 2007. We need volunteers to work the three booths. This is a project we devote to the Scholarship Fund. We need your HELP!! Copy this page, or go to the Website for a form to complete or let Nancy know and she will FAX or E-Mail a form to you.

Every year the Northside Business Leaders Club staffs the Fair's Beer tents every other day to raise money for our scholarship fund. The Fair pays the club an hourly rate for hours worked by members and because of the great service our club members give we normally make a substantial amount of money in tips. The Club needs Servers during the following shifts:

Thursday	November 1	5PM - 11PM	Need 3
Saturday	November 3	Noon - 6PM	Need 6
Saturday	November 3	6PM - 1AM	Need 6
Monday	November 5	5PM - 11PM	Need 3
Wednesday	November 7	6PM - 11PM	Need 3
Friday	November 9	Noon - 6PM	Need 3
Friday	November 9	6PM - 1AM	Need 6
Sunday	November 11	Noon - 5PM	Need 6
Sunday	November 11	5PM - 10PM	Need 3

Sign up for your favorite shift by circling the day and time above and filling in the info below:

Name(s):

Phone #

Fax the form to 714-2206 or call Steve Burnett at 608-9509 to sign up or for more information. We encourage you to invite non-club members to help. Put their names and phone numbers on the back of the form and don't forget to fax front and back. You will get vendor admission tickets to enter the Fair. Parking passes may be available for groups of 3 or more. We encourage your business to take a shift. For instance Turbo Action and Atlantic Marine have done that in the past. You will receive vendor tickets for entering the Fair and reimbursement of parking fees.

# Members

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 emailed to you, please let us know immediately. 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 [nmb71445966@bellsouth.net](mailto:nmb71445966@bellsouth.net).

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

## **2007 Banquet UpDate**



Special thanks to our sponsors Atlantic Marine, Pettyco Express and Corey-Kerlin Funeral Home for their generosity to help make this 2007 Banquet a success.

Thanks Tim Petty, Faye Rustin, Janet Johnson, Kim Broward, Kim Brown, Sharon Joost and any one else on the Banquet Committee I may have missed for an enjoyable evening.

**ANNUAL RECOGNITION OF ELECTED OFFICIALS**  
**AND INSTALLATION OF OFFICERS**  
**SEPTEMBER 20, 2007**

Congressman Crenshaw certainly saved the day. He flew to Jacksonville to speak on the spur of the moment and in a very entertaining and informative manner. He is quite a speaker, and with his difficult job and projects he is assigned in Washington, he still manages to make light of issues to get a laugh out of everyone. Washington is challenging to say the least, but he appears to welcome the challenge and charge ahead for Florida. While he could not save the Kennedy, he has reminded the Navy and military officials of Jacksonville's strategic location. The Jacksonville Naval base has benefited from his work and he continues to pursue a nuclear-powered ship for Mayport. We can thank Congressman Crenshaw for the new National Cemetery soon to open near the airport to honor and provide a final resting place for those who have served our country.

Not only did we enjoy Congressman Crenshaw's program, we delighted in the company of many elected officials including Judge McCaulie, Judge Day, Judge Ruth, Councilman Ray Holt, Judge Elaina Derke, Lake Ray, Jerry Holland, Bill White, Judge Drayton, and Judge Wallace.

We awarded the Lechner Elected Official Award to Judge James Ruth.

Janet Johnson, was awarded the Clyde and Frances Member of the Year Award, a well-deserve honor. Janet has contributed so much of her time and service to the Northside Business Leaders and we so appreciate the great service the zoo has given us over the years.

The Silent Auction was a great success with earnings over \$1,900.00. When all is said and done, we will deposit approximately \$10,323.00 for the Banquet earnings, with expenses of \$7,976.10, or earnings of \$2,346.90. These are the preliminary figures as we do have fees and payments for tickets outstanding.

## **Guest Speaker U.S. Congressman Ander Crenshaw**



**2007**

**Member of the Year**

**Elected Official of the Year**



**Janet Johnson**

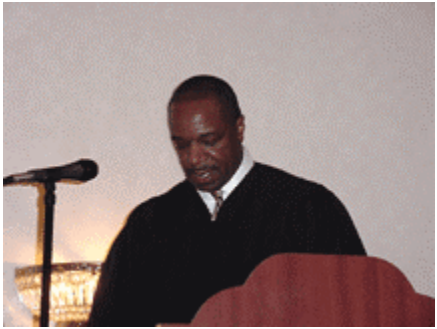


**Judge James Ruth**



**Grand Prize Winner - Monica Day**







## Town Hall Meeting

September 28, 2007



Councilman Ray Holt held his first standing room only Town Hall Meeting on Thursday, September 28, 2007 at the Oceanway Community Center. Two new projects on the Northside were introduced to the community and are in the proposal stages only. Benderson Development introduced their preliminary plans for the proposed development at Pecan Park Road and I-95 and west of Main Street. Their proposal is for a light industrial/office space/business park with the last phase to be some residential. The vision presented for this project when completed would offer a place for you to live, eat, shop, and work. They have a long way to go for approval with applications having just been filed, a pending traffic review and public hearings. The major concern is the added traffic in any direction that this project

presents to the area. This is only one of the issues to be resolved before groundbreaking could begin.

Tom Ingram, with Stokes Development, presented the second proposed development on the Northside. The location for this project is New Berlin Rd, Alta Drive, South of Northpoint, west of Marsh Winds subdivision. This land is currently approved for 640 residential homes. Because of its great access to Alta, New Berlin Road, 9A and the terminal, Stokes is proposing development of this land as a warehouse distribution site which would provide 200 jobs and help provide revenue for the county and schools. The buildings would be set back from Alta drive with landscaping and a retention pond for an attractive entrance to be included in the 300 foot buffer. Once again, the major concern is the semi-truck traffic it will present. Roads need to be widened to four lane. Councilman Holt will investigate and see what he can do to get the money for these projects. One avenue he will be checking with is the State.

These projects are in the very early, preliminary stages and will require a lot of work and investigation.

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### Slowdown Chills Job Market

Jacksonville's job growth has slowed, reflecting the moderate effect the housing slump has had on the city's economy, analysts said. Those same analysts cautioned that the scope won't be clear for several months as vital statistics come in.

What can be seen statistically is the local real estate industry's ramp-up before the slump and a later slowdown in the creation of new jobs in the area.

The Jacksonville real estate industry's ramp-up was seen in the 10per cent increase in the industry's total work force that went from about 9,300 in 2001 to about 10,400 in 2005, according to U. S. Census Bureau statistics. Total employment – for all industries increased 3 percent.

The local real estate industry's annual payroll increased 51 percent during roughly the same period, from \$304 million in 2001 to \$459 million in 2005 – illustrating just how fast the industry grew. The area's total payroll rose 24 percent.

About 17,200 jobs were created in all industries in Jacksonville in the 12 months ending in January 2007, compared with the 15,000 jobs created in the 12 months ending in July 2007, according to state Agency for Workforce Innovation statistics.

Determining what effect the housing slump has on Jacksonville's unemployment rate is difficult because the rate typically goes up in the summer due to an influx of newly graduated workers, said Paul Mason, University of North Florida's economics professor.

The city's unemployment rate increased by 0.4 percent from June to July, when the rate was 4.2 percent. The rate mirrored statewide statistics.

August's employment statistics were to be released the latter part of September but the most thorough understanding of the labor landscape will come in January, when the quarterly census of employment and wages is released.

JAX Bus. Journal  
9-21-27, 2007

## Website Helps Patients Access Doctors

Collecting money from patients is how Jim Howick got started in the business side of health care.

Now a new product his company is offering will make paying for medical care as easy as paying a "credit card bill online."

Jacksonville-based Physicians Online Inc. is helping physicians create Web sites that allow patients to request appointments, refill prescriptions, check office house, download patient forms and view and pay bills online through a secure Internet connection.

"Why shouldn't patients be able to pay bills online?" said Howick, president of the medical billing company, which he started in 1993. "We do everything online, so we rolled it out."

The Web site costs physicians a flat fee of \$727 to implement. Howick said he has about five clients using the Web sites, and he's averaging \$200 to \$300 a day in patient payments through the sites.

Physicians can choose from several Web site templates. Howick said it's easy enough to set up in 20 minutes.

"If they can type a letter in Microscot Work, they can change their Web site," he said. "They don't have to know the first thing about programming at all."

Because sensitive and personal information is transmitted through patient interactions on the Web sites, Physicians Online must comply with the Health Insurance Portability and Accountability Act, which sets standards for electronic health care transactions.

"When a patient requests a refill, the request never leaves the security of the server," Howick said.

Allowing patients to pay medical bills online is still a relatively new concept in health care and there has been a widespread use of the type of service Physicians Online is offering, said Rod Sterling, a president of Sterling Solutions Ltd., a software consulting company in Silver Springs, Md.

"This type of product could potentially increase convenience," Sterling said. "Ultimately, I think it could lead to a higher satisfaction level in patient services."

Physicians can spend \$4,000 to \$6,000 upfront to implement management systems. That includes hardware, software and training, but not necessarily maintenance.

The Web site would also cut down on labor costs of a physician's office, which is something health care industry is likely to notice. "There's a very high interest in that because if the patient enters their information themselves into the system, the health care organization does not have to pay someone to put it in," Sterling said.

Though the Web site product is just coming into the market, Howick said he's not certain how successful it will be among physicians. He hopes instead to get in touch with office managers for physicians' practices.

## **FCCJ Gets Extension on Navy Training Instruction Contract**

The Navy has renewed a contract under which Florida Community College at Jacksonville provides instructions at the Navy's training bases in Pensacola and outside Chicago. FCCJ won the contract last fall and began providing the instructions at Naval Air Station Pensacola and Naval Station Great Lakes. The two contracts total \$67.1 million -- \$44.9 million at Great Lakes and \$22.2 million in Pensacola – over five years but must be renewed by the Navy each year.

Through its Military Education Institute, FCCJ manages the curriculum and provides the materials and equipment as well as instructors for courses in electronics, diesel engines, interior communications and personal finances, among others.

Bruce Brunson, a retired Navy officer who runs the Military Education Institute, said FCCJ is filling a big need by providing instructors, most of whom are retired from the Navy.

“The navy is extremely short of instructors right now,” Brunson said. “They’re overseas.”

The sailors taking the courses will receive college credits for some of the training, and can continue their college educations through online classes at FCCJ, by transferring the credits to another college or by coming to Jacksonville. Brunson said FCCJ will reach about 32,000 sailors in a year, creating a pool of educated young adults who now have a connection to Jacksonville.

“That is a huge market to recruit from,” he said.

Brunson said the relationship with the Navy might even help Jacksonville in its attempts to get a nuclear-powered aircraft carrier based at Mayport to replace the decommissioned John F. Kennedy.

“We have a degree in nuclear power,” he said, “and to get a nuclear powered carrier here, it’s nice to have a degree that matches.”

Jax Bus Journal 9-14-20, 2007

## **Home prepares boys for careers**

Chris had two choices after getting in trouble with the law for fighting and illegal drugs: juvenile detention center or Safe Harbor Boys Home.

Three months later, he is learning skills ranging from auto repair to welding – living on the home's boat on the St. John's River near Blount Island.

“I didn't know what half of the tools were,” the 16 year-old Orlando native said about his first days of training. He now plans to leave the program with his GED and become an auto repair mechanic.

Most of the boys don't have a clue about the various skills taught at Safe Harbor when they arrive at the home – which has a policy of not giving boys' last names. But they leave with the know how and work ethic that make them increasingly attractive as employers struggle to find skilled workers.

Employers are “begging my boys to work for them,” said Doug Smith, the home’s co-founder and program director.

This is largely because many high school graduates lack the ability to use hand tools, thus creating a shortage of technically skilled workers. Schools find it easier to focus on courses, such as math and English, which don’t require costly equipment to teach, he said.

“While they’re learning, they’re breaking things,” said Smith, who had a troubled childhood and was able to turn his life around largely through maritime training and help from the marine industry leaders. He founded the home with his wife, Robbie, who is executive director.

The boys – who range in age from 14 to 17 – learn engine rebuilding, carpentry, welding, general maintenance, carpentry, plumbing and culinary skills. They also learn how to repair auto engines, boats and air-conditioning, heating and refrigeration units.

The majority of boys leave the home and find jobs in industries ranging from food service to electrical maintenance. About 35 percent of the boys join the U. S. military.

Boys are admitting into the program for various reasons, including learning and emotional issues and authority problems. The home houses 10 to 15 boys at a time, but officials hope to increase capacity to about 30 in the next three years.

The boys must stay in the program for at least one year, and usually stay for about 18 months. They aren’t released from the program until they have the skills needed to get a job and are emotionally stable.

The home’s volunteer force of about 40 helps run the home by teaching vocational skills, handling administrative tasks, running errands, assisting with events and tutoring the boys. The home is always seeking volunteers and contributions, especially since it doesn’t receive any financial assistance.

Watching the boys pick up skills and become interested in their work is what makes the volunteering worth it, said Randi Olsen, a former IBM senior executive. He owns Tow Boat U.S. in Jacksonville and requires all his captains to volunteer at the home.

“We give them a screwdriver and tell them what end to use,” he said. “And then we take it from there.”

He spoke proudly about a recent program graduate who earned his captain’s license and was recently hired to drive a pilot boat.

The school’s proximity to the water makes it a good training ground for other marine related skills. One of the best ways to teach those skills is by encouraging the boys to improve the boats that they live on..

Atlantic Marine Holding Co. workers have pitched in since the school’s creation 24 years ago to help with fleet repairs, said Herschel Vinyard, the shipbuilding and ship repair company’s vice president.

Those skills the boys learn to prepare their boat for cruises, which are used as a reward for good behavior, are what Vinyard is looking for. “We are certainly interested in hiring the quality kids that come out of Safe Harbor Boys Home,” he said.

There is a need for all types of manufacturing workers, particularly welders, ship fitters, carpenters and specialized painters.

## **Program will train small Businesses to export**

A quartet of local business groups are working together to offer training to businesses that want to start exporting.

The new International Trade Certification Program is a joint project involving the Florida Small Business Development Center at the University of North Florida, the Jacksonville Port Authority, Beavers Street Enterprise Center and the Small Business Center of the Jacksonville Regional Chamber of Commerce.

The program is aimed at small businesses in Northeast Florida that want to export products and services to international markets.

The prospect for Jacksonville companies to participate in international trade is greater now than ever, particularly as we grow the number of countries and markets reached directly from Jaxport," said Roy Schleicher, the authority's senior director of trade development and marketing.

A free orientation to learn more about the program will be held October 5 at Beaver Street Enterprise Center. Applicants will be assessed at the orientation and those judged ready to export will be invited to a more detailed follow up meeting.

The Monday night classes start in January at the port authority offices on Talleyrand Avenue. The cost is \$296.

Businesses that complete the program will be prepared to work with the local offices of the U. S. Export Assistance Center.

Jax Bus. Journal 9-28 to 10-4, 2007

### **DESPITE DELAYS, HOPE ALIVE IN SPRINGFIELD**

Developers and residents are still optimistic about commercial prospects for the historic Springfield neighborhood's revival, despite slower than hoped for progress on some projects.

"There's so much going on right now," Said Louise DeSpain, president of the Springfield Preservation and Revitalization council Inc.

The most visible work is a retro redo to the once downtrodden neighborhood's main thoroughfares – north/south running Main Street and its east/west intersector; Eighth Street. "These are two big things because that's where all of your commercial development is going." DeSpain said.

The first four blocks of Main Street are done, with utilities underground historic lighting installed, brick inlays decorating the road and plantings added for effect. The entire street was supposed to be done already, but city and state funds ran out, DeSpain said.

However, a contract to continue the work along Main from Fourth to 12<sup>th</sup> Streets has been awarded. DeSpain said. She expected work to start in early September.

The same facelift work is completed along West Eighth Street. And East Eighth Street from Boulevard Street to Talleyrand Avenue is undergoing the renovations now.

While the streetscaping is moving forward, work on the Cesery Co.' Third and Main building, a proposed mixed-use project of 36 housing units and commercial space, went on the back burner temporarily as the Cesery family dealt with ongoing medical care for a son seriously injured in an accident several weeks ago, owner Bill Cesery said. He is concluding work on the project's financing now.

"If it goes well, I hope to get the building started by the end of the year," he said.

Cesery said the project will provide short-term rental house of two to three months for patients who receive care at the University of Florida Proton Therapy Institute at Shands Jacksonville, which is located nearby on Eighth Street.

One-third of the commercial space might include a small grocery and deli, Cesery said, adding no lease had been signed yet.

"The people here want shops, they want restaurants, they want to be able to walk to places in their community," DeSpain said.

And they have money to spend. At least 30 percent of Springfield residents now have a bachelor's degree or higher; and their median income is \$90,000, according to a recent study.

"When I came here eight and a half years ago, we had a few families with children," DeSpain said. "Now we have lots and lots of families."

That's a big change from an area once known for drug addicts and dilapidated houses. "The whole image of Springfield is changing – has changed," DeSpain said.

Neighbors spend time and money on their yards and would like a garden center to open in the area. Another bank – to join existing Wachovia Corp branch – would be good. Most pressing, though, would be more eateries, such as restaurants, bakeries, delis and grocery stores.

Jax Bus Journal 9-14-20, 2007

## **FROM THE TIP BOX**

### **Strategies for attracting job seekers**

During job interviews with job candidates, you can become the employer of choice by focusing on these three key elements:

**Salary** -- Competitive compensation packages are critical to attracting top talent. Review your salary levels regularly to keep pace with the market. In a survey conducted by Robert Half International and Careerbuilding.com in late 2006, 38 percent of employers said they expected to offer higher salaries in the next 12 months compared with only 33 percent in 2005.

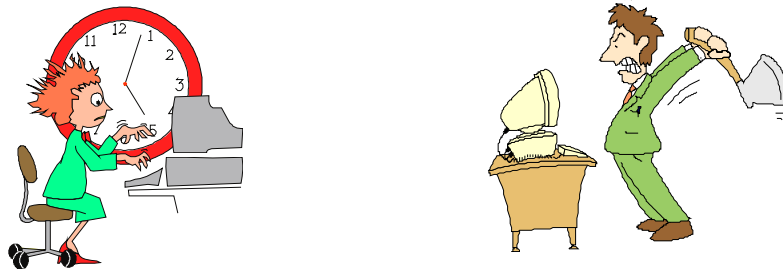
Trade publications, Industry newsletters and the Bureau of Labor Statistics Occupational Outlook Handbook are good sources of information about salaries.

Remember to include all forms of compensation. Benefits can include retirement savings plans and additional vacation days.

**Corporate Culture** – Use concrete examples to give candidates a clear picture of what it is like to work for your company.

Describe the day to day work environment. Talk about your company's employee-led work teams and employee-oriented events. Alternative scheduling options, such as part time, flex time, telecommuting or job sharing are also appealing to prospective employees.

**Professional development** – Job seekers give high marks to companies that invest in their employees’ career development. Highlight programs such as employer-sponsored training or tuition reimbursement for continuing education, mentoring programs, onsite seminars, employer-paid memberships in professional organizations or time off to attend trade conferences. If you promote from within or work with employees to create individualized advancement opportunities, review these policies as well. Promote what makes your company unique and you will attract the best candidates.



*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:    Paul Forte, Membership Chair  
Work: 741-4850 • Home: 757-2187 • Cell: 703-9342

**Category Info on website under Memberships**