



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” September 2007

Mark Your Calendar

September 11, 2007
Paul Davis Planning Board

September 20, 2007
2007 ANNUAL BANQUET

For "Elected Officials Appreciation and the Installation of 2008 Northside Business Leaders Officers. The event will be held at the Clarion Hotel Airport.

Birthdays for September

LaTricia Baker	13	Cindy Godwin	17
Phil Harbison	22	Michael Stewart	15
Ray Moore	14	Jerry Holland	9
Jan Ream	3	John Rutherford	2

REMEMBER TO WISH YOUR FRIENDS HAPPY BIRTHDAY

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



MEETINGS YOU MAY HAVE MISSED

August 14, 2007

Dale Carson Jr.

Former police officer, FBI Agent and author of

"Arrest Proof Yourself."



Dale was probably the best speaker this year. You don't expect a lawyer to be informative and entertaining. He covered all of his careers and marriages. If my count was right, it was five of each! He had great stories, but for the scholarship recipients he gave them real life information. That information will be helpful in all that they do in the future. He in addition gave the Northside Business Leaders adults reasons to chuckle, think and be proud to know that our financial gifts to the students in the room will help them to better their opportunities in the future. Dale gave a business card for one of the door prizes. The card presented by Bob Peeples was won by George Corey and it entitled him to one free "Speeding Ticket Fine Fix". Bob Peeples said he appreciated that, because when they were younger he had to give George money to pay for a number of speeding tickets that George had acquired. Dale did a great job and we look forward to him being a member soon Dale note no bartering with Nancy. She doesn't speed.

2007 Scholarship Recipients



Left to Right: FCCJ Neal Henning, Ashley Williams, Matthew Herrera, Sarah Johnson, Johnathan Colleton and Christin Maxwell.

2007 SCHOLARSHIP AWARDS

On August 14, 2007, we were pleased to award Scholarships to nine hard working, well-deserving students.

Johnathan Colleton, A Phillip Randolph Academy. Jonathan will be seeking an AA degree in Network Administration.

Matthew Lloyd Herrera, 3rd Year Student, Major in Criminal Justice.

Ebony Monique Hope, Nursing RN

Adisa Ibisevic, Andrew Jackson High School, seeking an AA Degree.

Sarah Johnson, 2nd Year Student, seeking an AA Degree.

Christin Maxwell, First Coast High School. Christin is working toward an AA degree in Physical Therapy.

Stacie Lee Odom, 3rd Year Student, Major in Finance.

Ashley Loren Stringfield, 2nd Year Student, AA Degree in Political Science.

Ashley Nicole Williams, 3rd Year Student, Major in Criminal Justice.

Also seen at this meeting with rifle to be auctioned at 2007 Banquet?



August 28, 2007

Mayor John Peyton

"Budget Concerns"



Mayor Peyton was timely with his presentation on the "Budget for Jacksonville". The state-imposed property tax rollback presents many challenges for the Mayor's administration and Jacksonville. The one thing that seemed unclear was since we are the lowest in the state, why do we have to go along with the state suggested rollback? The Mayor as always was entertaining and informative. He knows how to capture his audience and the Northside Business Leaders always looks forward to his visit. Those of you who didn't make the meeting missed out. In addition to the Mayor we had Karen Mathis and two different television media teams. The Northside Business Leaders received exposure on both TV stations and in Karen Mathis's August 30, 2007 column in the Metro Section of The Times-Union newspaper.

Online at northsidebusinessleaders.com is a PDF of the Mayor's proposed budget for those who missed the meeting and those who would like to look again at his proposal.

SLATE OF 2007 OFFICERS PRESENTED TO MEMBERS

President	Gerri Jones
1 st VP	Paul Forte
2 nd VP	Patrick Caffrey
3 rd VP	Cindy Godwin
Chaplain	Ray Turner
Secretary/Treasurer	Nancy Burnett
Sergeant at Arms	Angie Chesser
	Isaac Jones
	Dave Pinkstaff
	Bill Baisden

MEMBER NEWS!



We are grieving with the George Corey and family on the passing of his daughter, Margaret Bell-Herndon, so suddenly. Please keep George in your thoughts and prayers to ease the very special loss. She was a beautiful lady.

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

At print time, we have learned that Jake Godbold is now home and resting comfortably. Please keep Jake in your prayers also.

Eddie Arnold, former NBL member and employee of Dan & Gene Jones passed away of prostate cancer. Eddie was always smiling and a good realtor. He will be missed and our prayers need to go out to his family during this trouble time.



2007 Banquet UpDate



July 28, 2007 Update

The Northside Annual Banquet will be held on Thursday, September 20, 2007.

Reception: 6:00pm and Dinner: 7:00pm

Governor Charlie Crist.

The guest speaker is (with 99% surety).

Place: Clarion Airport Hotel

We will have a photo-opt with Governor Crist.

For this first time ever, we will have a silent auction. This is our big fundraiser this year. Compliments of Tim Petty our big ticket item (selling tickets) is a rifle.

Tickets and \$50.00 per person or \$350.00 per table of eight (8) and if you have a favorite elected official we will ask that person to sit at your table.

Send your check to: Nancy Burnett, P.O. Box 28554, Jacksonville, Florida 32226. We will have our regular door prizes and doing the honors will be our own Mr. Robert Peeples.

We ask you to purchase your tickets and or table ASAP, for planning purposes. We need prizes for the silent auction and door prizes, we ask they their value be at least \$50.00. Please let us know if we can count on your support. Call Tim Petty's office at 695-2200, when you have it ready and they will pick it up and store it for us.

This is going to be a great event. Tell the Ladies to dress formal and Men get the ties ready, wear a black tie if possible. Everyone likes to dress up sometimes.

If you have any questions, please call me your Banquet Chairman, Faye Rustin at 751-5332 Home and 612-0318 Cell.

Thank you,
Faye

Members

Please remember your Membership Dues are due and payable no later than September 1, 2007. All Ad Applications should be submitted by August 31, 2007. Printing of the new Directory is scheduled for October 15, 2007. All Ad materials, ad payments, and dues must be received by October 1, 2007. Late entries will not be entered in this year's directory.

*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 is necessary to keep up with the rising costs.*

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.

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



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

2008 Directory Ads

2008 Directory Ad Contract

This form is for ad placement and not billing. If you wish to pay in advance, you can and we will send invoice for your records. Please return this form for ad space commitment by

August 1, 2007, to:

Paul Forte
 Turbo Action, Inc.
 1535 Owens Road
 Jacksonville, Florida 32218
 Phone: 904-741-4850 (Day) or 904-757-2187 (Night)
 E-Mail: paf2110@turboaction.com

Please print the following information.

Contact Name: _____

Business Name: _____

Business Street Address: _____

City: _____ State: _____ Zip: _____

Bus. Phone: _____ FAX: _____ Cell Phone: _____

Email: _____

Please check below the size ad you wish in the 2008 Directory.

Advertising (check your size and circle your choice of B&W or Color)

Page Size	Dimensions	B&W	Color
_____ ¼ Page Ad	1-3/4" x 3-1/4"	\$ 50.00	\$ 65.00
_____ ½ Page Ad	3-3/4" x 3-1/4"	\$100.00	\$130.00
_____ Full Page Ad	7-3/4" x 3-1/4"	\$200.00	\$250.00
_____ Front Cover (Color)	7-3/4" x 3-1/4"	N/A	\$350.00
_____ Back Cover (Color)	7-3/4" x 3-1/4"	N/A	\$300.00
_____ Inside Front Cover (Color)	7-3/4" x 3-1/4"	N/A	\$250.00
_____ Inside Back Cover (Color)	7-3/4" x 3-1/4"	N/A	\$250.00
_____ Center 2-Page (Color)	7-3/4" x 3-1/4"	N/A	\$500.00

_____ Use last year's ad – no change _____ Use last year's ad (note change) _____ New ad, copy enclosed

Advertising Total----- \$

If you need help with ad design please let me know!

RETURN THIS FORM BY AUGUST 15, 2007!

Note: All Ad material due by August 31, 2007! You will be invoiced upon acceptance of ad layout.

MAJOR PROJECT SOUGHT NORTH OF AIRPORT

A Central Florida based real estate developer plans to put a 4-million-square foot industrial park on or about 995 acres between Interstate 95 and U. S. 17 north of Pecan Park Road. According to the proposal, the developer wants to put 4 million square feet of industrial space (equivalent to about four Avenues malls) 599,000 square feet of office space; 550,000 square feet of stores, 525 apartments or condos; and 115 hotel rooms on the site. As is, the property will need to be rezoned and permitted before construction could begin, which could be years from now. Plans show that the industrial space would be built on about 320 acres, or a third of the site.

BKJ Development Partners, LLC., which is affiliated with Benderson Development Co in University Park, turned in to the city an application to change the property's land use last week. That application will have to go through a process of hearings preceding the final decision in March 2008. The deadline to turn in the application for that March hearing was August 1. The property is undeveloped and owned by Bacardi Bottling Corp. It is sandwiched between Interstate 95 and U. S. 17 from Pecan Park Road north to near Yellow Bluff Road. Bacardi assembled the land through several purchases between 1985 and 2006, according to property records. It is zoned for agricultural, residential and light industrial use. Colliers Dickinson's Hobart Joost Jr., the listing agent for the property, declined to comment about plans for the site, citing confidentiality agreements with Bacardi. He also could not comment on the price of the land. Bacardi also owns about 340 acres of undeveloped land on the west side of Interstate 95 that is not part of the proposed project. The project is being called the "Pecan Park Regional Activity Center." Mark Scott, senior director of industrial services for Commercial Jacksonville, a commercial real estate firm, said that property on the Northside and Westside that is ready for industrial construction – land that doesn't need any rezoning – runs about \$2.15 per square foot of land to \$2.75 per square foot.

Times Union 8—11-07

JACKSONVILLE PORT AUTHORITY TO TAKE OVER FERRY

The Jacksonville Port Authority will assume responsibility for the St. Johns River Ferry when the city of Jacksonville stops subsidizing the service October 1. As many expected and with little fanfare, the authority's board unanimously approved the staff's recommendation to do so August 13. The board's approval is conditioned on the city transferring several assets to the authority, including the two vessels, real estate and equipment used in operating the service. Although the board had discussed the idea at length during a July 23 workshop, members stressed that the authority needs the ability to shed the ferry if it proves unworkable. The ferry, with a projected \$1 million budget shortfall for fiscal 2008, has always required government subsidies, either from the state or the city, to operate.

Board member Thomas Jones issued a challenge of sorts to those who urged the authority to keep the ferry running. He suggested the communities that benefit from the ferry contribute money to the cause, citing \$210,000 in maintenance costs as a possibility for Beaches-area

mayors to consider: “I see a huge clamoring in the community” for the authority to save the ferry, Jones said. “But I haven’t seen anyone step up.” Former Atlantic Beach Mayor John Meserve, who plans to seek office again, thanked the board and said he would work to get his town to help. The authority is taking over an operation facing several challenges to growing ridership. Among those are the completion of Wonderwood Expressway to State Road 9A in 2008, reductions in personnel at Naval Station Mayport and expensive maintenance required to keep the 51-year-old backup ferry Blackbeard usable. On the other hand, the authority is hoping it can bring some resources to bear to reduce operational costs. And it cites opportunities to further reduce costs by retiring the Blackbeard and reducing hours based on demand, as well as the potential to raise fares to increase revenue. Board member Jerry Davis said the authority needs to consider the ferry’s assets strategically. “I think three to five years out this board will come to realize that this is not just the right thing to do,” Davis said, “but also a fiscally responsible thing to do.” While the board agreed to take the ferry from the city, it also approved a resolution to donate 8.2 acres near Talleyrand Marine Terminal to the city. The city intends to use the property, worth about \$1 million, to expand stormwater retention capacity.

JAX BUS JOURNAL 8-17-23

CARNIVAL TO BRING IN BIGGER CRUISE SHIP

Carnival Cruise Lines will assign the 2,052 passenger Carnival Fascination to host four and five day cruises from Jacksonville beginning September 20, 2008. The Fascination, a Fantasy-class ship in Carnival’s fleet, will replace the Celebration, a 1,486 passenger Fun-class ship that has been sailing year-around from the Jaxport Cruise Terminal at Dams Point since October 2004. The Celebration will remain in Jacksonville through April 14, 2008. The move by Carnival comes about four months after the Jacksonville Port Authority announced plans for a causeway and pier at the northern edge of the St. Johns River that limit ships’ heights to about 180 feet. Carnival, the only cruise ship operator sailing year-round from Jacksonville, expect to carry 170,000 passengers a year on board the Fascination, the Celebration carried about 129,000 passengers in 2006. The company has been using the Fascination for three and four day cruises from Miami. The ship will continue that program through September 15, 2008.

“Jacksonville has proven to be a very successful homeport based on the convenient and affordable cruise options that it offers to consumers from across the Southeastern U.S.,” said Vicki Freed, Carnival’s senior vice president of sales and marketing. “Our Jacksonville-based cruises generate some of the highest guest satisfaction ratings in our fleet and we believe that this will only be enhanced when the Carnival Fascination starts.” Tony Orsini, the Jacksonville Port Authority’s senior director of cruise operations, hailed Carnival’s decision as a “clear sign of its commitment to the future of Jacksonville as a cruise homeport.” Along with deploying the Fascination to Jacksonville, Carnival will offer a new five-day itinerary departing Saturdays and featuring day-long calls to Nassau, The Bahamas; and Half Moon Cay, a private Bahamian island. The five-day cruises departing Mondays will visit Key West and Nassau, and the four-

day weekend voyages departing Thursdays will call at Freeport and Nassau. The 70,000-ton Fascination underwent a multimillion dollar renovation last year, the first phase in Carnival's enhancement initiative for its eight Fantasy-class ships. The refurbishment included a new nine-hole miniature golf course, a pastry shop, an atrium lobby bar, a conference center and expansive new areas for children and teens. In addition to a renovated spa, the ship's 1,026 staterooms were upgraded with flat-screen TV's new décor and remodeled bathrooms. Future upgrades for the Fascination, scheduled to be completed in 2009, include a Carnival Water-Works aqua park, a new design and features for the mid-shop pool area, and a "Serenity" adults only deck area.

JAX Bus Journal 8-17-23, 2007

TIPS TO FOCUS ON MARKETING WHEN IT COUNTS

You've identified or perhaps even opened a small business. Whether franchise or start up, business to business or consumer focused, neighborhood or national in scope, the typical business plans, thought processes and procedures will be similarly applied. Marketing, however, often separates success from failure. For example, too many business owners view marketing as something they'll do when they can afford the investment and the time. This counterintuitive thinking – "growing my business can wait until my business grows" – stunts real business potential. Marketing is not a luxury, it is mandatory. Here are some other thoughts to keep in mind. Maintain a marketing mindset. Once they open the doors, too many business owners shift their focus to operations and their mindset from maximizing value to managing the efficiency of operations. A strong marketing mindset leads a business owner to explore and challenge the status quo on a wide range of disciplines – preference, perceived value, product mix and pricing, to name a few. Operations find you, but you have to find opportunities. That is a great reminder for staying focused on marketing. Put information to work. A strong management software system will let you measure you business by customer, product, seasonality, day-part, etc. Also, it will allow you to manage and build a customer database.

JAX Bus. Journal 8-17-23, 2007

SHANDS PLANS NORTHSIDE EXPANSION ON 72 ACRES

Shands Jacksonville plans to develop a medical center on the Northside at Interstate 95 and Duval Road. The three phase project will initially have a multi-specialty clinic, but later phases call for ancillary services and possibly a hospital, said Tim Goldfarb, CEO of Shands Health Care. "What we're going to do is meet the needs of the Northside patients with a multi-specialty clinic operation," he said. The real strength of the University of Florida faculty and Shands Jacksonville is its ability to deliver all types of doctors." Leadership at Shands and UF said the timing was right to purchase the land for developing the new medical campus. "We've been looking at land and watching the expansion of services (in that area) for probably three or

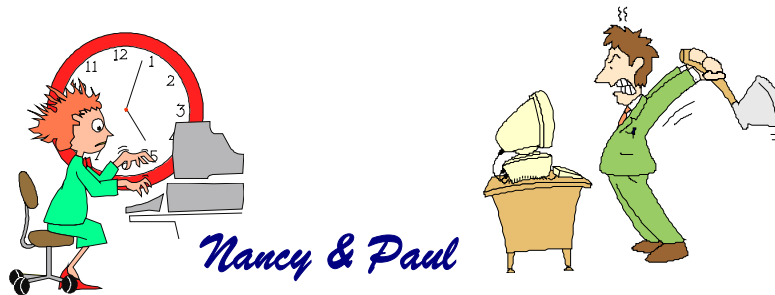
four years.” Goldfarb said. Although additional planning and development are necessary, Goldfarb said construction should begin within the next two years.

Jax Bus Journal 8-31 to 9-6, 2007

TODAY'S THOUGHTS

SUBJECT: Obituary – Someone Else

Our church was saddened to learn this week of the death of one of our most valued members, Someone Else. Someone's passing creates a vacancy that will be difficult to fill. Else has been with us for many years and for every one of those years, Someone did far more than a normal person's share of the work. Whenever there was a job to do, a class to teach, or a meeting to attend, one name was on everyone's list, "Let Someone Else do it." Whenever leadership was mentioned, this wonderful person was looked to for inspiration as well as results; "Someone Else can work with that group." It was common knowledge that Someone Else was among the most liberal givers in our church. Whenever there was a financial need, everyone just assumed Someone Else would make up the difference. Someone Else was a wonderful person; sometimes appearing superhuman. Were the truth known, everybody expected too much of Someone Else. Now Someone Else is gone! We wonder what we are going to do. Someone Else left a wonderful example to follow, but who is going to follow it? Who is going to do the things Someone Else did? When you are asked to help this year, remember – we can't depend on Someone Else anymore.



See you next month