

February 2007

LOGISTICS FIRM BUILDS FACILITY NEAR MITSUI SITE

Preparing for the impending arrival of Japanese steamship company Mitsui O.S.K. Lines in the first quarter of 2008, Jacksonville-based Caribbean Shipping is building a 100,000-square-foot warehouse that will enable international cargo to easily be moved to domestic shipping containers.

A 6-acre site near Blount Island where the temperature – controlled warehouse will be located will also house Caribbean Shipping's trucking operations. The site should start operations in the next nine to 14 months.

The company hopes to capitalize upon the expected increase in cargo that comes with Mitsui's arrival: The new operation, which will bring containers into a site at Dames Point, will create the first direct connection between Asia and Jacksonville, drastically increasing the amount of containerized cargo flowing through the port.

"It's going to require a lot of warehousing and a lot of trucking," said Julie Robbins, who co-founded Caribbean Shipping with her husband, Paul.

The type of warehouse Caribbean is having to build in the Alta Lakes Industrial Park is known as a crossing dock facility, which means trucks can pull in and have cargo transferred from container to container without the cargo spending a lot of time sitting around the warehouse.

Caribbean is in discussions with ICS Logistics – a Jacksonville-based giant in the cold-storage logistics industry to operate the new facility, discussions that come on the heels of ICS signing a deal to run Caribbean's existing facility on Dennis Street.

ICS will lease the Dennis Street facility from Caribbean, although Caribbean will continue to be a customer there. The move, Robbins said, opens the warehouse to a wider range of cargo while Caribbean focuses on its core business: Shipping cargo to Puerto Rico. "We're not in the domestic storage business, ICS is," Robbins said. "It works better for us and for them."

ICS will sign a five-year lease for the facility in February, said Brenda Goble, director of sales and marketing for ICS, while it continues to work on building another warehouse of its own, adding to the huge Westside facility it now operates.

"We are looking at doing something long-term," Goble said, "but we can't put something up like that overnight. This gives us something to work on."

Jax Times-Union - Business 1/9/07

THE FRANCES AND CLYDE MEMORIAL FUND AWARD

Contributors to Date:

Gary Wallace • Steve Burnett • Les Wages • John Benso
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If you have any exciting news or events to share with the Members,
please forward this information to me by FAX 714-4596 or E-Mail nmb7144596@bellsouth.net.
This is your Newsletter and we want to share your news

Check out our website at: www.northsidebusinessleaders.com

MEETINGS YOU MAY HAVE MISSED



January 9th Sergeant Jerry Stang

Sergeant Stang is currently the Supervisor of the Economic Crimes Unit. His office investigates worthless document, forgery, credit card fraud, identity theft, computer related fraud and same in Duval county, to name only a few. He is also a member of the U. S. Secret Service Task Force which is a multi-agency task force with the U. S. Secret Service, Florida Department of Law Enforcement, Florida Highway Patrol, Postal Inspectors Office, State Attorney's Special Prosecution Division, and other law enforcement agencies in Clay, Nassau, St. Johns and Columbia Counties that investigate counterfeit check rings. He has been with the Jacksonville Sheriff's Office for almost 12 years and has 18 year total law enforcement experience. Sergeant Stang spoke to the members on identity theft and ways to protect your records from fraud.

January 23rd

Paul Fletcher, Fletcher Land Development



Paul Fletcher spoke on the proposed development of Blackhammock Island. This is a controversial development off Blackhammock Road because of the proposed use of septic tanks rather than city sewer. Mr. Fletcher has proposed a sophisticated septic system, totally new technology. This land covers 342 acres and Mr. Fletcher has proposed one house per two and one-half acres. The proposal is in the permitting and zoning stages so no projected ground breaking has been set. The development would have access to deep water and a small boat landing.



PRIVACY AND THE LAW

As the court system moves toward digitization of its records, the Florida Supreme Court has identified another in a long list of risks to personal privacy.

Many attorneys gather as much information as possible in civil suit depositions, and while there has been a mild disincentive for lawyers to include information such as dates of birth, Social Security numbers and financial account numbers, the information still regularly shows up in transcripts of depositions that are filed with the court.

Such information is all thieves need to play havoc with your identity and financial accounts, and the imminent digitization of court records would make the information exponentially more accessible.

"It was never a flash point when someone had to trudge over to a courthouse and ask for a file off a dusty shelf," said Michael Cavendish, a Jacksonville attorney in civil practice who chairs a subcommittee of the Florida Bar's Civil Procedure Rules Committee.

The committee wrote and passed new rules at the request of the Florida Supreme Court, and the court is scheduled to approve them in April. The rule, as written, would require attorneys to redact information including dates of birth, Social Security numbers and financial account numbers when introducing deposition transcripts into the record. And because the change, if approved by the court, would be part of the rules of civil procedure.

JAX BUSINESS JOURNAL 1-26 to 2-1

MEMBER NEWS

Our prayers and condolences to Cindy Godwin and her family on the loss of her father.

Cindy, our thoughts are with you.

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

COMMUNITY NEWS

DID YOU KNOW?

That home sales for North Jacksonville in zip code 32218 for the third quarter of 2006 totaled 427 and zip code 32226 sales totaled 108. The median price for these homes were \$225,000 and \$297,600 respectively. The only area exceeding in volume sales was a small area on the Westside, and median price for homes at \$315,000 at Neptune Beach.

The Northside has grown tremendously by leaps and bounds over the last few years and continues to grow. With the River City Marketplace at our convenience, we can only see more growth in the future.

BIRTHDAYS IN FEBRUARY REMEMBER TO WISH YOUR FRIENDS A HAPPY BIRTHDAY

<i>Charles Crews</i>	20	<i>Nathaniel Davis</i>	19
<i>Sam Folino</i>	7	<i>Sharon Joost</i>	2
<i>Gene Maszy</i>	13	<i>Betty Gillyard</i>	2
<i>Faye Rustin</i>	20	<i>Henning Neal</i>	4
<i>Martha Leverock</i>	8		

✓ Mark Your Calendar

- February 13, 2007 Janet Johnson, Media Tour of the Jacksonville Zoo and Gardens
- February 26, 2007 Candidates Forum 7:00 pm FCCJ Auditorium North Campus
- February 27, 2007 Candidates for Councilman of the North District Dick Berry & Ray Holt

LOCAL COMPANY SAVES OTHERS BY RECOVERING LOST DATA

Joy Mills was worried she had lost data – “the culmination of two and a half years of work” – needed to complete a marketing project before she could bill a client \$38,000.

But the data was on a portable hard drive that Mills carried when she traveled on business, and the drive could not be read. Attempts to retrieve the data with software were unsuccessful. As she searched the Internet for data recovery specialists, she became wary of the solutions offered.

“The prices were so varied,” said Mills, vice president of strategy for CEO Service Bureau Inc., a business strategy consulting company in Jacksonville. “I had to ship the drive, and there was no guarantee.”

Just as she had nearly given up, she clicked on a sponsored search engine link for a company called Vioplex. To her delight, the company is in Jacksonville and could help her as soon as she took the drive to its office on Southpoint Boulevard. A technician analyzed the drive, ordered a part by overnight delivery, and transferred the data to a disk the next day. The ordeal cost Mills \$425, and the portable drive was not fully repairable, but she’s thankful to have her data.

People like Mills, as well as businesses of all sizes, have helped Vioplex become a profitable – albeit small, for now – player in an estimated \$100 million industry that is growing.

Dustin Skartved, 32, founded Vioplex nine years ago in Columbus Ohio, after leaving IBM Corp. (NYSE: IBM) when the company wanted him to move to Colorado.

He invested \$40,000, including his savings and a second mortgage on his home, to start Vioplex. The company began as a one-person operation, with Skartved doing clients’ work most of the day and trying to spend an hour a day on business developing and marketing. He hired a part-time employee a few months later.

Initially, the company did mainly disaster recovery plan and backup solutions consulting, similar to Skartved’s job at IBM.

Data recovery was a small fraction of his work load and was limited to instances in which the electronic media had not failed mechanically.

Vioplex struggled to stay in business for its first five years. Skartved recalls having all of his credit cards at their limits and living from client to client.

It wasn’t until two years after the company started that he invested about \$10,000 in a clean room to allow the company to repair disk drives or get them to function enough to retrieve data.

Over time, the company’s business model evolved, driven mainly by customer inquiries about data recovery, to where that became the lead service. Vioplex got out of debt about three years ago, and business picked up noticeably about two years ago when the company started getting referrals from computer makers such as Hewlett-Packard Co. and Dell Inc.

Also about two years ago, Vioplex got its first government contract with the U.S. Department of Treasury and has since done data recovery for the Department of Defense.

Today, data recovery accounts for about 90 percent of Vioplex’s revenue, Skartved said.

Company sales increased from about \$500,000 in 2005 to about \$1 million in 2006, thanks to a \$250,000 contract with a New Jersey-based financial services company.

Likewise, the company’s work force has doubled since Skartved moved Vioplex to Northeast Florida – first to Ponte Vedra Beach and later to Jacksonville – a little more than a year ago. At that time, he had four employees, including himself. Now he has eight workers, five here and three in Columbus.

Vioplex’s persistence has put it in a position to be a player in a lucrative and a developing industry. Data recovery is a roughly \$100 billion market, said Dave Russell, a vice-president at Gartner Inc. a Connecticut based information technology research company.

JAX BUSINESS JOURNAL 1-26 TO 2-1-07

JUDGE RULES FOR PORT AUTHORITY IN EMINENT DOMAIN CASE

The Jacksonville Port Authority can proceed with exercising eminent domain to take property owned by Keystone Coal Co. Circuit Judge Jean Johnson in a 28 page order, found that the authority met its burden in establishing a public purpose and reasonable necessity to take the 65-acre parcel.

The judge did not find merit in Keystone’s arguments that the authority acted in bad faith or abused its discretion.

She wrote that based on “constitutional and legislative provisions, the port authority’s acquisition and development of property for the purpose of leasing the property to private companies for their use is a public purpose.”

She also ruled that the determination of whether the taking is necessary is a legislative decision that the court should trend lightly on.

“We felt we had the better side of the argument,” said Joel Settimbrini, lead counsel for the port authority. “There’s a wealth of legislation finding that port authorities are good for the people of the state of Florida.”

Johnson added that case law and statutes in Florida favor public development of port facilities “without regard” to whether it will benefit a private entity. Keystone had made an issue of the fact that the authority has a tentative agreement to lease the land to a competitor of Keystone.

Johnson wrote that a port authority being able to acquire suitable property ensures that such property will be available for port facilities. She said that allows a port authority “to exercise control over the property’s use, so that development of the port is not left to the whims of private owners or the vagaries of the marketplace.”

Settimbrini found that language insightful, saying that the property being taken “will be held in public trust for the good of the community as it evolves over time.” He said the port authority filed for condemnation “only after a painstaking process that considered whether the property was being used. This property was a closed paper mill.”

Simon Bloom, lead counsel for Keystone, said he had not had a chance to review the ruling.

Year 2006 - 2007

Jim Fair
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764-9893

Gerri Jones
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725-7116

Paul Forte
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728-0236

Patricia Hamn
Sergeant at Arms
762-0054

Lisa Fallon
Sergeant at Arms
714-2037

Marguerite Mathews
Sergeant at Arms
714-9955

Angie Chesser
Sergeant At Arms
696-8842

MEETINGS

Are held the 2nd and 4th Tuesdays at 11:45 a.m. in the Samburu Room at The Jacksonville Zoological Gardens 8605 Zoo Parkway Jacksonville, Florida

FEBRUARY 2007						
SUN	MON	TUES	WED	THUR	FRI	SAT
				1	2 Rotary Zoo 12:30 p.m.	3
4	5	6	7 NSBL Bd. Mtg. 11:45 a.m. Jax Zoo	8	9 Rotary Zoo 12:30 p.m.	10
11	12	13 NSBL Luncheon Mtg. 11:45 a.m. - Zoo City Council 6:00 p.m.	14  Happy Valentine's Day	15	16 Rotary Zoo 12:30 p.m.	17
18	19	20	21 <i>Eden Brd Mtg</i> <i>HI 8:00 a.m.</i> No. CPAC 4:00 p.m. FCCJ	22	23 Rotary Zoo 12:30 p.m.	24
25	26 NS Civic Assoc. Mtg HMS - 7:30 pm	27 NSBL Luncheon Mtg. 11:45 a.m. - Zoo City Council 6:00 p.m.	28			