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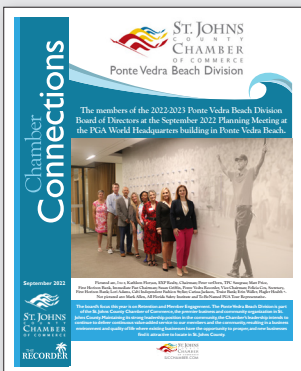
September 29, 2022

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75 cents

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PonteVedraRecorder.com



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**INSIDE: CHECK IT OUT!**  
The Recorder's Entertainment EXTRA featuring TV listings, streaming information, puzzles and more!

## Autumn Arrives

Few things say autumn like pumpkins. And, with fall in the air, many local residents stopped by Wesley Wells Farms, west of St. Augustine, to pick out their favorites and enjoy a taste of country living. See photos from the festival on page 12.

Photos by Susan Griffin

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# Send us your news

We welcome submissions of photos, stories, columns and letters to the editor. Let us know what's happening. If you have hard copies of photos you want us to feature, feel free to bring them to our office — we'll scan them and hand them right back. E-mail submissions to [news@pontevedrarecorder.com](mailto:news@pontevedrarecorder.com) or bring them by our office at **1102 A1A N., Unit 108, Ponte Vedra Beach.**



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## BRIEFS

### Public meeting will address one-cent tax increase

The St. Johns County Civic Roundtable will host a public meeting at noon Oct. 10 to provide county residents information about the proposed one-cent sales tax increase. Henry Dean, chairman of the County Commission, will present information about the sales tax and how the proceeds will be used.

Residents are invited to attend to hear the presentation and ask questions so that they will be informed, as this issue will be on the Nov. 8 ballot.

The meeting will be held at the Waterworks Building, 184 San Marco Ave., St. Augustine.

### PLAYERS Championship event planned at senior center

Council on Aging has announced that a special PLAYERS Championship event will be held Oct. 13 at THE PLAYERS Community Senior Center in Ponte Vedra Beach.

Members of the public are invited to attend the event which starts at 11 a.m. for golf festivities sponsored by THE PLAYERS Championship. Meet PLAYERS employees, take part in an outdoor putting competition and enjoy golf-themed activities. Tournament staff will be onsite for approximately three hours on this day interacting with senior center participants and the Ponte Vedra Beach community.

Refreshments will be provided and prizes for

different activities will be awarded. You won't want to miss this celebration — or the big surprise announcement planned.

THE PLAYERS Community Senior Center is located at 175 Landrum Lane, Ponte Vedra Beach.

To learn more about the center, go to [coasjc.org/ponte-vedra-center](http://coasjc.org/ponte-vedra-center) or call 904-209-3659.

### Mega Open House weekend is Oct. 8-9

Berkshire Hathaway HomeServices Florida Network Realty's Mega Open House Weekend returns on Saturday and Sunday, Oct. 8-9.

The Mega Open House Weekend features open house viewings of the company's listings of available homes. The listings encompass homes in a wide range of prices, styles and neighborhoods in Northeast Florida.

In September, the company's Mega Open House event hosted more than 30 in-person open houses with virtual open houses on social media to ensure maximum reach and engagement. The online analytics show the virtual open houses attracted 115,544 online impressions, an aggregate reach of 89,167 users and 10,681 clicks.

Go to [OpenHouseNEFlorida.com](http://OpenHouseNEFlorida.com) for a list of open houses. See the company's Facebook page, [facebook.com/FloridaNetworkRealty](http://facebook.com/FloridaNetworkRealty), and Instagram, [instagram.com/FloridaNetworkRealty](http://instagram.com/FloridaNetworkRealty), to view the homes virtually during the event.

BRIEFS continues on Page 3

## Publix buys Sawgrass Village Shopping Center

By Shaun Ryan

The Sawgrass Village Shopping Center is under new ownership. It has been purchased by PSM Sawgrass LLC, which is affiliated with Publix Super Markets, the primary tenant of the shopping center. The deed was recorded with the St. Johns County Clerk of Courts office on Sept. 16.

The sale price is listed as \$82 million. The 7-acre property has a \$10.4 million taxable value, according to the county property assessor.

In July 2010, Massachusetts Mutual Life Insurance Co. foreclosed on the property. The owner was then listed as Sawgrass Village Shopping Center LLC.

The purchase includes three buildings, which house various businesses, especially Publix and

CVS Pharmacy.

Publix was founded in 1930 in Winter Haven and today has 1,306 store locations in seven states, 838 in Florida. It also has 10 distribution centers, one on Jacksonville, and 10 manufacturing facilities. It is the largest employee-owned company in the United States, employing more than 230,000 people.

The purchase would bring to 370 the number of locations where Publix owns both the building and the land it is on. The remainder are either leased or located on land that is leased, according to the company's 2021 annual report.

Retail sales last year came to \$48 billion, a 7% increase over 2020, according to the company's 2021 annual report.

PSM Sawgrass LLC is headquartered in Lakeland, Florida.

## PUZZLE SOLUTIONS

P	L	O	P		M	P	G		P	A	R
P	E	K	O	E		I	R	E	C	A	F
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3	6	4	1	7	5	9	2	8
5	9	2	8	3	6	7	1	4

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**OCT 14-16 20-23 27-31**



# County OK's tax rate, budget for 2023

By Shaun Ryan

The St. Johns County Board of County Commissioners approved the tax rate for FY 2023 at a special meeting on Tuesday, Sept. 20.

The vote was 4-1 with County Commissioner Paul M. Waldron voting no.

The aggregate millage rate, which is divided among the general fund, fire district fund, transportation trust fund and health department fund, is \$6.83 per \$1,000 of assessed property value. This is a 2-cent increase over the FY 2022 rate.

This represents a 12.57% increase over

the rolled-back rate of \$6.06. The rolled-back rate is what would generate the same amount of tax revenue as last year after being adjusted for changes in property values.

That portion the rate that will go to the general fund is \$4.65, an 11% increase over the rolled-back rate of \$4.12. The general fund is the largest of the county's operating funds and accounts for all financial resources except those restricted to specific uses.

Other countywide levies, per \$1,000 of assessed property values, are: \$1.38 for the fire district fund, \$0.84 for the transportation trust fund and \$0.02 for the health

department fund.

The certified taxable value of properties in the county is \$40,840,143,494. The county has seen a 17.8% increase in taxable value since last year, which results in a \$39,964,900 increase in tax revenue from last year. Total estimated taxes are \$278,797,359 for FY 2023.

Under the approved rate, the owner of a \$400,000 home with a \$50,000 homestead exemption would pay \$2,391 in county taxes next year.

In a separate action, the board unanimously approved the budget of \$1,550,104,053.

## Briefs

Continued from 2

For more information about Berkshire Hathaway HomeServices Florida Network Realty, go to FloridaNetworkRealty.com.

### Palm Valley Market every Tuesday

The Palm Valley Market is held from 10 a.m. to 2 p.m. every Tuesday at the Palm Valley Community Center, 148 Canal Road. The market offers fresh produce, baked goods, local honey, tea, seasonal treats, soap, jewelry, plants and more.

— Compiled by Shaun Ryan



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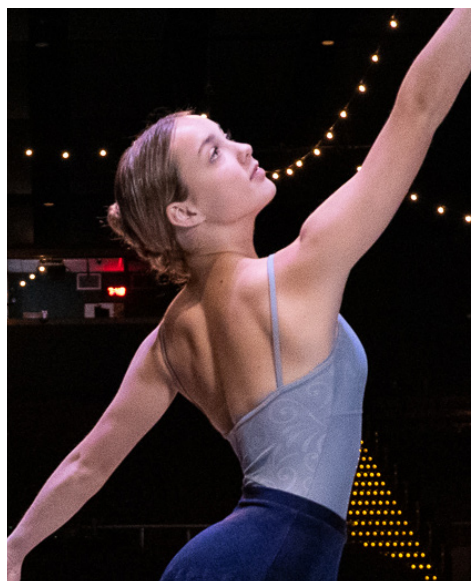


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# Beaches Go Green receives donation prior to Oct. 8 cleanup

By Anthony Richards

Local State Farm Insurance agent Edie Williams presented a check for \$2,500 to Beaches Go Green founder Anne Marie Moquin at her Ponte Vedra Beach office Sept. 21.

“State Farm corporate definitely supports being philanthropic in the community,” Williams said.

According to Williams, she had some funds available and reached out to a friend, who was able to put her in touch with Moquin.

“We connected and originally it was only supposed to be \$500, but when we dug a little more into it, we were able to get \$2,500,” Williams said.

Nonprofits like Beaches Go Green rely so heavily on community support to

help drive their mission, it is a big deal anytime they receive a donation.

“It is just so awesome,” Moquin said. “Usually, we’re always trying to find people, so it’s really refreshing to have her (Williams) reach out like that. We’re super grateful.”

Beaches Go Green now has 13 student clubs at schools throughout the area, which takes a lot of Moquin’s time, but it is something she is happy to do, because she believes educating the next generation is the best way to instill change.

The majority of clubs are at schools in St. Johns County, but there are some in Duval County as well.

“It makes me so proud to see the kids get excited and really make a difference,” Moquin said.

Beaches Go Green has a big cleanup



Photo by Anthony Richards

State Farm Insurance agent Edie Williams presented a check to Beaches Go Green founder Anne Marie Moquin at her Ponte Vedra Beach office Sept. 21.

event coming up Oct. 8, which will be at Jacksonville Beach.

According to Moquin, past events have seen more than 400 participants come out to be part of the cleanup.

“The students behind the scenes, as well as helping with the cleanup,” Mo-

quin said. “Last time we did it, we collected 75 bags of trash, which is a ton of trash. We also had a bunch of large items found and thousands of cigarette butts.”

Moquin used to do a lot more frequent cleanups, but in recent years she has

**DONATION** continues on Page 13

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*Kathleen Floryan is a real estate professional with eXp Realty and the incoming chair of the St. Johns County Chamber of Commerce Ponte Vedra Beach Division. She grew up in New York and had a successful nursing career, eventually moving to Northeast Florida, where she established her real estate career in 2006.*

## Kathleen Floryan

### As told to Shaun Ryan

#### **You are the incoming chair for the St. Johns County Chamber of Commerce Ponte Vedra Beach Division. What are your hopes and plans for the local group in the year ahead?**

The PVB Division Board of the SJC Chamber of Commerce is a very dynamic and engaged group of business professionals all working towards improving and supporting the local business environment through networking, educational and advocacy programs. My hope is of course to continue to reach out to and welcome new businesses as they open in the Ponte Vedra Beach and Nocatee areas and acknowledge their successes as we have in the past.

More importantly, our focus will be on retention of the current membership especially recognizing longstanding Chamber members who have made impactful contributions to the community of Ponte Vedra Beach through their business endeavors. Membership retention is a key to the mission of the Chamber of Commerce.

#### **How long have you been a member of the Chamber's Ponte Vedra Beach Division?**

When I came to Florida in 2004 as the administrator of the St. Augustine Surgery Center, I made the decision to join the St. Johns County Chamber. Two years later, when I made a career change and moved to the Ponte Vedra Beach area as a fulltime residential real estate professional, I rejoined the chamber as an individual business in the Ponte Vedra Beach Division. For the past three years I have had a role on the PVB Division Board, last year as secretary.

#### **You are a successful real estate professional here in Northeast Florida. Tell me a little about what you do. Do you specialize?**

Thank you for that compliment. Indeed, I have had a great career in real estate in both Ponte Vedra Beach and Nocatee. I owe much of that success to my affiliation with the Chamber of Commerce. My specialty has been in the area of oceanfront/waterfront residences as well as golf course communities.

Most recently, I have become a "Certified Golf Life Navigator," which connects golfers based on their handicap and about 80 other data points to their best choice of golf course and neighborhood. This requires me to know as much as possible about the area golf courses, not just in Ponte Vedra Beach but all of greater Jacksonville.

I have continued my education in the real estate field over the past 16-plus years that includes multiple certifications from Luxury Home Marketing to New Home Construction.

#### **I'm always interested in how people select and pursue their careers. Can you tell me about your career path and how you got into real estate?**

Like for many people real estate is a second career. I was pretty burned out from my 38 years in a nursing career. In 2005 (you remember that was a booming market), we bought some investment condos in Jacksonville. Everyone I met while I was a nurse, was a real estate agent. I am sure you have come across the same phenomena here in NE Florida.

So, one of the agents I met recommended a new condo community being built in Jacksonville just off Old St.



Photo by Susan Griffin

#### **Kathleen Floryan is the incoming chair for the St. Johns County Chamber of Commerce Ponte Vedra Beach Division.**

Augustine Road near Baptist Hospital South that also was just being built. It looked promising; what did I know? So, we bought three of them. I knew as an RN there were tons of regulations in health care, and I'd better learn what those regulations would be if I was to manage my investments without breaking the law, so I took the real estate course and got my license.

I was still working for a while as an operating room nurse part time and then when I decided I'd like to go full time in real estate (because you really can't do it well part time) my husband Dan exclaimed, "You are taking your hobby and making it your career?" And my reply was, "Watch Me!"

When challenged and told I can't do something, that's when my Irish gets up and becomes a motivator to prove otherwise.

#### **What do you like best about what you do?**

So, there are a lot of parallel skill sets between my nursing skills and real estate skills. Both require a deeply personal trust and relationship building skillset. In my nursing career from critical care to hospital administration, to home health administration, lobbyist, educator, researcher, to business management, I was able to apply those skills to running my own business with compassion and understanding of the human condition.

The physical, emotional, psychological and spiritual work of my role as an RN was the foundation for my real estate career. In health care there were emergencies and dealing daily with death and dying. In my real estate busi-

ness, there are no "real estate emergencies" — with the exception of resuscitating people these days when they see home prices soaring. But seriously, here are my 6 D's in real estate — Diamonds, Diapers, Divorce, Downsizing, Dementia, Death. We all go through life cycles and those cycles often require a change in circumstances, again it is parallel to what I've seen in health care. These 6 D's are typically one of the reasons people call me to help them.

#### **How do you like to spend your free time?**

My two children are grown and live in Columbus, Ohio, with my four grandchildren, so most of my free time is spent sailing with my husband Dan on our 38-foot Hunter Sloop. Recently I competed in a sailing race with the St. Augustine Sailing Sisters to raise monies to benefit the Betty Griffin House and St. Francis House with their goal of empowering women to better their lives and circumstances.

Other pastimes include walking on the beach, which is across the street from where I live. Training and exercising my new 9-month-old Springer Doodle dog, Riley, is taking up a lot of spare time.

Other activities are constantly reading, periodically swimming and occasionally swinging a golf club — although what I do with that club is not exactly what most would consider playing golf.

And most importantly, being involved as much as I can with my church at Our Lady Star of the Sea.



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# Hickman, Ponte Vedra Plastic Surgery get ready for breast cancer awareness month

By Anthony Richards

Dr. Hollie Hickman and her staff at Ponte Vedra Plastic Surgery are preparing for October and breast cancer awareness month.

The Ponte Vedra Plastic Surgery staff are planning to go all out this year when it comes to raising awareness by wearing as much pink as possible of Friday's during the month and having testimonials from both clients and employees who have survived battles with breast cancer.

Self-breast examination cards will also be handed out to clients. The cards are made to be put in the shower and have punch holes that can be punched out each month throughout the year to help keep track.

According to Hickman, it is just another way to promote the importance of education and being aware of changes with one's body.

"I've been in practice for 12 years now, and I do a little bit of everything," Hickman said. "I can do cleft lips and palates on a mission, but I can do the cosmetic and breast reconstruction in my daily practice. Plastic surgery is a very creative field."

Even though she has been helping people for years now, the feedback she

receives, and the excitement people have after a surgery is something that will never get old for her.

"Breast cancer is of course the most rewarding, because it's all about helping them reconstruct the breast and giving them pretty breasts," Hickman said. "Back in the day you really couldn't give them pretty breasts because we didn't have all the options we have now."

She credited the advancements in technology and science that make those options available now.

"It's nice as a woman to walk through that with a patient, because I'm at risk to get breast cancer," Hickman said. "One in eight women will get breast cancer outside of their 40s, and inside their 40s it is one in six women will get breast cancer."

Although those numbers may be scary, Hickman said that they can be combated with proper self-examinations and awareness.

However, that fear is a powerful thing



Photo by Anthony Richards

Ponte Vedra Plastic Surgery will be going all out to promote breast cancer awareness during the month of October.

for those who are dealing with breast cancer, but Hickman strives to do her best to make sure they understand that it is her job to make sure they look as beautiful as they did before the cancer.

"All women should keep up with their mammograms and do monthly self-breast exams," Hickman said. "Just because you don't have a family history of breast cancer, does not mean you are immune to it."

Catching the cancer early increases the chances of dealing with it before it can spread further.

"Patients that do monthly self-breast examines have a higher survival rate," Hickman said. "They are familiar with



Photo courtesy of Ponte Vedra Plastic Surgery

Dr. Hollie Hickman does her part to restore a woman's femininity after battling breast cancer.

their breast tissue, so when something's off, they know."

Many of the patients Hickman sees have been through their battle and are looking to gain the confidence they may have lost going through it.

"The general surgeon is usually takes away your breast, but then it's my job to put it back," Hickman said. "I get to be the person that restores their femininity, which is really fun."

## Noc'n Out Breast Cancer

Coastal Wine Market & Tasting Room in Nocatee recently hosted a Noc'n Out Breast Cancer event, a fundraiser to fight breast cancer. Among those taking part in the festivities were breast cancer awareness advocate Donna Deegan and St. Johns County Commissioner Jeremiah Blocker.



Contributed photo

Steve and Shaun Lourie present a check to Kerry Luitgaarden and Robin Robson from the Noc'n Out Breast Cancer event held Sept. 12 at Coastal Wine Market & Tasting Room.



Photos by Susan Griffin

Steve Lourie and Jan Renard, who painted Coastal Wine on a magnum-sized bottle.

Kerry Luitgaarden, Steve Lourie, Robin Robson at the Noc'n Out Breast Cancer event.



The Coastal Wine Market team.



A silent auction was part of the fun at the Noc'n Out Breast Cancer event.



# AWARENESS

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The Recorder's garden columnist Kathy Esfahani of Kathy's Creative Gardens & Nursery shares her tips for growing gorgeous gardens in Northeast Florida.

Photos provided by Kathy's Creative Gardens & Nursery

**KATHY'S GARDENING GUIDE**

# Landscape Trivia

"Life begins the day you start a garden." — Chinese Proverb

By Kathy Esfahani



Kathy Esfahani

There is so much to learn about trees, plants and gardening! Test your knowledge with these fun trivia questions (answers below):



Kathy's Creative Gardens & Nursery

1. Which of these is considered a good source of calcium for garden soil? A) Compost; B) Eggshells; C) Milk
2. Which of the following is not a benefit of using mulch? A) To keep the soil cool; B) To prevent weeds; C) To dry out wet soil
3. What style of garden landscape requires little to no irrigation? A) Tropical; B) Xeriscape; C) Urban
4. Which of the following is a shade plant? A) Fern; B) Peony; C) Daylily

5. What does "hardening off" mean in gardening? A) Fertilizing plants; B) Acclimatizing plants before transplanting; C) Removing old plants for the new season
6. What is symmetrical balance in landscaping also known as? A) Complicated; B) Informal Balance; C) Formal Balance
7. Which of the following chemical elements is not among the main ingredients in most fertilizers? A) Potassium; B) Oxygen; C) Phosphorus
8. Which of the following foods is not

- in the rose family? A) Raspberries; B) Apples; C) Grapes
9. Which term refers to the shape of objects in a landscape? A) Form; B) Line; C) Balance
10. What type of plantings helps anchor the house to the ground? A) Corner planting; B) Borders; C) Foundation planting
11. Which term is used for a plant that may keep growing in many seasons for at least two years? A) Perennial; B) Biennial; C) Annual
12. What can be used to prevent moisture loss and control weeds? A) Fertilizer; B) Mulch or pine straw; C) Sod
13. Which of these would not make a good focal point? A) Front door; B) Flowering tree; C) Flooring
14. Which technical term do we use for planting seeds? A) Xeriscaping; B) Germinating; C) Sowing
15. Which of the following do plants not get directly from the soil? A) Carbon; B) Nitrogen; C) Potassium

**Flower of the Week**



**Ixora**

Happy planting!

*Flower of the Week: Ixora*

Please email Kathy at [kcg.pvr@gmail.com](mailto:kcg.pvr@gmail.com) for any questions or gardening tips you would like to see in the future. For more information & ideas, visit Kathy's Creative Gardens & Nursery, 196 N. Roscoe Blvd. The phone number is 904-655-7373.

ANSWERS	8. C) Grapes
1. B) Eggshells	9. A) Form
2. C) To dry out wet soil	10. C) Foundation planting
3. B) Xeriscape	11. A) Perennial
4. A) Fern	12. B) Mulch or pine straw
5. B) Acclimatizing plants before transplanting	13. C) Flooring
6. C) Formal Balance	14. C) Sowing
7. B) Oxygen	15. A) Carbon



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**CHARLIE HARB GIVING AWAY ORIENTAL RUGS, PREPARING FOR RETIREMENT**  
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Some may say it's too good to be true. But it's not. Charlie at C. Harb's Rug Gallery in Southside is offering a "buy 1 rug, get 2 free" deal. The sale applies to any three rugs of your choice that are in his stock at the Philips Highway showroom.

Don't need three rugs? No problem. Whether you need only one or two, or are in the market for four, Charlie Harb will give you the deepest discount possible as he liquidates his stock in preparation for his September retirement.

Representatives of local non-profit organizations are welcome to come and pick out a rug for your group's office free of charge. Consider it a gift from Charlie

for all you contribute to the community. "It's my way of giving back before I retire" he said.

There are hundreds of rugs to choose from in an array of sizes and shapes. There are hand-knotted, authentic Oriental rugs and machine-made reproductions. There are traditional styles, contemporary designs, and transitional rugs available.

Charlie has spent his whole life finding beauty and history in Oriental rugs. He is of his family's third generation in the business. His great-uncle began the legacy a century ago in Tennessee, selling rugs from the trunk of his car, laying them out on a grassy lot for display. Charlie's father, after being trained by his uncle, then moved to Delaware to set up his branch of the business there. That's where Charlie learned the trade from his dad, starting as a young boy rolling



rugs, earning 25 cents per day.

He's come a long way since his young days in Delaware. Charlie Harb wed a Jacksonville girl, Rita Rukab, daughter of Paul Rukab, a local realtor and president of the Ramallah American Club. Rita and Charlie lived in his home state for a few years after their marriage. She taught elementary school, while he

worked the rug business at his dad's store. When Rita's parents became ill, the young couple moved back to Jacksonville to help care for them. Rita worked as a first-grade teacher in the Duval County School District, and Charlie set up his own version of his family's Oriental rug business.

C. Harb's Rug Gallery is a full-service retailer that offers cleaning and repair work done on the store's premises. "My name is on the business, and I take great pride in my work," Charlie said.

Today his stock is equally split between Oriental rugs and those considered more contemporary. He can even get select rugs in any custom size up to 10' x 18' including rounds, in three weeks. Bring him your impossibly unusual size needs and Charlie will get a beautiful rug to you before he retires.



Many residents first met him in 1989 at his JACKSONVILLE Beach Plaza location, where the post office is now, prior to his 2007 move to his current Southside showroom. Now after 33 years as an Oriental rug expert in Jacksonville, Charlie Harb is ready to retire.

There's something else Charlie Harb is looking forward to after his retirement-applied probability. "Ask me about that when you come in to buy a rug," he said.



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# Pumpkin Festival

Wesley Wells Farms, 2680 Ada Arnold Road, west of St. Augustine, held its second annual Pumpkin Festival on Saturday, Sept. 24. The fields were open for visitors to pick up some pumpkins, fresh vegetables and farm merchandise. There were also games and farm animals to see. Here are a few photos from the event.

Photos by Susan Griffin



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# Adventure Landing plans Halloween Haunt Nights

Preparations are underway at Adventure Landing in Jacksonville Beach for Haunt Nights 2022.

Haunt Nights will begin Oct. 7 and run through Halloween night, Oct. 31. This year there will be two haunted attractions with more than 40 actors.

A much-anticipated Haunt Nights favorite is back: the Payn Manor is everyone's dream but step inside and the nightmare begins. The maid, butler and grounds men are out for revenge, and you are the guest of honor. Once the spell is cast there is no stopping it. You can run, but you can't escape.

Next, visit Dark Fables 3D. This is Jacksonville's largest 3D Haunt. Fairy tales aren't what they seem. Creepy characters lurk and wind their way through narrow passages trying to reach you and evoke fear.

Haunt tickets are \$24.99. Haunt-plus attraction tickets start at \$27.99; choose between go-karts, miniature golf or Max Flight Virtual Rollercoaster. Fast Pass tickets are also available in limited quantities on select nights.

Parking is included in admission price.

For information on tickets, hours of

operation and operating schedule, go to [haughtnightsjax.com](http://haughtnightsjax.com).

Group rates are available at a discount. Contact the park group sales manager at [groups@adventurelanding.com](mailto:groups@adventurelanding.com).

Adventure Landing is located at 1944 Beach Blvd. in Jacksonville Beach. For more details, call 904-246-4386 or go to [adventurelanding.com](http://adventurelanding.com).



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## Donation

Continued from 5

shifted her primary focus on spreading education as well as having major cleanup days.

"I realized that we're going to be cleaning up after our whole lives, if we focus just on cleanups," Moquin said. "Instead, we have to also focus on education and changing the behaviors. Kids, especially the teenagers, are just so receptive to learning it."

The event is free and open for everyone. Beaches Go Green will have sign-in booth setup just outside of the Jacksonville Beach Pier parking lot.

"Anybody can come out of any age, and that's one of the beauties of a cleanup," Moquin said.

The donation by Williams and State Farm will go toward helping Beaches Go Green continue its efforts both in the schools and with its cleanup.

Williams and members of her staff will be taking part in the cleanup as well.

Cleanup volunteers will be provided buckets and one washable and reusable glove for their dominant hand after signing up.

"If we run out of buckets, we've collected grain bags from local breweries, such as Southern Swells," Moquin said.

"Finger food" will be provided by local community sponsors and donors during the cleanup.



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# Chamber Connections



The members of the 2022-2023 Ponte Vedra Beach Division Board of Directors at the September 2022 Planning Meeting at the PGA World Headquarters building in Ponte Vedra Beach.



Pictured are, l to r, Kathleen Floryan, EXP Realty, Chairman; Peter verDorn, TPC Sawgrass; Matt Price, First Horizon Bank, Immediate Past Chairman; Susan Griffin, Ponte Vedra Recorder, Vice-Chairman; Felicia Cox, Secretary, First Horizon Bank; Lori Adams, Cabi Independent Fashion Stylist; Carissa Jackson, Truist Bank; Erin Waller, Flagler Health +. Not pictured are: Mark Allen, All Florida Safety Institute and To-Be-Named PGA Tour Representative.

The board's focus this year is on Retention and Member Engagement. The Ponte Vedra Beach Division is part of the St. Johns County Chamber of Commerce, the premier business and community organization in St. Johns County. Maintaining its strong leadership position in the community, the Chamber's leadership intends to continue to deliver continuous value-added service to our members and the community, resulting in a business environment and quality of life where existing businesses have the opportunity to prosper, and new businesses find it attractive to locate in St. Johns County.

September 2022



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## MESSAGE FROM THE PRESIDENT/CEO



**Isabelle Renault**  
President/CEO  
St. Johns County  
Chamber of Commerce

Thank you for reading the Connections and thanks to the Ponte Vedra Recorder for including this quarterly newsletter of St. Johns County Chamber of Commerce news.

We are excited to announce some changes to the Chamber's offerings! As many of you know, we recently surveyed

the members of the Chamber. We analyzed the results, and we will:

- Communicate our news and events with more impact and timeliness
- Reorganize our programs to respond to members values: Networking, Advocacy and Educational Program. Topics will focus on: Sales, Workforce, Inflation, Access to Funds, Supply Chain
- Align with county growth. We are unifying the Ambassador Program and expanding the program into the growing Northwest area of St. Johns County.

So, thank you for responding to the survey and stay tuned for more information.

These changes will be overseen by the St.

Johns County Chamber of Commerce board of directors for 2022-2023, led by Beth Sweeny, chair, Flagler College. Joining her on the Executive Board will be Jim Bush, immediate past chairman, FP&L; Berta Odom, vice chair, RE/MAX; Stephen Hudson, treasurer, Digital Mark; Meg Zabijaka, secretary, Constangy, Brooks, Smith & Prophete; and Orv Dothage, chair, Economic Development Council, Northrop Grumman.

Joining the board as directors are: Emily Bellock, THE PLAYERS' Director of Community Outreach; Melissa Benes, Puroclean; Shandee Bowman, Crowley; Lori Ann Brandel, VyStar; Dave Chatterton, Old Town Trolley; John Choi, Northrop Grumman; Kathleen Floryan, eXp Realty; Chris Heibel, American Roll-On Roll-Off Carrier; James Machado, Ascension St. Vincent's; Anish Patel, Vista Hospitality; Chris Pokrivnak, VyStar; Matt Price, First Horizon Bank; Dr. David Rice, Flagler Health+; Chris Shee, MasterCraft Builder Group; Sean Rotolo, Oxi-Fresh; and Richard Goldman, Visitor and Convention Bureau (ex-officio).

I look forward to meeting you at our events throughout the county and welcome your feedback at [info@sjcchamber.com](mailto:info@sjcchamber.com).

Regards,  
**Isabelle Renault**  
President and CEO, St. Johns County Chamber of Commerce

## MESSAGE FROM THE DIRECTOR



**Karen Everett**  
Director, PVB Division  
St. Johns County  
Chamber of Commerce

Happy new year! The Chamber's new fiscal year will begin Oct. 1, 2022. And speaking of calendar changes, fall is in the air!

The members of the Ponte Vedra Beach Division board of directors held their annual strategy session in September at the new PGA Headquarters building, and members reflected on past successes and challenges. Their group photo is on the front, and they are listed inside. Thank them for their service when you see them out and about in our community.

Our business community is keeping our Chamber Ambassadors and Board members busy with ribbon cuttings recently throughout the county.

We gratefully acknowledge the new roles for Matt Price. He is completing two years as chair of the Board of Directors for the Ponte Vedra Beach Division and remains on the board as immediate past chairman. He also joins the St. Johns County Chamber of Commerce as a director. Thanks for representing!

Please join us for our many events in the Ponte Vedra area and throughout the county in October, November and December, and come visit the Chamber's Ponte Vedra Beach office at 200 Solana Road, Ste. B. We are also a Visitor Information Center and welcome your questions.

Thanks for your continued support!

Regards,  
**Karen Everett**  
Director, Ponte Vedra Beach Division  
St. Johns County Chamber of Commerce

## Meet the Ponte Vedra Beach Division board

Here is the Ponte Vedra Beach Division Chamber of Commerce Board of Directors for Oct. 1, 2022-Sept. 30, 2023:

**Kathleen Floryan**, eXp Realty, *Chairman*  
**Matt Price**, First Horizon Bank, *Immediate Past Chairman*  
**Susan Griffin**, Ponte Vedra Recorder, *Vice Chair*  
**Felicia Cox**, First Horizon Bank, *Secretary*

**The Players Championship Rep (tbd)**,  
*Director*

**Peter ver Dorn**, TPC Sawgrass, *Director*  
**Lori Adams**, Cabi Fashions, *Director*  
**Jennifer Servello**, Provision Advisors, *Director*  
**Mark Allen**, All Florida Safety Institute, *Director*  
**Erin Wallner**, Flagler Health+, *Director*  
**Carissa Jackson**, Truist Bank, *Director*

## Chamber Members invited to CELEBRATE 2022

Chamber members invited to attend CELEBRATE 2022 on Nov. 17 at the Lightner Museum in St. Augustine from 6 to 8 p.m.

The annual awards event, CELEBRATE, will give Chamber members an opportunity to socialize, network and celebrate the accomplishments of the past year.

"The volunteer leaders of the St. Johns County Chamber of Commerce have set a

path to excellence," said Isabelle Renault, president and CEO, St. Johns County Chamber of Commerce.

Awards will be presented, food from many of the county's premier dining establishments will be served and bubbly beverages will be shared at this prestigious event. Mark your calendar now; registration will be posted soon on the Chamber's website.

## CHAMBER UPCOMING EVENTS

### PVB Division Chamber Before Hours

**Date:** Wednesday, Oct. 5, 8-9 a.m.  
**Location:** Ponte Vedra Wellness Center, 880 A1A North, No. 3, Ponte Vedra Beach

### PVB Division Chamber at Noon (w/JAX Chamber)

**Date:** Wednesday, Oct. 12, 11:30 a.m. to 1 p.m.  
**Speaker:** Jenny Vipperman, VyStar Credit Union  
**Location:** Casa Marina Restaurant, Jax Beach  
**Sponsor:** Fields Auto Group

### PVB Division Chamber After Hours

**Date:** Wednesday, Oct. 19, 5:30-7 p.m.  
**Location:** Baptist HealthPlace in Nocatee, 400 Colonnade Drive, Ponte Vedra

### PVB Division Chamber Before Hours

**Date:** Wednesday, Nov. 2, 8-9 a.m.  
**Location:** Hydro Infusions, 14797 Phillips Hwy

### PVB Division Chamber at Noon – Veteran's Focus

**Date:** Thursday, Nov. 10, 11:30 a.m. to 1 p.m.  
**Location:** TBD

### PVBD Division Chamber After Hours

**Date:** Wednesday, Nov. 16, 5:30-7 p.m.  
**Location:** Seaside Bank, 820 A1A South, Ponte Vedra Beach

### PVBD Division Jingle and Mingle

**Date:** Wednesday, Dec. 14, 5:30-7 p.m.  
**Location:** The Yards in Ponte Vedra Beach



# Chamber at Noon

St. Johns County Deputy County Administrator Joy Andrews was the speaker for the St. Johns County Chamber of Commerce's Chamber at Noon event Aug. 17 at the Sawgrass Marriott Golf Resort & Spa. She spoke about the importance of infrastructure and balance needed in the county. The luncheon was sponsored by Fields Auto Group.

Photo by Susan Griffin



# Joy Vision Acupuncture now open

Dr. Erica Joy Siegel, acupuncture physician, cuts the ribbon Monday, July 18, during a ceremony marking the opening of Joy Vision Acupuncture, located at Mickler's Landing, 1106 State Road A1A, Suite 201A. The business is the only acupuncture practice in the Southeast United States specializing in the complementary treatment of eye diseases with the Acunova Protocol. The event was conducted in conjunction with the St. Johns County Chamber of Commerce. For more information, go to joyvisionacu.com.

Photo by Susan Griffin



# Sheriff speaks at Chamber at Noon event

St. Johns County Sheriff Robert A. Hardwick was the speaker for the Chamber at Noon event on Sept. 21. His topic was public safety in St. Johns County.

The event was held at the Hilton Garden Inn. The luncheons are sponsored by Fields Auto Group, and the sponsor for this specific event was Pinnacle Communications Group.

Hardwick was elected sheriff in November of 2020 and officially took office Jan. 5, 2021. Prior to serving as sheriff, he served as the 11th chief of police for the St. Augustine Beach Police Department, from 2013 to 2020. He also served as the assistant chief Investigator with the Office of the State Attorney 7th

Judicial Circuit from 2008 to 2013. During his 29-year plus law enforcement career, Hardwick also worked at the St. Augustine Police Department, the Flagler County Sheriff's Office and the Florida Department of Corrections.

In August 2016, then-Gov. Rick Scott appointed Hardwick to the Criminal Justice and Standards Training Commission. He served as chair for the Officer Discipline Penalty Guidelines Task Force and chair for the Florida League of Cities' Law Enforcement Advisory Panel.

Hardwick has been married for 30 years to his wife, Kendell. They have two adult sons.



Photo by Susan Griffin

Members of the Chamber and the Sheriff's Office pause for a photo after the Chamber at Noon event.

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# A look at labor

Labor Economist Ron Hetrick spoke at the St. Johns County Chamber of Commerce Economic Development Council (EDC) Quarterly Breakfast on Sept. 23. He addressed the labor crisis in St. Johns County at the Renaissance Resort in World Golf Village. The next EDC Quarterly Breakfast will be Dec. 2.



Contributed photo

Labor Economist Ron Hetrick addresses the labor situation during the Sept. 23 EDC breakfast.

# The Yards joins Chamber with ribbon cutting

The Yards officially joined the St. Johns County Chamber of Commerce with a ribbon cutting ceremony July 22. The Yards offers golf, pickleball and tennis and is open to hosting a variety of events at its complex.



Photo by Susan Griffin

The Yards joins the Chamber with a ribbon cutting.

# Ponte Vedra Plastic Surgery opens newest location on County Road 210

Ponte Vedra Plastic Surgery opened a new location along County Road 210 with a ribbon cutting and grand opening ceremony in partnership with the St. Johns County Chamber of Commerce. It is the fifth location for Ponte Vedra Plastic Surgery, with others in Ponte Vedra, Nocatee, Amelia Island and off Gate Parkway.

Photos by Susan Griffin



Ponte Vedra plastic surgery cuts the ribbon during the grand opening ceremony of its new location on County Road 210.



Ponte Vedra Plastic Surgery recently opened its newest location.



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# After Hours at the link

The St. Johns County Chamber of Commerce Ponte Vedra Beach Division held its Chamber After Hours at the link in Nocatee on Wednesday, June 29. Sponsors were Nissan of St. Augustine, Oxi Fresh Carpet Cleaning, Coffee News NE Florida and GEICO.

Photo by Susan Griffin



# The next wave of office complexes

Coastal Compass Executive Office Suites has been open for about a year and now they are official members of the St. Johns County Chamber of Commerce following a ribbon cutting ceremony July 20. The complex opened in August 2021 and is located at 4210 Valley Ridge Blvd., Suite 101 in Ponte Vedra Beach.



The ceremony also served as an After Hours event for the Chamber.



Photos by Susan Griffin

Coastal Compass Executive Suites held a ribbon cutting to join the St. Johns County Chamber of Commerce on July 20.

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# Dolly Llama creates sweet partnership with Chamber

The Dolly Llama Waffle Master has opened a location at 830 A1A N. in Ponte Vedra Beach and made it official with a ribbon cutting and grand opening ceremony. The business combines ice cream and waffles to give customers a unique experience.

Photo by Susan Griffin



# The DRIPBaR hosts Chamber Before Hours

The DRIPBaR hosted a “Before Hours” event with the St. Johns County Chamber of Commerce Ponte Vedra Beach Division Aug. 10. The morning was full of networking possibilities, as well as food and fun.



Contributed photo

Chamber members joined The DRIPBaR ownership in welcoming attendees to the Before Hours event.

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# The link hosts Chamber at Noon

The link hosted a Chamber at Noon event July 14. Owner Raghu Misra spoke to those in attendance about the state-of-the-art facility and the unique business it brings to the Nocatee community. The New York Butcher Shoppe catered food for the event.

Photo by Susan Griffin



Members of the Chamber and the link took part in a Chamber at Noon event July 14.

# Ascension opens new hospital in St. Johns

Ascension St. Vincent's Health Center opened a new hospital in St. Johns County and did so in the grandest way, as the facility hosted the public for a community event and ribbon cutting on site July 1.

Photo by Susan Griffin



A ribbon cutting and community celebration was held at the site of the new Ascension St. Vincent's Health Center on County Road 210 in St. Johns July 1.

# Keller Williams Realty Atlantic Partners celebrates new office

In June, Keller Williams Atlantic Partners moved to a new location, right in the heart of Ponte Veda. The new office is located at 13000 Sawgrass Village Circle Building 1, Suite 3, in the Village Professional Center. The grand opening and ribbon-cutting ceremony was held on Sept. 15.

Photo by Susan Griffin



Margaret Sherrill, operating principal, cuts the ribbon for Keller Williams Realty Atlantic Partners' new office in Sawgrass Village as team leader Mark Dilworth looks on. St. Johns County Chamber of Commerce Ponte Veda Beach Division conducted the ceremony.

# Chamber Before Hours held at TPC Sawgrass Clubhouse

The St. Johns County Chamber of Commerce Ponte Veda Beach Division held a Before Hours event for its members at the TPC Sawgrass Clubhouse Sept. 14. The Chamber thanked the staff at the clubhouse for all they did to help put on the networking event.

Photo by Susan Griffin



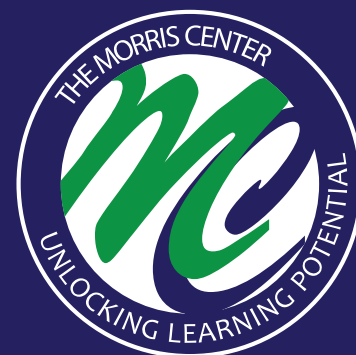
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# The Yards hosts Chamber social event

The St. Johns County Chamber of Commerce Ponte Veda Beach Division held a social gathering for its members at The Yards. The night was full of networking, drinks and socializing by all who attended.

Photo by Susan Griffin



The event was a time to socialize and network.

# Renovated Hilton Garden Inn, Mulligans hosts After Hours

The Hilton Garden Inn Jacksonville Ponte Veda Sawgrass hosted the St. Johns County Chamber of Commerce for an "After Hours" event Aug. 24. The event was held at Mulligan's Pub, the hotel's on-site restaurant, which was recently renovated along with the hotel.

Photo by Susan Griffin



Bob Arndt, general manager at Hilton Garden Inn Jacksonville Ponte Veda Sawgrass.



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# Chamber hosts Politics St. Johns event in Ponte Vedra



Candidates line the inside of the Ponte Vedra Concert Hall during the Politics St. Johns event July 27.



Political signs lined near the entrance of the Ponte Vedra Concert Hall.

Photos by Anthony Richards

## By Anthony Richards

Political candidates running in this year's election were given the opportunity to spread their messages and interact with residents during the Politics St. Johns event at the Ponte Vedra Concert Hall July 27.

The event was hosted by the St. Johns County Chamber of Commerce and was something that according to Chamber president/CEO Isabella Renault, was started more than a decade ago and has become a tradition each election cycle.

"As a Chamber, we feel like we have

a responsibility to put on a platform for our residents and local businesses to meet the candidates before they start casting their votes," Renault said. "Our mission is education and informing our residents."

The event was unique from other political outings that typically take place because each candidate had the ability to setup a table and residents can freely move and visit them.

"We're really happy with the turnout, and the candidates seem to be really happy meeting the people as well,"

Renault said. "It's also non-partisan, so everybody that's running for office was invited to come and take part."

As a result, there was a more casual feel in the air as opposed to a forum or debate setting.

"It's kind of like an expo feel to it," Renault said. "It's really just a meet and greet."

Attendees were able to move freely from one table to the next and hold conversations with the candidates naturally.

"You can just walk around and ask questions face-to-face," Renault said.

"This is also a great platform for anyone who is new to Florida or St. Johns County to understand a little better about why certain decisions are made. You can ask really specific questions and likely get the answer you want in a setting like this."

Food trucks were also on hand so that people could have something to eat as they made the rounds.

The last Politics St. Johns event held at the Ponte Vedra Concert Hall was in 2018, after doing the event virtually during the pandemic.

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# ALL ABOUT PETS

## Fall Edition



PAGES 27-29

## Humane Society calendar contest breaks fundraising record

The St. Augustine Humane Society is planning its 12th annual Pin-Up Paws Party featuring the 2023 Pin-Up Paws Pet Calendar. All proceeds from the party, the voting and calendar sales support programs and services that keep pets and their humans together for life.



Pete Melfi, 904 Now

This year, 140 pets entered the contest and campaigned for their big break: a chance to be featured in the 2023 calendar. Their combined \$1 votes raised a record-breaking \$33,428.

For the 12th year running, award-winning photographer Addison Fitzgerald has donated his talents to provide the prints of the furry finalists, and renowned fine artist Maribel Angel has contributed her artistry to create a unique Pop Art theme and calendar design. Pete Melfi with The 904 Now has signed on as honorary chair and is bringing his unique brand of hosting skills with him when he serves as emcee for the event.

The 2023 calendar featuring this year's winner, Sir Thomas of the Swamp, will be unveiled at the party.

Sir Thomas won the cover spot by raising \$2,834. He is a current foster with Swamp Haven Rescue and is looking for his forever home.

Accompanying Sir Thomas on the calendar will be photos of his Court, includ-

ing Miss Scarlett O'Hara, a close second to Sir Thomas with \$2,625 raised. Miss Scarlett went from a sick foundling kitten to a fat cat who now lives the Florida lifestyle lounging by the pool. Returning for a second appearance, and in third place, is Otis, whose perfect modeling poses raised \$2,281 in donations. Also featured is Sandy, who was

abandoned on the street along with her mother, Summer. They are a bonded pair who now patiently await a new life with a forever family.

The Pin-Up Paws celebration begins at 6 p.m. Nov. 4 at the Renaissance St. Augustine Historic Downtown Hotel. Tickets are \$95 per person and include dinner, complimentary wine and a Pin-Up Paws calendar. Table purchase and parking options are also available.

The silent auction has reached new heights this year with stunning jewelry pieces, spa treatments, resort stays and guitars signed by Tom Petty & The Heartbreakers, Prince and the members of the Eagles.

Additional event highlights include a wine pull and music by Rob Peck and the Matanzas Inlet Allstars.

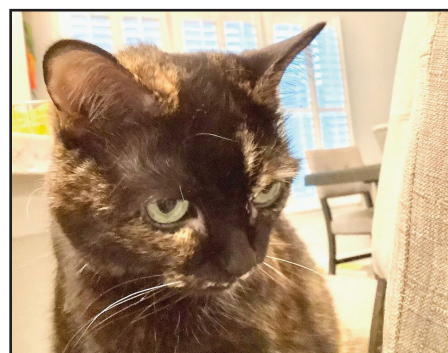
Contact [development@staughumane.org](mailto:development@staughumane.org) for more details or call 904-829-2737, ext. 111.



Sir Thomas of the Swamp



Frenchie



Miss Scarlett O'Hara



Summer and Sandy



Otis



## FALL PET SAFETY TIP

Courtesy of PAWGRASS Mobile Dog Spa

Nail trimming reduces the risk of nail tears, cracks and even painful posture. PAWGRASS Mobile Dog Spa recommends a monthly nail service. All our Spa packages include nail cutting & filing. A big thanks to our buddy Georgie for being our model!

Photo provided by PAWGRASS Mobile Dog Spa





# High school dance team supports pet food pantry

Students from the dance team at Toco Creek High School are planning a remote pet food drive to help people facing the rising cost of pet food.

The drive is scheduled for 10 a.m. to 4 p.m. Saturday, Sept. 24, at Pet Supplies Plus, 206 Ashourian Ave., Suite 108, St. Augustine.

It is a win-win for students, pets and pet owners. Students receive community service hours, pets receive much-needed nutrition and owners receive relief from worry about how they are going to feed their pets.

To help, simply stop by Pet Supplies Plus during the drive, make a pet food purchase and donate some (or all) of that pet food to volunteers stationed outside the store. All donated food will be added to the St. Augustine Humane Society's pet food pantry and made available free of charge to pet owners in need.

The pantry is open every Friday and is located at 1665 Old Moultrie Road, St. Augustine. Go to [staughumane.org](http://staughumane.org) for qualifying information.

For more information about the St. Augustine Humane Society, email [media@staughumane.org](mailto:media@staughumane.org) or call 904-829-2737, Ext. 111.



Contributed photos

**LEFT:** It looks like this guy is ready to eat.

**BELOW:** Pet food donated to the St. Augustine Humane Society's pet food pantry.



# Blessing of the Animals sure to be a pawsitively good time

Lord of Life Lutheran Church will hold its annual Blessing of the Animals for the public at 9:45 a.m. Sunday, Oct. 2.

This annual event honors the patron saint of animals, St. Francis of Assisi, by highlighting our bond with animals and the role pets play in our lives. It often coincides with World Animal Day. Readings include ones that mention animals in the bible, a reading of the Rainbow Bridge poem about deceased pets waiting for us and more. The service concludes with each individual or family bringing their leashed pet forward to be blessed by Rev. Kerry Hinkley with holy water.

"This is one of the happiest church events of the calendar year, and certainly the noisiest one, with lots of dogs barking and wagging tails," said Sheila Kolesaire, church council president. "We allow our congregation to bring their family dog with them normally to church on Sundays if they wish, but that's usually only one or two at a time."

Following the service there will be refreshments, including treats for dogs and cats. Lord of Life Lutheran Church worships in a former stable, so the location is casual and suitable for having your pet with you.

Lord of Life Lutheran Church is located at 276 Roscoe Blvd. North in Ponte Vedra Beach. It is part of the Evangelical Lutheran Church in America, one of the largest Christian denominations in the United States.

For more information go to [LordOfLifePVB.org](http://LordOfLifePVB.org).

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# FEMA URGES PREPAREDNESS NOW FOR TROPICAL STORM IAN

President Joseph R. Biden Jr. approved Gov. Ron DeSantis's request for an emergency declaration on Saturday, Sept. 24, ahead of Tropical Storm Ian. The declaration authorizes FEMA to provide support for debris removal and emergency protective measures, including direct federal assistance under the public assistance program.

As Tropical Storm Ian develops, its track and intensity will change. Residents in Florida should ensure they have their hurricane plans in place and closely monitor local media for forecast updates, directions provided by their local officials and heed local evacuation orders.

Evacuate if you are told to do so. Learn your evacuation routes and have a family emergency plan. Make sure you plan for your pets, as not all evacuation shelters accept pets. If you are a person with disabilities, you may need to take additional steps to plan for both your needs and your service animal.

You can also search for open shelters by texting SHELTER and your ZIP code to 43362. Example: Shelter 01234 (stan-

dard rates apply).

Have several ways to receive alerts. Download the recently updated free FEMA App (available in English and Spanish) to receive real-time emergency alerts from the National Weather Service and find a nearby shelter.

Go to Ready.gov or Listo.gov to learn how you can keep yourself, your family and your pets safe.

For local information on evacuation zones and routes, shelters and more, go to [sjcemergencymanagement.com](http://sjcemergencymanagement.com).

## Prepare Now for a Hurricane

**Now is the time to plan.** Take these steps to make sure you're ready:

- Review important documents. Make sure your insurance policies and personal documents, like IDs, are up to date. Make copies and keep them in a secure password protected digital space.

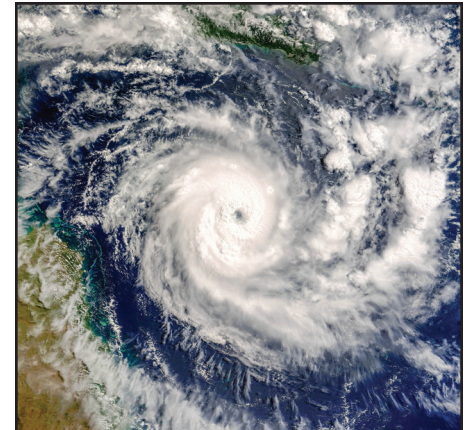
- It's not too late to create a plan with your family. Go to [Ready.gov/plan](http://Ready.gov/plan) and use the new "Make A Plan" fillable form to walk you through all the steps

to begin your plan and then easily save an electronic copy, or share with other family members. Many shelters do not take household pets, remember to create a plan and have supplies for your pets.

**Prepare or update your emergency supply kit.** Your kit should include supplies you may need at home as well as a "go kit" if you must evacuate quickly. Include items members of your family may need for several days, including prescription medications or special medical devices. Make sure you include any needed pet supplies. After a hurricane, you may not have access to these supplies for days or weeks.

**Check on neighbors.** As you prepare your family and loved ones for a disaster, check on neighbors and folks in your community to see if they are doing the same or help them get started.

- Older adults may need extra assistance to prepare for the storm. Go to [Ready.gov/seniors](http://Ready.gov/seniors) for more information. For people with disabilities and



their families, it is important to consider individual circumstances and needs to effectively prepare for emergencies and disasters. Go to Individuals with Disabilities | Ready.gov to learn more.

- Determine if you need any special assistance before or after the storm. If you undergo routine treatments administered by a clinic or hospital, find out their emergency plans and work with them to identify back-up service providers.

FEMA continues on Page 32



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## FEMA

Continued from 30

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### Federal Actions Ahead of Ian

- FEMA maintains commodities strategically located at distribution centers throughout the United States and its territories. We are moving supplies from Atlanta to locations in Alabama ahead of the storm.

- The agency has more than 4,000 reservists available to deploy to support any future disasters. Additionally, more than 7,500 Surge Capacity Force members are rostered to deploy if needed.

- FEMA Region 4 Response Coordination Center in Atlanta and the National Response Coordination Center in Washington, D.C., have been activated. This will help authorities coordinate federal, state, local, territorial and tribal activity.

- FEMA deployed one national and one regional Incident Management Team to Atlanta to support any state response needs ahead of the storm.

- FEMA activated three Urban Search and Rescue Type 3 Teams to Florida to support state response efforts.

## Signs a roof needs repair or replacement

Many homeowners believe a roof is a once-in-a-lifetime investment. But roof damage can force homeowners to replace a roof regardless of how much time has lapsed since the roof was installed.

The average life span of a roof depends on when the roof was installed and the materials it is made from. According to Central Homes Roofing, three-tab shingles may last between 10 and 15 years, architectural shingles can endure for 15 to 20 years, and tile may last between 35 and 50 years. RPS Metal Roofing indicates a metal roof may last as long as 70 years. However, climate and color of the roof also will affect its longevity.

Homeowners would be wise to consider these factors when determining if a roof is in need of repairs or replacement.

- **Roof age:** The age of the roof is a major factor in determining if it will need to be replaced or if repairs can be made to isolated damage. Individuals who live in neighborhoods where neighbors are now replacing roofs will likely find it is time to consult a roofing company. Homeowners also can check to see if they have any receipts that indicate the roof's installation date so they have an idea about its age.

- **Grain in gutters:** Roofing shingles are designed to overlap, and sealant keeps them steady. Friction, weather and atmospheric changes can impact sealant and cause degradation. Gutters with grainy material in them could indicate worn out sealant and shingles.

- **Ridge damage:** Ridges are spots where two separate areas meet and often are important to the structural integrity of the roof. If the roof ridge is showing signs of wear, it could be time to repair or replace it.

- **Curled shingle edges:** If shingle tabs are curled or cupped, the shingles may need to be replaced. But if curling is extensive, a whole new roof may need to be installed.



- **Bald spots or lost portions of the roof:** Missing granules and missing shingles are reasons to consult a pro for a roof evaluation.

- **Leaks indoors:** Homeowners who find dark streaks or moisture in the attic may discover that water is penetrating the roof underlay. Water often comes in around chimney flashing. Other water signs are blistering and bubbling in walls.

- **Incoming light:** Look up through the attic and see if any light is coming through the roof, which may indicate there are cracks or holes in the roof.

- **Aesthetics:** If a homeowner doesn't like the look of the roof from a design standpoint, a replacement also may be warranted.

Roofs can last many years, but the presence of certain signs indicates replacement or repairs will be necessary.

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# Business Weekly

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PAGE 33 THURSDAY, SEPTEMBER 29, 2022

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## Taverna Oceana to open in early 2023

Chef Sam and Kiley Efron, the husband-and-wife team behind Taverna, will open Taverna Oceana in early 2023. The new raw bar and seafood-focused concept will be conveniently located next door to their existing concept located in San Marco Square.

Taverna Oceana's dining room will offer a more intimate experience than Taverna, perfect for happy hours, date nights or evenings with friends. This new concept will offer approximately 78 seats, including a robust private dining space serving as the main focal point upon entering the space. There will also be an exposed oyster and champagne bar, with seating in front of the shucking station for guests to enjoy a live show.

This buildout will allow the Taverna team to have a larger prep kitchen and enhance their existing catering capabilities for both in-house and offsite events.

To bring Taverna Oceana to life, the Efrons will work with Jacksonville-based architecture, interior and design firm Design Cooperative (DCOOP). The design will be an extension of Taverna and the spaces will be connected via an open passageway between concepts. Taverna Oceana will incorporate ambient lighting and rustic finishes to provide a warm and inviting atmosphere with inspired elements such as custom hand-painted oyster shells and modern pearlesque decorative lighting fixtures throughout. Logo development and

branding is being designed by Amber Aultman of Copal Design.

At Taverna Oceana, the thoughtfully designed menu will bring patrons the freshest seasonal seafood. Offerings will include a variety of fresh fish and shellfish, as well as plenty of items for non-seafood lovers. While designing the menu, Chef Sam and his team have been inspired by Asian, Latin, Mediterranean and American regional flavors.

Upon opening, Taverna Oceana will offer lunch and dinner Tuesday through Saturday, Sunday brunch, and daily happy hour. Private dining and special events will remain key service offerings for both restaurant concepts.

To keep up with the latest updates



Image provided by Taverna Oceana

An artist's rendering of the interior of Taverna Oceana.

follow Taverna Oceana on Facebook and Instagram at @TavernaOceana and subscribe to Taverna Oceana's mailing list at [oceana.restaurant](mailto:oceana.restaurant).

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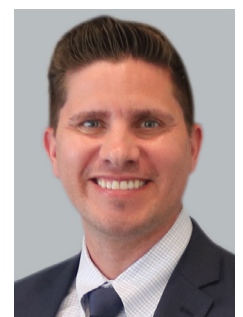
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# Benchmarks of Success

*A look at major career changes in the area.*

## Law firm adds partners

Expanding its legal services for businesses, Lippes Mathias recently announced that Robert G. Riegel Jr. and Michael J. Lufkin, both veterans of employment law in Florida, have joined the firm as partners.

Riegel and Lufkin will spearhead the expansion of Lippes Mathias' existing employment law and employment litigation practices into the Florida market, bringing with them decades of experience counseling clients in various industries and litigating on behalf of businesses and employers of all sizes.

Riegel has more than 40 years of ex-



Michael J. Lufkin



Robert G. Riegel Jr.

perience representing management clients across the full spectrum of employment law, with a particular focus on litigation and crisis management. He is known for litigating efficiently and effectively to achieve favorable results — early dismissal, settlement, summary judgment or trial.

Lufkin regularly advises employers on all aspects of employment relationships and practices, including hiring and screening processes, discharge and separation matters, wage and

hour compliance and issues relating to discrimination, family and medical and disability leave.



## Garrison Burr appointed to foundation board

The Monique Burr Foundation for Children (MBF) has announced the appointment of Garrison Burr, son of Ed Burr and the late Monique Burr, to its board of directors. Garrison Burr will join his father, MBF founder and board chairman, and his brother, Austin Burr, to serve on the MBF Board that is a legacy of love to his mother's memory.

MBF is a nonprofit organization

with a mission and purpose to protect children and teens from bullying, digital dangers, various forms of abuse, exploitation and human trafficking. To date, the organization has served more than nine million children in six countries, 36 states and 67 Florida counties.

Garrison Burr is a CPA and financial analyst at GreenPointe. He is based in the company's Tampa office and supports the company's current developments and future expansion efforts throughout the West Coast of Florida. He is a graduate of Florida State University, where he earned a master's degree in accounting. He is also a member of the board of directors of the FSU Boosters and a Pi Kappa Alpha alumnus.

— Compiled by Shaun Ryan

# MountainStar Capital Building achieves 100% occupancy

NAI Hallmark, a leading commercial real estate brokerage and property management firm in Jacksonville, has announced that The MountainStar Capital Building, 5000 Sawgrass Village Circle in Ponte Vedra Beach, is now 100% leased.

NAI Hallmark's Vice President Patrick Carney and Principal Patrick Thornton have finalized five separate lease transactions totaling more than 12,000 square feet of previously vacant space on behalf of Ponte Vedra Management Group, Ltd. MountainStar Capital is a

33,292-square-foot Class A suburban office building located in Sawgrass Village in Ponte Vedra Beach. The fully renovated, first-class office building is known for its desirable location to impress within a mile of five golf courses, including TPC Sawgrass, Ponte Vedra Inn & Club,

Marsh Landing Country Club, Sawgrass Country Club and The Plantation at Ponte Vedra Beach.

Ponte Vedra Management Group, Ltd., which purchased the property in 1999, has invested in property improvements and upgrades, including remodeling of the lobby, all hallways including updated lighting, and all common area restrooms. Ownership has also spent significant capital modernizing and reconfiguring each of its vacant spaces to appeal to changing tenant requirements and efficiencies.

"I am very proud of the success achieved on behalf of ownership," said Carney. "I advise my clients who want to attract new tenants and retain existing tenants, to continually invest and reinvest in their assets to remain current and competitive, especially considering the ever-changing effects the pandemic has on the office environment. The beaches office market has also always been an attractive business location within the greater Jacksonville MSA for those who do not need a central business district presence and want to be a part of the beaches community."

For more information about MountainStar Capital or office space for lease throughout Northeast Florida, contact Carney at [pc@naihallmark.com](mailto:pc@naihallmark.com).



Contributed photo

The MountainStar Capital Building, 5000 Sawgrass Village Circle, is now 100% leased.

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# In the Arts



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THURSDAY, SEPTEMBER 29, 2022 · PAGE 35 www.PonteVedraRecorder.com

## CANVAS, STAGE AND MORE



Contributed photo

**Let's Ride Brass band will perform Oct. 30.**

*A look at what's happening in the arts.*

**Jazz on the River events are Oct. 30, Nov. 27**

A brand-new fall event will take place on the last Sunday of the month in October and November at Riverfront Park, 100 Memorial Pkwy., Palatka.

Jazz on the River, sponsored by Ancient City Entertainment, Visit Palatka, Beck Automotive Group and Putnam County Tourist Development Council, will welcome Let's Ride Brass Band on Oct. 30 and Ulysses Owens Jr. and Friends on Nov. 27. Both events are family-friendly, free and run from 4:30 to 8 p.m.

"The weather will be getting cooler and there's nothing better than enjoying live music along the St. Johns River," said Jeanetta Cebollero, co-owner of Ancient City Entertainment. "These free, all ages events will also feature food trucks, vendors and a VIP wine tasting experience. Bring your chairs and blankets because last Sundays in fall means the river is the place to be."

VIP wine tasting experience is optional for \$10 in advance per event or \$15 day-of. Tickets can be purchased at eventbrite.com/e/jazz-on-the-river-palatka-tickets-407128601607?aff=ebdssbdestsearch.

**'Beyond Van Gogh' extended through Nov. 27**

Due to the high demand and immense popularity of "Beyond Van Gogh: The Immersive Experience," the event will extend its stay at the NoCo Center through Nov. 27. Tickets are available at vangoghjacksonville.com.

Visitors will be completely immersed in more than 300 of the greatest works of post-Impressionist artist Vincent Van Gogh. In this unusual exhibit, the art is liberated from its two-dimensional limitations into a three-dimensional experience that exhilarates every sense and brings to life one of the most influential artists the world has known.

"Beyond Van Gogh: The Immersive Experience" has sold over 4 million tickets globally, making it one of the most popular current traveling exhibitions.

NoCo Center is located at 119 W. Beaver St., Jacksonville

— Compiled by Shaun Ryan

## ON STAGE

A roundup of musical acts appearing before Oct. 28 at local venues

### PONTE VEDRA CONCERT HALL

1050 A1A North, Ponte Vedra Beach

Purchase tickets at the St. Augustine Amphitheatre box office or ticketmaster.com.

For further information about each act, go to pvconcerthall.com/events.

- **Molly Hatchet** — With special guest Strayin' Anchors. 8 p.m. Sept. 30
- **Todd Barry** — 8 p.m. Oct. 1
- **Ainsley Earhardt** — With Sean Hannity. 2 p.m. Oct. 2
- **Victor Wooten, Steve Bailey & Derico Watson** — 8 p.m. Oct. 5
- **Jen Fulwiler** — 7 p.m. Oct. 8
- **Acoustic Alchemy** — 8 p.m. Oct. 9
- **Bob Mould** — 8 p.m. Oct. 14
- **Steve Vai** — 8 p.m. Oct. 21
- **Pablo Cruise** — 8 p.m. Oct. 23

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Tickets may also be purchased at ticketmaster.com.

For further information about each act, go to theamp.com/events.

- **Sing Out Loud: Lucius**. Free event. 7 p.m. Sept. 30. Sold out.
- **The War on Drugs** — 7 p.m. Oct. 6
- **The Head And The Heart** — With special guest Shakey Graves. 6:30 p.m. Oct. 13
- **Gov't Mule & Old Crow Medicine Show** — 7 p.m. Oct. 14
- **Trace Adkins** — 7 p.m. Oct. 15

— Compiled by Shaun Ryan

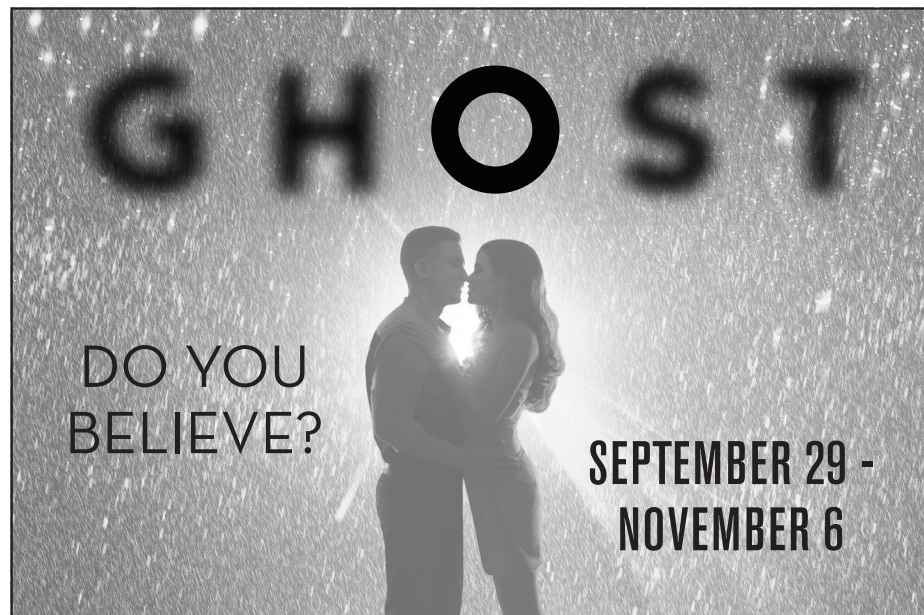


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# Sports



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## PXG Women's Match Play back for year two

By Anthony Richards

Year two of the PXG Women's Match Play Championship officially got underway with a media day and panel discussion at World Golf Village Sept. 23.

"We established this event to extend their (female golfers) season and create more opportunities for them," said Mark Berman, championship founder and owner and operator of the East Coast Women's Professional Golf Tour.

The fact that the championship is back one year later showed that it was able to create a lasting impact, that Berman now looks to turn into a tradition for years to come.

The event will be held Nov. 1-6 at the World Golf Village's Slammer & Squire course. The tournament is centered around match play, which is a unique format that has been a part of the golf world since its early days.

"Match play is a really big part of the golf world, and they just don't get to play a lot of that," Berman said.

Which is just another example of how the tournament tries to have the growth of women's golf in mind with every move it makes.

There are some changes that will make this year's tournament different from last year, starting with an increased purse from \$50,000 to \$55,000.

"We wanted to make it bigger, and we had that opportunity when Stephanie (Clarkson) and Vitis Energy came on board," Berman said.

According to Clarkson, she was happy to get involved as soon as she heard all the great things the tournament and Ber-



A panel discussion was held at World Golf Village to officially preview the Second Annual PXG Women's Match Play Championship scheduled for Nov. 1-6.

man are striving to accomplish.

"I work in a very male-oriented industry," Clarkson said. "People have invested in me, and what better way to give back than by supporting other women in their career journey."

The winner of the tournament will receive \$15,000.

"It's probably the biggest purse at the development level in women's golf," Berman said.

Donna Rodriguez of Generation W was part of the panel, as the organization will once again partner with the tournament to present the Links to Leadership Summit.

"We're all about inspiring young girls, so it's a perfect fit to be partnered with an event like this," Rodriguez said.

Investing In Kids is also back as the

official charity partner of the tournament and all proceeds from the INK! Charity Pro-am presented by Davidson Realty Inc. will go towards the nonprofit organization's mission of raising funds for public education in St. Johns County.

The format to decide a champion has been tweaked heading into this year's event.

Eighty-four golfers from across the country and around the world will take part in the championship format, which will include two days of stroke play to start that will seed the field for the match play portion.

One of those 84 players will be Micaa Thomas, who was the player representative on the panel.

Thomas is well versed, including being a published author and a graduate



Photos by Anthony Richards  
PXG Women's Match Play Championship founder Mark Berman speaks about this year's tournament during a media day event Sept. 23.

of Savannah College of Art and Design to accompany her path as a professional golfer.

According to Berman, many of the players have other jobs that they do while they pursue their dream.

Sixty-four golfers will then be paired up in a match play competition that will be broken down into 16 pods of four players each.

Every hole will be worth a point during a match play round and every match win is worth 10 bonus points.

"We wanted every hole to count, and we've done that," Berman said.

Tickets for this year's event will be \$10, which includes a complimentary beverage. Go to womensmatch-playchampionship.com to purchase.

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# Sharks handle business against Menendez for first home win

The Ponte Vedra High varsity football team defeated county rival Menendez 34-12 Sept. 23. It was the second straight victory for the Sharks, but the first this season in front of their home fans. Below are photos from the victorious night.

Photos by Anthony Richards



Ponte Vedra players share a moment of reflection prior to the game.



Cheerleaders root on the Sharks.



Landon Okla drags a Menendez defender for extra yards.



Ben Burk begins to scramble after avoiding pressure.



Trooper Price celebrates an interception.



The Ponte Vedra student section was a patriotic bunch on the night.



Griffin Owen celebrates by making a call after a touchdown run.



The Sharks line up for the National Anthem.



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### CROSSWORD

1	2	3	4		5	6	7		8	9	10	
11				12		13			14			
15						16			17			
	18				19	20			21			
				22	23				24			
25	26	27	28	29								
30							31					
32								33	34	35	36	37
				38	39	40		41	42			
				43				44				
		45	46									
47	48				49			50	51	52	53	54
55					56				57			58
59					60				61			
62					63					64		

**ACROSS**

1. Fall down
5. Gas usage measurement
8. Golf score
11. A superior grade of black tea
13. Wrath
14. Eating house
15. Delay leaving a place
16. People now inhabiting Myanmar
17. Canadian flyers
18. Walks back and forth
20. Frequently
21. Humans have two
22. Surrounds with armed forces
25. Made proper
30. Medical buildings
31. Patty Hearst's captors
32. Hits with a drop shot
33. Italy's PM 1919-20
38. Promotions
41. En \_\_: incidentally
43. Queens baseball team
45. Commoner
47. Expenses in insurance world (abbr.)
49. Payroll firm
50. Broadway actress Daisy
55. Skipper butterflies
56. Hint
57. Daniel \_\_, French composer
59. English children's author Blyton
60. Midway between east and southeast
61. Spiritual leader of a Jewish congregation
62. Patriotic women's group
63. The woman
64. Tall, slender-leaved plant

**DOWN**

1. Parts per thousand (abbr.)
2. Jump
3. Eaten as a vegetable
4. Residual paresis after anesthesia
5. Brunchtime staple

6. Makes money off of
7. Refined
8. Nocturnal S. American rodents
9. From a distance
10. Officials
12. It helps you see
14. Central Canadian indigenous person
19. Invests in little enterprises
23. They help in tough situations
24. Industrial port in Poland
25. Type of screen
26. Peyton's little brother
27. Alcoholic beverage
28. Newspapers need it
29. Herbal tea
34. Distinctive practice
35. Exercise system \_\_-bo
36. Explosive

37. Belonging to a thing
39. Presidential candidates engage in them
40. Of the Swedes
41. Meadow-grass
42. "Rule, Britannia" composer
44. Hooray!
45. Greek city
46. One way to do it by example
47. Imitated
48. "Game of Thrones" actress Headey
51. Swiss river
52. Drought-resistant plant
53. A French abbot
54. One point east of northeast
58. Get free of

### SUDOKU

			2	4				
					3	4	7	9
					7		3	
4		6	9			8		
	2		7		8	6		
						2		
1		8						5
				7		9		
		2		3				

Level: Intermediate

**Here's How It Works:**

Sudoku puzzles are formatted as a 9x9 grid, broken down into nine 3x3 boxes. To solve a sudoku, the numbers 1 through 9 must fill each row, column and box. Each number can appear only once in each row, column and box. You can figure out the order in which the numbers will appear by using the numeric clues already provided in the boxes. The more numbers you name, the easier it gets to solve the puzzle!

# WEEK 6 FOOTBALL PREVIEW

## Hurricane Ian cancels Friday night lights

*Sharks, Panthers  
postpone games*

**By Anthony Richards**

Success is starting to come to both the Ponte Veda and Nease High football programs.

However, they will have to wait a couple of more days to carry on that momentum as both schools have rescheduled their Sept. 30 football games to Oct. 3 due to the expected impact of Hurricane Ian.

Despite the hurricane, things could not be coming together at a better time, as both teams begin to enter the meat of their schedule and the start of district play.

The Sharks have won two games in a row and look to keep the streak going with their first district test of the season when they host Flagler Palm Coast Oct. 3 at 7 p.m.

Since the bye week, the Sharks have played much more consistent, especially on the offensive side of the ball, where junior quarterback Ben Burk continues to look more comfortable with each game that passes.

However, Burk is not the only Shark who has been extra confident of late, as he has involved several of his receivers in the passing game the last couple of weeks, including senior Wyatt Rogers, who presents a big play threat.

The offensive line continually opened huge running lanes for Brian Case and Griffin Owen, who showed that they can be dangerous when they get to the second level of the defense and in the open field.

On defense, it starts and ends up front as well for the Sharks, as the defensive line continues for make the opposing backfield their home and make life difficult for the quarterback while they are there.

With District 4-4S being a three-team district, it puts even more



Photo by Anthony Richards

**The Ponte Veda Sharks were set to open district play this week as they host Flagler Palm Coast, but it has been postponed due to Hurricane Ian.**

emphasis on winning against district opponents to secure a coveted playoff spot.

After a hot start, Flagler Palm Coast has dropped its last two contest and comes into the matchup with a record of 3-2.

Just like the Sharks, the Bulldogs lean heavily on a stout defense, which has only surrendered 79 points in five games.

For Nease, after so many close defeats, it was a great feeling to capture its first win of the season against Orange Park last week, 27-12.

The Panthers continue to find success with their ground game, and the star of the night was junior running back Camryn Smith, who had a career night with 160 yards on 25 carries.

However, he was not the only one breaking off runs for the Panthers, as senior quarterback Marcus Stokes (69 yards and two touchdowns) and senior running back Samuel Milton (50 yards and a touchdown) also shared the load.

If Smith can continue to consistently be a force like that, it gives the Panthers a dynamic triple threat in the backfield moving forward.

The Panthers will now host the Sandalwood Saints (1-3) in a non-district contest Oct. 3 at 7p.m. The game will be homecoming for the Panthers.



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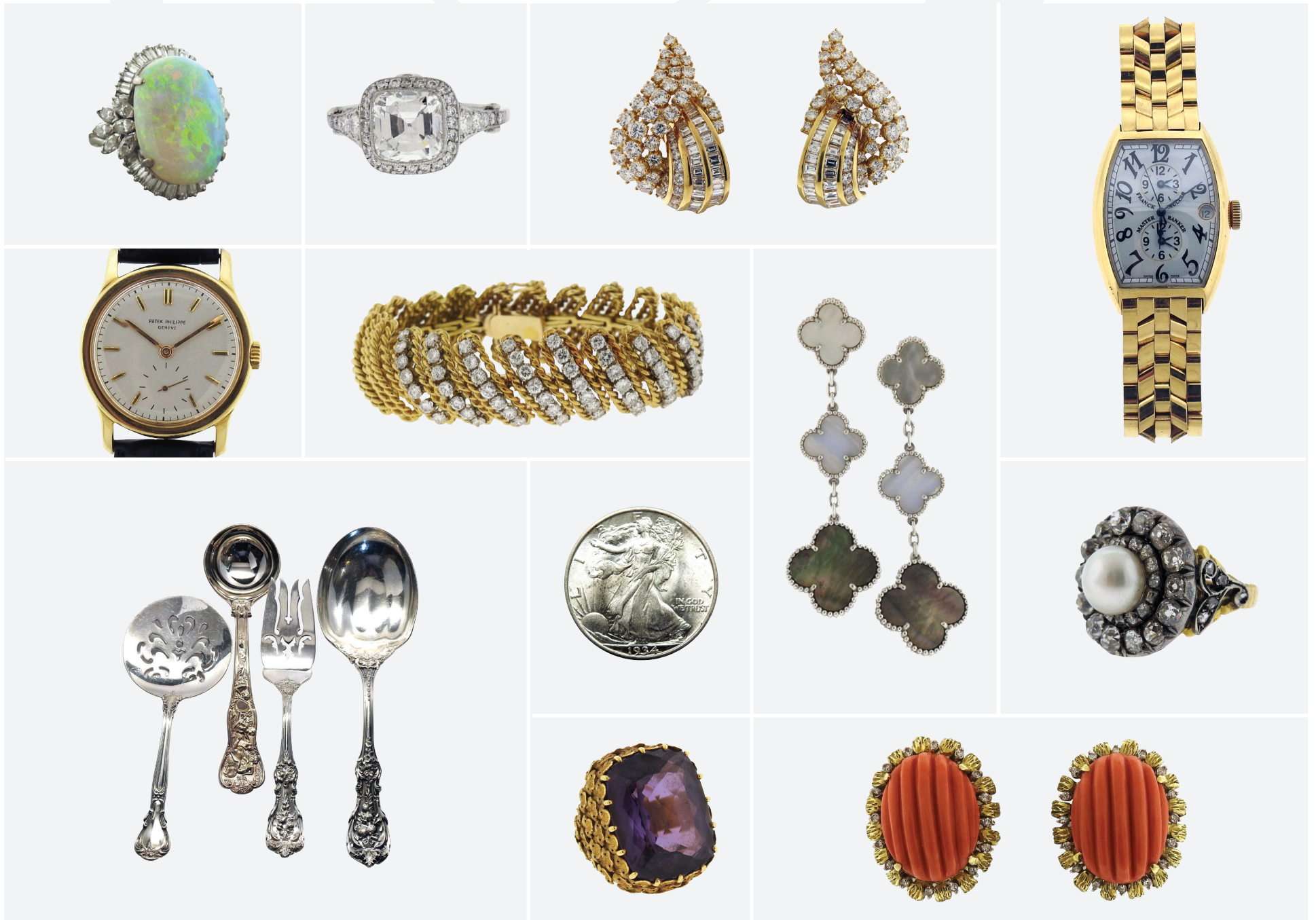
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