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The Psychiatric Secrets That Harm Physicians

Melanie Watkins, MD | Physician

I know your secrets. I keep secrets for a living. I know about the eye opener before your shift; the Adderall prescribed for your son that you take in the morning; the Xanax a colleague gave you for upcoming air travel that you take at night; the near DUI that you got out of by showing your hospital badge, the letters “Dr.” prominent on the left side; your wife who tells white lies about why you can’t attend the retirement party of a colleague’s (“Patient emergency. He has to go to the hospital. I do know you understand.”); or why you didn’t show up for your last appointment with me (“He has the flu. That time of year, you know”).

I haven’t met her, but she has called, leaving concerned voice messages about you. Without saying it directly, I already know her secrets too. I know the shame she feels in covering up for you. I know she has two persistent fears: the fear of leaving you and fear of staying with you.

I know your fears too, and maybe that is part of the reason why you are willing, albeit reluctantly, and inconsistently, to see me. We both, as physicians, know what is on the line. Your career that you were in training for 15 years for, the three children you have, your reputation, your marriage, your practice in which you employ medical assistants, nurses, receptionists, your patients’ care.

Yet, part of you feels that seeking this help is unnecessary and unimportant. And you feel bothered that you are taking time away from your busy schedule. You insist that you keep your cell phone on during our session. As you look at your cell phone, scrolling through text message updates from your staff, you tell me about a patient that practically made you go to the restroom and take “a few Xanax and a shot.” You describe the case (“a real train wreck”) as you deflect from sharing your feelings. Right in front of me, I see a train picking up speed and about to derail.

A psychiatrist keeps secrets about infidelity, infertility, insecurity, irresponsibility. Yes, we are responsible to report situations in which someone is at imminent risk of harming themselves, or others, or cannot meet their basic needs for food, clothing, and/or shelter due to mental illness. However, not much is said about the slow, steady harm one can do to himself or those whom he cares about due to substance use and/or other psychiatric concerns that are not treated.

The barriers to treatment for those who are professionals are particularly difficult because the same strengths that we have, that help us move from emergency to emergency in a busy inner city ER, to tell a patient’s family an unfortunate outcome and be able to see the next patient 30 minutes later, to not divulge every evening at the dinner table the stress we face at work. These strengths, to compartmentalize, to not show weakness or vulnerability, also make it hard to seek treatment. Often the topic of treatment comes up when there are no other options, that is when that treatment is mandated, by the law, the physicians well-being committee, the state medical board, a spouse who is on the verge is leaving. By then, it is less of an empowered decision, and more of an obligatory one and the stakes are much higher.

We are leaders who work hard day after day to take care of our patients, our staff, our families, and our communities. At times, the greatest demonstration of strength, is knowing when and how to get help. Reach out to your psychiatric colleagues or other physicians who are experienced in treating addiction. Curb side us. Ask us what are the latest treatment options are available, such as medication-assisted treatment. Consider making an appointment with a doctor in private practice who can support you confidentially. We can provide you with treatment options and guide you through the next steps. We know more about what you are experiencing than you might imagine. You are not alone. We know there are other doctors who have been through similar situations and have renewed resilience. We know what is at stake, personally and professionally.

Don't wait. We are here for you.

Melanie Watkins is a psychiatrist and author of Taking My Medicine: My Journey from Teenage Mother to Physician. She can be reached at Your Mental Health First, and on Twitter @ MWatkinsMD.
The digital landscape is an amazing advertising tool, especially for physicians. It lets you pinpoint the location where people are likely to visit you from, because let's face it, a good chunk of people out there are just going to go to the closest thing to them for the sake of convenience. What if you have multiple offices? Well, you can create a customized territory around each office that only includes people within 5 miles of a given location. Don't want to give up on those people that are 10 miles out? You can include them but pay less for them to maximize your ROI.

Another reason to champion digital advertising for your practice is that you can target certain people and exclude others, because getting who you want is great, but excluding those that you don't want can be even better because your advertising dollars can go that much further and you can hone in on your target audience with the kind of frequency that it takes to get someone to make a decision. Don't want to waste impressions and clicks on men if you're an OB/GYN? Easily done. Are your patients more likely to be 55 and older rather than 18-24? That's also easy to exclude those unnecessary age groups.

It's for these reasons and more that digital is becoming a very attractive option for a lot of people. Where else can you get over a million ad impressions for just a thousand dollars?

Digital is an exceptional tool for a young practice that's eager to increase the number of patients it sees in a day. Display network advertising is great for brand or practice awareness and it's a fantastic tool to start building a remarketing list for your site. A remarketing list allows you to serve your ads to people that have been to your web site before. The reason for this is that if someone goes to your web site, they generally want your services to some degree. If these people are kind of shopping around and in the middle of the decision-making process on which physician they would like to ultimately see, you can help them make that decision by encouraging them to select your practice.

Advertising is a necessary function of owning a business of any kind. It's important that you advertise in some capacity, or you may not be around too long. Each month, I'll share a few tips, most of them will even be helpful.

Ryan Blair is Chief Operating Officer at Mad Men Marketing and a Google 5 Specialist certified in Google Analytics, Search Advertising, Display Network Advertising, Video Advertising, Mobile Advertising, and Google Shopping. His academic career spans over a dozen years with the majority of his studies concentrated in the fields of economics and international business. He has led the digital advertising efforts at Mad Men Marketing for the past 2 years.
Dr. George Trotter will never forget the day his young daughter asked him to be part of her Wizard of Oz ballet recital. How could he refuse?

Turns out it was one of those moments that changed his life for the better.

The year was 1982 and Trotter was asked to play the Wizard in the performance. From then on, he became a staple in recitals such as The Nutcracker, Blue Bird and Sleeping Beauty.

“I never did ballet until the kids got me to do it,” he admits. “After I did the Nutcracker for a few years, I figured I should start taking classes.”

Trotter, a general practitioner and life member of the Duval County Medical Society, quickly fell in love with ballet and began encouraging young boys and men of all ages to get involved. Male ballet dancers are adored because they are so scarce, so Trotter devoted himself to nurturing local talent, and coupled that with his passion for cultural arts to get more people involved.

Since that first recital, Trotter has been in over 25 productions. But he does more than just dance onstage.

Trotter is a performer, but also a supporter and contributor of the arts. He’s masterminded countless fundraisers for the Community Nutcracker, as well as donated his own time and money to the productions. Bringing costumes for the dancers is one of his favorite things to do!

In large part to Trotter’s ambition, the Community Nutcracker is celebrating its 25th anniversary this year. But if you know Trotter, his generosity is not surprising.

He continuously tries to look for ways to improve the community he lives in. That’s one reason Trotter founded We Care Jacksonville in 1993. We Care was created to meet the needs of Jacksonville’s indigent, homeless, and local charities. It serves the uninsured and homeless residents of Jacksonville.

“Back in the day doctors had empathy. I don’t think that’s the case now,” he said. “Doctors don’t want to talk to patients anymore; they just want the prestige. So when I created We Care, I was thinking of forming a clinic for those who needed it.”
To keep We Care in motion, Trotter knew fundraising would be crucial. So he founded the Physicians Talent Show in 1995 to benefit We Care. This performance raised thousands of dollars for the organization. Physicians, nurses, churches, hospitals; everyone came out to the event!

“Founding a doctor’s talent show to raise money for We Care was a great joy to me. I found doctors had great talent! They played in jazz bands, were piano players, tap dancers… one thing or another, they could do something,” he explained. “We packed the Florida Theater!”

The talent show ran for several years. It showcased a variety of different musical or artistic performances, and holds some of the best memories for Trotter.

Trotter is no stranger to being a leader, so it’s not a surprise he was the Duval County Medical Society President in 1994. And based on his love of performance, his role of reading the ceremonial roll call at the DCMS Annual Meetings shocks no one.

The ceremonial roll call is a way the DCMS honors Dr. Francis P. Wellford, the 1870 DCMS President who played a major role in the treatment of Yellow Fever when it broke out in August 1877. Wellford, who at the time was president of the...
Florida Medical Association, volunteered to go to Fernandina to treat Yellow Fever patients. After almost four weeks, he became ill himself and died of the virus days later.

Now, at each DCMS Annual Meeting, Trotter dons a top hat and shirttails to read a soliloquy honoring Wellford. It is meant to inspire current DCMS members by the late physician’s courage.

Whether he’s decked out in his roll call garb, or one of his many ballet costumes, at age 83 Trotter remains active and healthy. Despite his age, he has no plans to stop dancing anytime soon.

"I promised myself I was going to quit when I was 70, but now I’m 83! A couple of years ago I had an epiphany... I should quit and let someone else do this role," he laughed. "So I was on the board for the Nutcracker and I said 'I'm going to quit,' and they laughed and went on with the meeting!"
Doctors Gathered at Jacksonville Boat Club in July For a Summer Social

Photography by Glenn Shuck
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2014 De Luca Montepulciano d’Abruzzo “Ritratto di Costa”

Even for fans of Italian wines, these wines can cause some confusion. Montepulciano d’Abruzzo is a red wine, made from the Montepulciano grape grown in the region of Abruzzo. Hopefully, it will make a lot more sense when you read about, and taste (if possible) both wines.

The wine below, Dei Rosso di Montepulciano, is made from a different grape, grown in vineyards that surround the town of Montepulciano in Tuscany.

When I first started selling wine in the late 1980’s, the first Montepulciano d’Abruzzo were entering the market. I can still remember hosting an event and selling magnums of Casal Thaulero Montepulciano d’Abruzzo for $5.99. At the time, it was being marketed to checkerboard tablecloth pizza joints as an inexpensive wine to sell by the decanter. Although prices for Montepulciano have certainly increased in 25 years, there are still many great examples available for very reasonable prices. This estate was founded in 1970 when brothers Remus and Nunziato De Luca planted seven acres of vines in the hills around the village of Teramo. For two decades, they farmed the vineyards and sold the grapes to the local cooperative. During this period, they also expanded to the present day size of fifty acres planted to vines. In the early 2000’s, they handed the property to Nunziato’s sons, Luciano and Remus, who run it now.

When they took over, the sons set about converting the estate to an organic farming regime and interplanted the existing vines to lower crop yields. While it may sound counter-intuitive to plant more vines to grow less grapes, it creates more competition for nutrients at the roots. It is a way, of forcing vines to self-regulate the amount of grape clusters they form, and as a result they produce more concentrated wines. This wine is fermented and aged only in stainless steel tanks, which helps preserve the natural fruit aromas and flavors. The Montepulciano grape is related to Sangiovese, the grape of Chianti, but the wines tend to be softer and fleshier than their more famous cousin, making them perfect "cross-over" wines for New World drinkers.

When you open this wine, give it a splash in the decanter to open up the bouquet. Once you do, it gives you a very inviting aroma of cooked blueberry and raspberry, bay leaf, dried lobster mushroom, pipe tobacco and black peppercorns. When you take a sip, you will taste the generous, soft fruit that is buffered late by some soft, integrated tannins. This is a great wine for pizza or pasta and will also work great with Cuban Picadillo or mushroom ragu over polenta.

2014 Dei Rosso di Montepulciano

For this wine, we jump west over the Apennine Mountains from Abruzzo to Tuscany. The vineyards for this category lie on the rolling hills around Siena and the smaller town of Montepulciano. Here, a unique clone of Sangiovese is grown, called Prugnolo Gentile. Wines produced from this grape are lighter in color, but have a good sense of structure, which is why Vino Nobile di Montepulciano was the first DOCG (Denominazione di Origine Controllata e Garantita) created in Italy in 1963. This often surprises fans of Italian wine as most believe Barolo or Brunello di Montalcino would have been adopted first. The Dei family started producing wine with the 1985 vintage and quickly established themselves as one of the quality leaders. Since 1991, the property has been managed by the passionate Caterina Dei, who has pushed her estate, and really the whole region, to new quality highs.

To be honest, I have not typically been very interested in the Rosso di Montalcino category. Most wines labeled as such are the baby siblings to the estate's grand wine, the Vino Nobile. Too often, they are light and relatively simple affairs, but typically sell for more than $20. Ironically, it was my customers who convinced me differently about this wine. Last year, we hosted a wine tasting featuring the estates of importer Marc de Grazia, who represents this wine. I debated showing this wine, but Marc’s people convinced me that Caterina would be disappointed, so I acquiesced. To my surprise, it was the top selling wine of the night, and
by a good margin. I took a bottle home to drink with dinner, and over a plate of homemade short rib ravioli, I saw the light. This bottling transcends the category.

The difference between a Rosso di Montepulciano and the big brother, Vino Nobile di Montepulciano, is typically the time aged in oak. In order to qualify as a DOCG Vino Nobile, among other things, the wine must be aged for a minimum of 24 months before release, with at least 12 in oak cask. It is most common to use large, 1000 liter casks, called botti as well as some smaller, French barriques (225 liter.) Rosso di Montepulciano need only be aged for six months, with no required time in oak, to classify for the DOC. For both wines, they must contain at least 70% Prugnolo Gentile, with the balance typically being Canaiolo, Merlot or sometimes Cabernet Sauvignon. This wine is 90% Prugnolo, 5% Canaiolo and 5% Merlot.

When you are ready to serve this wine, decant it for at least half an hour before serving. Once you do, it gives you a high toned nose of fresh red plums, blackberry jam, orange peel and tobacco. In the mouth, it has a nice sense of concentration, a kiss of fresh turned earth and tannins that frame it into a medium long finish. Drink over the next three years with meat stuffed ravioli or the beef kabob recipe below.

Tim Varan and Brock Magruder opened Tim’s Wine Market in October, 1995 at the original location in Orlando, Florida. Based on twenty years of buying experience, each year Tim samples over 4000 wines to select only a few hundred each year for the Tim’s Wine Market stores. Tim’s Wine Market has a local store in Ponte Vedra Beach, owned and operated by Emery and Jean Clance.
The Myth of the Rich Doctor

By Vicki Rackner MD, President of Medical Bridges

Are you in a financial position to do what you want to do when you want to do it? Could you afford to retire, care for ailing parents or reinvent your medical practice?

Wealth buys the freedom to decide how you spend your days. My investments gave me the safety net to leave my conventional surgical practice and launch into a career as an author and speaker and consultant promoting better medical outcomes.

Here’s the dirty little secret. Most physicians are economic slaves to their practices. Our high incomes do not reliably translate to high net worth and the freedom wealth buys.

Income Vs. Wealth
Practicing physicians earn top dollars. The U.S. Bureau of Labor Statistics (http://www.bls.gov/oes/2012/may/high_low_pay_earning.htm) culled data from tax records to conclude that nine of the top ten earners in the U.S. call themselves “doctor.” Indirect evidence supports the assertion that physicians fail to build wealth. In a recent survey (https://www.amainsure.com/2013-report-on-physicians-financial-preparedness.html), half of physicians are behind where they would like to be in retirement planning. Professional medical associations are exploring how to assess competency in older physicians who continue to practice because they cannot afford to retire.

The Reasons Physicians Fail to Build Wealth
What keeps physicians from building wealth? Here are the reasons usually cited:

- Medical school debt
- Late start on earning and savings
- Failure to protect assets against know and overlooked risks
- Poor tax planning
- Getting investment advice from the wrong people
- Fraud and theft

This is like saying patients become obese because they eat too many donuts. It may be true, but it fails to tell the whole story. Further it fails to lead to sustained solutions that deliver different outcomes. Budgets work about as well as diets.

The Real Causes of Unrealized Wealth
I believe that physicians’ failure to build wealth is a symptom of a deeper financial ill: their dysfunctional relationship with money.

Physicians as a group are intelligent people who:
- Tend to overestimate their ability to manage money, and underestimate the level of difficulty of the challenge.
- Lack insight about what they do and do not know.
- Turn to money to solve non-financial problems, like alleviating their guilt about spending so little time with their families.

The real barrier to financial freedom comes down to a conspiracy of silence around money. For physicians, money is the ultimate taboo topic. You cannot fix problems that you cannot talk about.

Here are three reasons physicians avoid conversations about money:
- The culture of medicine Just as the government calls for the separation of church and state, medical ethics calls for a separation between the care a patient gets and a patient’s ability to pay. We physicians learn to avoid conversations about money to uphold this ethic. As a practicing physician I often thought that delivering medical services was like ordering a meal off of a restaurant menu without any prices. Small wonder health care costs spiraled out of control!
- Lack of formal education Physicians get no courses in business or financial management in medical school or in residency
- Awareness of their vulnerability Physicians experience themselves as financial prey. They turn to people they trust—their colleagues for financial advice. I include myself in the group of physicians who have fallen for “DDD’s”—dumb doctor deals.

The Path to Wealth
Physicians have the ability to build wealth.

As Einstein says, problems are not solved on the level at which they are created. The solution begins with physicians’ willingness to tolerate the discomfort when discussing money.
Here are a few points for physicians to consider to achieve financial freedom:

Explore—with compassion—the forces that drive spending. Here are some things that struggling physicians say to themselves.

- "I deserve nice things." You know the sacrifices you and your family made to answer this call to medical service. When physicians finally start earning their 6-figure incomes, they feel that it's time to splurge.
- "I can save lives and I'm smart; that means I can manage my own money." You cannot see into your blind spot.
- "There will always be more than enough money." This physician fails to plan, trusting that there will be a bright financial future. Without a plan, money tends to wander off.
- "You invested in a marijuana farm with a 200% return? Count me in!" Physicians can follow trusted colleagues into marginal investments.
- "Look at me!" This physician wants to maintain the appearance of success at the cost of building true wealth.
- "Sure, I trust you." Physicians' trusting nature makes them easy targets for embezzlement, fraud and ploys.
- "I'm embarrassed." Many physicians wonder how smart people like themselves could make such ill-informed choices. Disclosing mistakes can be painful.
- "Mother Teresa took a vow to poverty; I should, too." This physician does not feel worthy of wealth.
- "Show me where to sign." Physicians are often unaware of their power to negotiate contracts, or lack the skill and experience to execute.

Replace wealth-eroding beliefs and habits with new wealth-building tools and skills. Just as we have mentors to guide us through the art and science of caring for patients, mentors and coaches helped me change my beliefs and behaviors around money. I offer my son—headed for medical school—basic financial literacy lessons I never got. I hope he aligns his spending habits with Einstein's insight, "Compound interest is the eighth wonder of the world. He who understands it, earns it; he who doesn't pays it."

Wealth-building is not a do-it-yourself job for most physicians. If you or a family member had a rare medical condition, you would not treat it yourself; you would seek the help of the expert. Manage your wealth with the same strategies you use when you manage your health.

Financial advisors know about the complexities of "referred financial pain" the same way you know about the association of right shoulder pain and an inflamed gallbladder. Could you acquire this knowledge? Absolutely. The real question is whether you want to invest the time and effort.

Physicians can achieve financial freedom. With the economic stresses posed by the Affordable Care Act, now is the time for physicians to take control of their financial destiny.
Make Our Waterways a Part of Your Summer Lifestyle

The area offers tremendous opportunities to make our waterways part of your recreational lifestyle this season.

**Boating** is an obvious choice but you do not have to go our and spend tens of thousands of dollars to buy and maintain your own boat. One of the premier boat clubs in the area, Jacksonville Boat Club offers a fleet of boats for you to reserve as a member and they provide everything you need when you want it to have your own boating and water recreation lifestyle. A passage from their web site summarizes it best:

“We have a great location for cruising Northeast Florida. We're right in the center of the action… less than 30 miles away from a visit to the historic town of St Augustine, the Charm of Fernandina Beach or a trip to the Jacksonville Landing. Jax Boat Club members will also discover great boating destinations such as Fort George Island, the Jacksonville Zoo and the Riverside Arts Market, as well as Kingsley Plantation and Fort Caroline National Park. If you're more in the mood for a great meal on the water, you'll find over a dozen restaurants accessible by boat”

**Deep sea fishing** is right in our backyard with several quality boat charters available to take you and your group. A great site to check out your options is www.fishingbooker.com. They offer a great overview of fishing in the area:

“Fishing comes easy to the Jacksonville angler. A natural home to what is now the biggest Kingfish tournament in the entire Southeast, the city is bustling with both backwater and nearshore potential, equally distributed among the area’s many rivers, tributaries and offshore wrecks. Redfish and Spotted Seatrout are often considered main inshore objectives, confidently roaming the voluptuous St John’s River, Mill Cove, along with the many edges and feeder creeks of the Intercoastal Waterway. Joining them in various times throughout the year are many of the First Coast’s essential game, including Flounder, Black Drum, Croakers, Yellowmouth Trout, Ladyfish, Bluefish and many others. The city’s nearshore fishery is ample with a variety of popular bruisers, such as the elusive Tarpon, Cobia, Kingfish as well as several species of shark, while the offshore adventurer has the blue waters of the Gulf and the Atlantic to look forward to, dominated by the likes of Sailfish, Wahoo, Tuna and Mako Sharks!”

Visit Jacksonville offers this about **surfing** at our beaches:

If you prefer water immersion to dry land, take a surf lesson from a local surf shop. In Jacksonville, the gentle summer waters are the perfect environment for new surfers to learn the sport. Fall and spring produce the biggest swells, with The Wave Masters, Florida’s most prestigious open amateur surfing contest, taking place in Jacksonville every May. The competition doesn’t end there, Florida Surfing Association
Super Grom Surf Festival splashes through every June. Popular surf spots in Jacksonville include: The pier at Jacksonville Beach creates excellent surfing conditions year round. To the North, inside of Kathryn Abbey Hanna Park, “The Poles” is another favorite local surf spot, strap on your GoPro as dolphins are always nearby. Just south of Jax Beach is Crossroads, where the surf break runs for 10 miles.

A great source for lessons on surfing and paddleboards is http://jacksonvillesurfandpaddle.com

Southern Sailing offers several different types of instruction on sailing our St Johns River and the Atlantic Ocean. In St Augustine, Sail Time [http://www.sta-sail.com] is a great resource for that area. Both groups offer lessons and charters. First Coast Charters [http://www.firstcoastcharters.com] is also another resource for experiencing sailing as part of your lifestyle on the water.

Watersports can be had in several forms on our waters. A good resource for options is http://www.waterplayusa.com/jacksonville-florida-water-sports-activities.

Jacksonville offers the best in water sports adventures. Go kayaking along the river while taking in a view of the city’s remarkable skyline. Jet Ski rentals are available or choose paddle boarding activities.
Meet the Chef – Pastry Chef

Michael Bump at Orsay

Have you been dreaming of more places to find Orsay’s decadent creme brûlées, shortcakes, tortes, macarons, tarts, eclairs, ice creams, and wonuts? If you haven't been, you may need to re-evaluate your dreams! Starting April 9th, they will be at the Riverside Arts Market every Saturday from 10 am to 4 pm with a booth full of your favorite sweet treats, including scoops and pints of their unique ice creams. These beautiful desserts will be prepared fresh every morning prior to their arrival at RAM. Pastry Chef Michael Bump has been behind the creation of Orsay's memorable desserts since day one, so I couldn't miss the opportunity to talk to the chef who has designed Jacksonville's most authentic French pastries.

Michael studied at the Western Culinary Institute in Portland, Oregon from 1996 to 1997 and then moved back to Monterey, California where he worked at a coffee house for a several years. That job had the most impact on Michael and he counts it as one of his favorite jobs. After he left there, he went over to a little coffee shop that had a kitchen. This is where he began to create pastries. “I started doing all their baking there,” Michael explained. “Scones, muffins, coffee cakes, cheesecakes. Anything you’d typically find in a coffee shop dessert case. Then, I went into a business partnership and bought a bakery. I gave my partner the money to get the first month’s rent taken care of and then that went south. I was only there for a few months doing wholesale. From there, I went to Kansas City and that was when I really started working in restaurants. Other than that it was always small coffee shops. I’ve been plugging away since!”

As far as finding his way to his current position at Orsay, Michael said that it was just well timed luck. “When I first got to Jacksonville I lined a job up with Let them Eat Cake. I worked there for like two weeks and Anita, the owner, said 'this isn't going to work, this is my home away from home!' So she put a phone call into Jon Insetta and at the same time I came by and said that I needed to apply for a job. I didn't realize what kind of restaurant it was so I was going to apply for a server position. It turned out Jon had been looking at my resume for my pastry experience. So the chef came up to me and said 'Do you know how to do this and that…' and I rambled recipes off and I got hired. So I’ve been here since day one.” Michael and Orsay couldn't have been more mutually beneficial. At the beginning, Michael designed Orsay's dessert menu as focusing around the four seasons. As it evolved, manager Jason Eddy and Michael decided to trim it down to a Spring Menu and a Fall Menu. The transition to the Spring Menu happened recently, and it is as beautiful as always. For those unfamiliar with Orsay's dessert selections, Michael creates one list of larger desserts and one list of petit fours. The larger desserts are plenty for sharing after a multi-course meal at Orsay whereas the petit fours are bite sized treats for just a refreshing taste of dessert. The Spring Menu consists of the light and refreshing strawberry shortcake with lemon whipped mascarpone and lavender syrup and the clafoutis with fresh berries, vanilla honey ice cream and blackberry-agave syrup. If chocolate is more your craving, the dark chocolate cheesecake with crispy streusel crust, chocolate ice cream, and a mini chocolate macaron will take your breath away with its depth of flavors and layer after layer of chocolate richness. For traditionalists, the vanilla bean creme brûlée and bread pudding offer familiar flavors with elegant presentation.

Orsay – French Macarons

Courtesy of www.jaxrestaurantreviews.com
Orsay – Wonut (Photo courtesy of Jill Cruz)

While the dessert list has my heart, the petit fours always tempt me with the variety of daily flavors offered. The macarons, wonuts, petite creme brûlée, and sorbets and ice creams are always a surprise upon arrival and represent the creativity of Michael and his staff. The wonuts at Orsay took Jacksonville by storm when they finally appeared in our city after making their debut in a Chicago bakery. One of Michael’s servers actually brought up the idea of the wonut, and after research into recipes Michael made it his own. Staple flavors include the sweet and salty salted caramel and creme brulee while more exotic flavors have included red velvet, cookies and cream, strawberries and cream, and apple fritter. Pro tip: for a small upcharge you can top any of your wonuts with Orsay’s thick cut bacon pieces that take the flavors to the next level. Also recently added to the petit fours menu is a Dessert Tower for $20 which includes all the desserts on the petit fours menu and also includes a guarantee for the need of an intense nap afterwards. The Dessert Tower was another idea from Jason Eddy, and Michael thought he was crazy until they created 10 on the first night of the offering and now Michael has had to ramp up the scale of dessert production to satisfy their customer’s sweet cravings. While making more desserts may sound like just a little extra time, the dedication put into the dessert menu is actually more time consuming than one would think. Eclairs are piped daily and have to be re-piped as needed for restock. The tart shells are made every other day to ensure the crisp and buttery texture is preserved as the base for the custards and fillings. There is a reason that Orsay’s desserts touch your soul with each bite – it’s because a lot of heart goes into them every day.

The ice creams and sorbets are also ever-evolving. Michael’s Spring Menu ups the complexity of the ice creams by having four main bases whereas he previously had one main base. The Nutella ice cream is its own base (Yes, he has brought us Nutella ice cream!), the chocolate sorbet requires its own base, and the honey vanilla has its own as well. There are 32 flavors of ice cream in rotation and in the hands of the talented assistants. Rotating flavors include Butter Brickle, Rocky Road, and Mint Cookies and Cream. The most involved of the ice cream flavors includes their Banana Split that uses a chocolate ice cream, banana ice cream, pineapple topping, chocolate sauce, and maraschino cherries. Movie Night uses their famous popcorn ice cream with peanut M&Ms and a Coca-Cola Reduction. The Riverside Arts Market is a great chance for Michael to showcase a variety of his ice cream flavors, which are all made fresh daily on pacojets which creates Orsay’s signature ultra fine and creamy ice creams. Patrons of RAM can expect to see 10-12 ice cream flavors as well as 2 sorbets as options. These will be available by the scoop for a snack as you peruse the market or as a half pint or pint to take home and enjoy. Ice creams and sorbets are also available at the restaurant daily with an all inclusive sampling of the three flavors of the day for $9.

Orsay – Chocolate Cheesecake

Other sweet treats expected to be at the market every Saturday will be the new Chocolate Coconut Brownie with Marcona Almond and a 66% dark chocolate, the elegant Valrona Dulcey Tart with a blonde chocolate ganache and chocolate crisp pearls, cookies, macarons, and crumb cakes which are part of Orsay’s brunch menu. Michael will be at the restaurant every Saturday morning at 5 am preparing these desserts to take straight to the market so that each dessert is at its freshest and best presentation. Anything not sold daily at the market comes straight back to Orsay to ensure that there is no food waste. Michael is even known to treat the other vendors at RAM to crumb cake slices to ensure that every item is enjoyed.

We love to ask chefs what menu item is most reflective of them as a person, and Michael’s story has been one of my favorites. With no hesitation, he told me, “The espresso torte. I came up with that dessert when I lived in Kansas City and I did a competition for the local coffee shop. It was the first competition I had ever entered. And I won. I was so frazzled by the whole thing because my boss did it the year before and she didn’t win and she was the Executive Chef and Pastry Chef. I was like ‘oh God I’m stepping on her toes.’ So I came up with this dessert when I lived in Kansas City and I did a competition for the local coffee shop. It was the first competition I had ever entered. And I won. I was so frazzled by the whole thing because my boss did it the year before and she didn’t win and she was the Executive Chef and Pastry Chef. I was like ‘oh God I’m stepping on her toes.’ So I came up with this dessert and it was of course all based on coffee. I made three different coffee ice creams, I did the espresso torte which has coffee in the chocolate, coffee in the mousse, and coffee anglaise. I took seven different coffees from this company and incorporated them all into the same dessert. It was a little on the overwhelming side but that was the whole idea. When they called my name out I didn’t know what I was supposed to do. That was the most memorable experience.
I’ve ever had. I got a chef jacket with their logo on it and a $500 check. I thought that was pretty cool. So, that dessert has followed me. I will periodically change up an aspect. On our menu, I’m using a French coffee extract which I use in the chocolate ganache. The espresso is in the mousse. It has the white coffee ice cream which is coffee soaked in cream, then I pull out the oils from the coffee and it leaves it white. It has mocha anglaise on the plate and a coffee bean crunch on top made from coffee beans and marcona almonds to add another crunch. It’s definitely my most memorable dessert.” Not only is it memorable to Michael, it’s memorable to anyone who gets to taste it. I was fortunate after conducting the dessert photoshoot to be able to enjoy the desserts for the pictures. The espresso torte is filed among the food moments of my life that I won’t ever forget. The varying textures keep you involved in every bite of the dessert. The coffee flavors, while unified throughout the dish, vary based on which layer of dessert you’re eating at that moment. And the ice cream. Oh the ice cream. Your brain expects vanilla because of the white color, and instead the purest and most sincere flavor of coffee takes over. I’ve been thinking about that ice cream since I tasted it because it’s just flooring how a flavor can be so untainted by the cream base of the ice cream. It was enough to make this girl, who doesn’t drink coffee, crave it daily.

**Orsay – Espresso Torte**

Michael’s future is intertwined with Orsay and Black Sheep, the relationship with Jon and the partnership with the company is a wonderful one for everyone involved. That doesn’t rule out Michael’s dream of having his own bakery again though, which he would fill with classic French pastries, like croissants and brioche. This would fill a void in the Jacksonville pastry scene that is growing gradually. “I’m beginning to see more pastry jobs out there. You’ve got Calli Marie doing her cakes, you have Candace Kirkland at Bistro Aix stepping up her game, it’s great seeing her get excited about it. I don’t know what’s going on as far as HobNob goes but I’m sure they’ll have a great pastry chef there. It’s up and coming. It’s growing.” Michael is an integral part of that growing pastry scene with his constant raising of the bar with the seasonally reflective and classically intentioned French pastries at Orsay. Luckily for us, we now have several places to indulge in them throughout the city, whether it be under the bridge overlooking the river on Saturdays or nestled in the comfortable French bistro in Avondale.
Fear of being sued by a patient is widely believed to affect how doctors do their jobs, causing them to order excessive tests and care. But a working paper suggests that the threat of malpractice lawsuits may shape behavior well beyond the clinic, pushing doctors to buy fancier, more extravagant homes in states where those assets are excluded from bankruptcy.

The researchers found that in states with unlimited “homestead” exceptions, which mean that financial assets in a house are protected if a person files for bankruptcy, physicians bought homes that cost on average 13 percent more than they would if that quirk of law didn’t exist. Other professionals who made the same income — business executives and lawyers — did not buy bigger homes in those states. But dentists, who are also vulnerable to malpractice lawsuits, did.

For example, the researchers found physicians with incomes between $300,000 and $350,000 a year in states with unlimited homestead exemptions bought homes worth $613,712, on average, while other professionals in that income range bought homes worth $528,090. In states where the exemptions were limited, physicians bought homes worth $691,894 — quite comparable to other professionals, whose average home value was $689,901. The net effect of the exemption on doctors’ spending on homes was $83,629 — a calculation they repeated across other income brackets.

It’s hard to know whether a provision of bankruptcy law could really be influencing physician behavior, but Jena’s anecdotal experience suggests it might. The idea for the study was planted when a colleague in Florida mentioned to Jena that the state’s bankruptcy law provided an incentive for doctors to squirrel away more of their wealth in their homes. Jena decided to study the question rigorously, but also began to notice that when financial planners targeted doctors with marketing information, they weren’t just talking about estate planning, but how to manage an estate to protect it against malpractice liability.

Joseph Hollen, a financial planner and former physician at Open Window Financial Solutions Limited in Reno, Nev., said he counsels clients in the medical field to file for a homestead declaration, even though there is a $550,000 limit on the exemption in his state. But he noted that it wasn’t that big a part of a financial plan for asset projection.

“Now if I was in a state — Florida or Texas — where you have an unlimited homestead exemption, there’s a temptation there to kind of use that,” Hollen said. “But by and large it’s very rare that these judgments go beyond the insurance limits,” so he would never counsel a doctor to buy a bigger home. In fact, Hollen said, if anything, he thinks doctors, who go through long periods of training in which they make very little money, may step up their lifestyles too quickly once they finally make a good salary.

“In states with homestead exemptions, “the losers, of course, are general creditors and injured patients whose jury verdicts will not be able to be satisfied from the forced sale of a doctor’s home,” López wrote in an email.
11 useful things you didn’t know your Amazon Echo could do

By Raymond Wong, www.mashable.com

When the Amazon Echo debuted, it could only play music, tell you the weather, set alarms and timers, read news flashes, tell corny jokes, add things to your Amazon shopping list, tell you the weather and recite basic trivia. Cool tricks, all, but nothing spectacular.

The Echo’s Alexa voice assistant was a cool look at how voice commands could control the home. Today, the Echo is now a family of three. Including the Echo, there’s also the Echo Dot and Tap. With the power of Alexa, an open API and a willingness by third-party companies to get their smart devices to work with the Echo products, Amazon’s magical tube devices have become more feature-packed than when it launched.

There’s so much it can do with Alexa and new features are being added every week. We’ve compiled our favorite things the Echo can do that you may not have known about.

1. Smart home control

A home filled with Philips Hue smart light bulbs.

One of the most useful additions to the Echo after it launched was the addition of smart home control. Initially limited to a few devices like Philip’s Hue smart light bulbs, the the Echo now works with many different smart home brands and devices. SmartThings, Wink, Insteon and Nest are just some of the major ones. Setting up a smart home isn’t cheap, but it’s so worth it when you can say “Alexa, turn on the lights in the bedroom” or “Alexa, decrease the thermostat by two degrees.”

2. Manage your Google Calendar

Everyone uses Google Calendar (no other calendars matter). All jokes aside, as a personal assistant, Alexa’s more of a secretary than before now that she can add events and review calendar events.

To activate the feature, launch the Alexa app and go to Settings > Calendar, select Google Calendar and then select “Link Google Calendar account.” Log into your Google account and you’re set to use these commands:

• “Alexa, when is my next event?”
• “Alexa, what’s on my calendar?”
• “Alexa, what’s on my calendar tomorrow at [time]?”
• “Alexa, what’s on my calendar on [day]?”
• “Alexa, add an event to my calendar.”
• “Alexa, add [event] to my calendar for [day] at [time].”

3. Track your packages

Waiting for packages sucks. One day we’ll have our ordered packages delivered within minutes by drone, but until that day comes, we’re stuck waiting for it arrive by truck.

A recent update to the Echo added the ability to track packages ordered from Amazon and see where they are in the delivery route.

Just say “Alexa, where’s my stuff?”

4. Call an Uber

Uber made it easy to use an app to call up a car, and now with Alexa, it’s even easier. To set up Uber on the Echo, go into the Alexa app and search for the Uber skill within the “Skills” section. Enable the feature and then log into your Uber account. From there, set the address for your Echo (most likely your home or office) in the “Device Location” section. Once it’s all configured, just ask Alexa for a car:

• “Alexa, ask Uber for a ride.”
• “Alexa, ask Uber to get me a car.”
• “Alexa, ask Uber to request an UberX.” (or UberBlack, UberSUV, UberXL, Uberselect)
• “Alexa, ask Uber where’s my ride?”

5. Order Pizza from Domino’s
If there was any doubt that the Echo is a magical tube from the future, let this dispel all doubt.

Ordering pizza from Domino’s is as effortless as saying: “Alexa, open Domino’s and place my Easy Order.”

To get pizza-on-demand set up, log into your Amazon Alexa account by visiting the website or opening the Alexa app. Then click “Skills” and search for the Domino’s skill and enable it. Next, go to Dominos.com and create an account (or sign if you already have one). Set up an “Easy Order” with your preferred pizza and make sure to include all of the related information (billing, delivery address, etc.).

6. Get sports scores

Sports fans will love Alexa’s ability to keep up with all kinds of league-based competitive recreations. Alexa can pull up scores for finished and in-progress games and even upcoming matchups in several leagues, including the English Premier League, MLB, MLS, NBA, NCAA men’s basketball, NCAA FBS football, NFL, NHL and WNBA. Here are a few sports-related questions you can ask Alexa:

• “Alexa, what is the score of the New York Knicks game?”
• “Alexa, who is winning the Yankees game?”
• “Alexa, when do the New York giants play next?”

7. Check stocks

Want to keep tabs on securities? No problem! Enable the Fidelity Investments skill within the “Skills” section of the Alexa app and you’ll be able to get quotes for stock market updates.

• “Alexa, ask Fidelity to get a quote for Google.”
• “Alexa, ask Fidelity for a market update.”
• “Alexa, ask Fidelity how Apple is doing today.”

8. Do a quick workout

Fitness is important, but not everyone has time to hit up a gym and crush it like a boss. Enabling the “7-Minute Workout” skill within the Alexa app lets you start a rapid-fire workout that’ll only take you seven minutes to complete. It’s perfect for mornings or right before bed.

Once the skill is enabled, you can start a workout by saying “Alexa, start a seven minute workout.” Alexa will then get your blood flowing with short bursts of jumping jacks, wall sits, pushups, squats, step ups onto a chair and more.

You can also find images and tutorials in the Alexa app if you don’t know how to do a certain exercise.

9. Talk politics

This year has certainly been a very interesting election year, and Alexa up to date on it all. Enable the NBC News skill within the Alexa app and you can ask her election-related questions like:

• “Alexa, ask NBC News how Donald Trump is doing.”
• “Alexa, ask NBC News for New York primary results.”
• “Alexa, ask NBC News when the next debate is.”
11. Recite Pi

“Alexa, annoy us all to death.” Just kidding. Not only is Alexa great at calculations, but she’s nerdy, like really nerdy. Try asking her to recite the first 100 digits of Pi and she’ll go on and on...

Sadly, Alexa won’t go higher than 100 digits of Pi. Nice try, but she’s not gonna recite up to 1,000 or a million.

FYI, the digits are:
3.141592653589793238462643383279502884197169399375105820974944592307816406286208998628

The NBC News skill also gives Alexa intel on top headlines on the election, candidate bios and an election calendar.

10. Read Kindle ebooks or Audible audiobooks

Audio books are great for when your hands aren’t free (like when you’re cooking). With a simple “Alexa, read me a Kindle book” or “Alexa, read me an audiobook” (Audible audiobooks), the Echo will start reading out a book for you. There’s no need to do anything special. You just need to have ebooks in your Kindle library or audiobooks in your Audible library.
Duval County Medical Society will be hosting a tailgate party located in lot X at Everbank Field for the Jaguars vs. Raiders Game. The Tailgate will begin at 10:00 am and will include food and drink, as well as a raffle for signed merchandise!

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