Always on the Move
A Spotlight on
Dr. James Altomare

Sunglasses That Are Also Bone Conduction Headphones
Experience a Difference in Selling or Buying Residential Real Estate

Experienced Representation for both Sellers and Buyers throughout the Ponte Vedra Beach and St. Johns County real estate market includes:

- Luxury Homes
- Custom Built Homes
- Oceanfront Properties
- Waterfront Properties
- Golf Course Properties
- Gated Communities
- Equestrian Properties
- Investment Property
- New Home Construction
- Single Family Homes
- Townhouses
- Condominiums
- Foreclosures
- Short Sales
- Second Homes
- Probate
- Divorce
- Move-Up Buyers
- Relocation
- Military Relocation
- Lots and Acreage
- Selection

(C) 904-687-5146 • www.kathleenfloryan.com
(O) 904-285-6927 • www.pvclubrealty.com
280 PONTE VEDRA BLVD., PONTE VEDRA BCH., FL 32082
RJW Media Brands develops and publishes several specialty magazines, periodicals and books. For advertising information or to receive a complimentary subscription in digital form or by mail kindly contact our local management at 904-404-7857 or visit www.creativedevelopmentworks.com.

Contents

2 Top 10 Diving Spots in the World
4 Always on the Move – A Spotlight on Dr. James Altomare
7 Marketing Your Practice – Dealing With Ad Reps
8 The Tools and Toys for Backyard Cooking
10 Wine Talk
12 Healing Shouldn’t Be Killing Doctors
14 Sunglasses as Bone Conduction Headphones
16 Hobnob - The Must Try New Restaurant
19 Where Affluent Investors Are Getting Information
22 3 Trends Shaping the Future of Healthcare Technology

Call Us To Learn More

Atlantic Coast Bank

CONTACT US TODAY
904-903-2699
www.AtlanticCoastBank.net

RJW Media Brands
www.creativedevelopmentworks.com

CHANGE THE WAY YOU AGE!
Elite Preventative Medicine

Benefits Include:
- Decreased Risk of Age Related Diseases
- Improved Muscle Tone
- Decreased Body Fat
- Increased Energy
- Increased Libido
- Sharper Thinking

Jiffy Lift, HLD, PhD - Age 74
“Cenegenics Patient”
This photo is not enhanced in any way.

Cenegenics Jacksonville
904.674.0404
www.cenegenicsjax.com
Top 10 Dives: Best Diving in the World

Have you dived the world's top ten?

The list is fairly evenly balanced between Northern and Southern hemispheres, the South winning by 6 entries to 4. It is also a 6:4 ratio in Reefs versus Wrecks.

We know it’s difficult to choose your favorite dive sites, and we ask you to choose just two! Do you prefer wrecks, sealife, caverns, drift dives, underwater scenery, big stuff - some of each?

1. Barracuda Point, Sipadan Island, Malaysia
Wall of coral where sharks come cruising by and barracuda surround you. You are guaranteed to see big stuff here and lots of it. Occasional strong currents blast over an underwater prairie that's home to white tips, turtles, grouper, jacks, bumphead parrotfish and of course the barracuda that give it its name.

2. The Yongala, Australia
The Yongala is a shipwreck off the coast of Queensland. Full of life you may see manta rays, sea snakes, octopuses, turtles, bull sharks, tiger sharks, clouds of fish and spectacular coral. The Yongala sank during a cyclone in 1911 killing 122 people, a racehorse called Moonshine and a red Lincolnshire bull. She had no telegraph facilities and so could not be warned of the weather ahead. In 1981 the Yongala was given official protection under the Historic Shipwrecks Act. The ship is 90 km southeast of Townsville, 10 km away form Cape Bowling Green. 109 meters long, the bow points north and the ship lists to starboard.

3. Blue Corner Wall, Palau, Micronesia
An upwelling means this splendid wall dive is favored by pelagics. Expect to see sharks, barracuda, eagle rays, Napoleon wrasse, snappers, jacks...if you can tear your eyes away from the fish the wall hosts thick coral with morays, nudibranchs and mantis shrimps being just a few of the attractions.

4. Thistlegorm, Egyptian Red Sea
A large wreck which needs several dives to do it justice. A British vessel, the Thistlegorm (Blue Thistle) was attacked from the air and sunk in 1941 whilst carrying a cargo of war supplies: rifles, motor bikes, train carriages, trucks. Currents can be strong, and in different directions at the surface and at the wreck.

5. Shark and Yolanda Reef, Egyptian Red Sea
Three dives in one: anemone city, shark reef with its spectacular drop off and the wreck of the Yolanda. Currents make this good for drift dives and for pelagic fish. A popular dive starts at Anemone City before drifting to Shark Reef and its drop off. Finish up on the wreck of the Yolanda with its cargo of toilets.

6. Great Blue Hole, Belize
Very deep, wide, hole outlined by coral reef and inhabited by sharks. Is there another sight like it? 30 m visibility coming over the bathwater warm reef of vibrant colors, descending into a cool, deep blue hole where the water begins to waver and shimmer as you enter the transition from salt to fresh water at about 15 m. Watching the enormous tuna and other pelagics dive into the hole to clean themselves as you briefly remove your octopus to taste the fresh water. Then descending another 25 m to explore the stalagmites and stalagmites of ancient caverns.
7. Manta Ray Night Dive, Kailua Kona, Hawaii
Underwater lights placed on the ocean floor attract infinite amounts of plankton, which in turn attract the huge, yet beautiful manta rays of Kona Hawaii. The rays get so close to you, that you often have to move to avoid them accidentally hitting you. An amazingly wonderful and unforgettable time with one of the most beautiful animals in the world.

8. Navy Pier, Western Australia
Extending 300 m from shore, the T-shaped structure is 300 m wide, including two outlying “dolphins” (platforms for larger ships to tie up to). Although a very defined and somewhat compact site, you could spend 5 days diving there and not be bored, particularly at night. On any dive there are lots of nudibranchs and flatworms, eels, woebegone and white tipped sharks, octopuses, lion and scorpion fish, stargazers, and the usual smaller finned friends. Sometimes you’ll come across absolutely huge rays dozing in the sand.

9. Liberty, Bali, Indonesia
The wreck is very popular with photographers as it is totally encrusted in anemone, gorgonians and corals. The black sand provides an excellent color contrast for the incredible variety of marine life, which includes a huge school of big-eyed trevally and over 400 other species of fish. All the fish are very tame (partly as a result of some guides feeding them) from the goatfish and wrasse that nibble around your feet and fins at the end of the dive, to the unicorn and surgeonfish which make a beeline for your mask as you swim down towards the Wreck.

10. President Coolidge, Vanuatu
The SS President Coolidge off Santo, northern Vanuatu, was a WW2 luxury ocean liner. She was commandeered by the US navy and fitted out as a naval ship. Unfortunately, she was sunk by one of America's own mines. The engine room and one of the dining rooms are at about 47 m, the promenade deck is around 33 m, the mosaic lined swimming pool - weird - about 50 m. It’s a fabulous dive. The wreck is fully protected by law and both it and the surrounding seabed has been designated a Marine Reserve.
At the University of Florida, Altomare studied Zoology and Microbiology. But when it came time to go down the veterinarian track, his clinical experience wasn't all that he needed. One of the requirements for the program was experience with large animals; farm animals. Where was he going to get that kind of experience? Altomare ultimately decided this path might not be his after all, and went into the medical field, instead.

“Med school was really my second choice, but I’m so glad it worked out that way. I think it would have been a lot tougher to be a veterinarian.”

After reevaluating his dream, Altomare headed off to medical school and chose Family Medicine because of the variety within the field. He felt like it was the most interesting thing he could do, and this decision jumpstarted his career.

In the years that followed, Altomare started an office practice, moved to a hospitalist team, branched out into technology within the medical field, transferred himself to Houston, Texas and participated in administration work.

A few winters ago, Dr. James Altomare and his friends from Baptist Health rented a cabin in the woods for a long weekend. The getaway was packed with poker, archery and movies, but the highlight was a visit to “Tank Town” in Blue Ridge, Georgia.

“We spent one morning taking turns driving a British tank around the mud and crashing an old Buick into a pancake. It really made the trip. One friend was almost run over trying to get a perfect shot of me barreling toward him!”

If his friend had gotten hurt, at least a team of medical professionals would have been right there to help.

Dr. Altomare is the Medical Director of Utilization Management at Baptist Health. Growing up, he’d always toyed with the idea of being a doctor and by the time college rolled around, it was either the medical field, or veterinary school. “I liked working with animals. I always loved biology, anatomy… dissections; I loved that kind of thing,” said Altomare. “I loved animals and they always seemed to kind of gravitate toward me.”

At the University of Florida, Altomare studied Zoology and Microbiology. But when it came time to go down the veterinarian track, his clinical experience wasn’t all that he needed. One of the requirements for the program was experience with large animals; farm animals. Where was he going to get that kind of experience? Altomare ultimately decided this path might not be his after all, and went into the medical field, instead.

“Med school was really my second choice, but I’m so glad it worked out that way. I think it would have been a lot tougher to be a veterinarian.”

After reevaluating his dream, Altomare headed off to medical school and chose Family Medicine because of the variety within the field. He felt like it was the most interesting thing he could do, and this decision jumpstarted his career.

In the years that followed, Altomare started an office practice, moved to a hospitalist team, branched out into technology within the medical field, transferred himself to Houston, Texas and participated in administration work.
"I usually switch careers every seven years...after a while...it seems like everything's set so I'd like to move onto something else," he explained.

Through his many roles, Altomare discovered being a doctor isn't about financial compensation. For him, it's about the opportunity to wear several different hats, touch lives in a variety of ways and form enriching bonds with patients.

"It's such a privilege I think to be a doc," he said. "People invite you into their lives and you do everything from marriage counseling to pediatrics and talking to kids when they have the questions they have about everything, to counseling teenagers. It's just really a privilege to be a doctor. Every doc has got to feel that way. It's just wonderful."

After leaving his office practice several years ago, Altomare became a hospitalist at Baptist. In this capacity, he was also able to develop relationships with people but in a slightly different way.

"They're more short-term, but there's more satisfaction," he said, describing how a patient can come in, and by the time they leave, usually they're better. In a time with instant gratification, being a hospitalist has its benefits.

Once his few years were up, Altomare left the hospitalist life and found a path in another passion: technology. He was interested in Electronic Medical Records (EMR) at Baptist and in 2005 was hired as the Chief Medical Information Officer (CMIO). After about four years, he decided he wanted to take on the role of CMIO in a more academic medical center.

This new direction took Altomare's family to Houston, Texas where he became the CMIO for the Methodist Hospital system. However, it didn't take long for Altomare to realize the work was very similar to what he'd already been doing in Jacksonville.

He needed something different. Something he hadn't done before. Back to Jacksonville he went; this time looking for a change as a physician advisor in Utilization Management at Baptist.

"I thought that would be good," said Altomare. "I was exhausted. I was tired of leading anything. I was just ready to review medical records, look at quality, look at utilization and go from there."

He quickly moved up to department lead two years ago, and he's been in that position ever since.

By this point in his career, many close friends know about Altomare's need to constantly change up his career. When the doc was offered a lucrative position in south Florida several months ago, it was assumed he would accept in order to switch things up. Ten years ago, he would have. It would have been exactly what he wanted; but that isn't the case now.

"I don't think I want to go anywhere now. I really love the people I work with. It's such a family kind of atmosphere," Altomare said. "It's a different field. So I'm hoping to retire in my current position, God-willing."

Altomare believes he now understands the idea behind working as a team, which is why he enjoys the position he is in. Working as a doctor forces you to make most of your decisions solo, and that's what he had to deal with for several years. It made for a difficult transition.

"In the last 10 or 12 years I've become a better team player, and I appreciate working with a good team."

Never staying put isn't just a theme in Dr. Altomare's work life; the same goes for his life outside the office.
Somehow, Altomare finds free time to spend with his wife and teenage kids. He loves being active and enjoys hoverboarding, boating and playing sports with his kids that he never learned when he was young. For example, where they play basketball, he played stick ball. They aren't interested in the same sports, but that doesn't stop Altomare from learning alongside his kids and being proud of their accomplishments. While he may not be able to teach them basketball (due to his height and not knowing the rules), the one thing Altomare always tries to instill upon his kids, is that one person can make a difference.

“If you can show up, decide what you want to do, what needs to be done— make sure it's something that's ethical and you have integrity— you can make changes,” he explained. “So many people don’t. They don’t even try. They think they’re just too small…you can change everything. In the FMA, I saw that.”

The FMA (Florida Medical Association) is what ultimately led Dr. Altomare to become involved with the Duval County Medical Society (DCMS). Altomare served as a delegate for the FMA and learned the benefits of organized medicine. He saw how the group was able to make small decisions that ultimately led to greater accomplishments, which follows his ideology of one person being able to create change.

Today, Dr. Altomare is the secretary for the DCMS Board of Directors, as well as an associate editor for the Northeast Florida Medicine journal. Working with the two organizations showed Altomare how just a few people can make a huge difference. He decided to dedicate himself to being one of those people.

Several years ago, Dr. Altomare and friends from Baptist visited “Tank Town” in Blue Ridge, Georgia
I have no doubt that people try to sell you products and services all the time. I bet those products and services are largely some kind of digital advertising opportunity, given the current advertising climate. You may get as many solicitations as you get patients. Because of this I thought it would be helpful if I compiled a little field manual of what all the buzzwords and industry speak really mean.

KPI- I LOATHE this acronym! This simply stands for key performance indicator. This is any metric that the presenter deems relevant.

PPC- This stands for pay per click. This is simply the financial model that most digital advertising is based on. It means that you don't pay each time your ad appears, but only when your ad is clicked on.

SEM- Often synonymous with PPC, this stands for search engine marketing. These ads are probably what you're most familiar with. When you submit a search query in a search engine like Google, these are the ads at the top that appear above the map as well as any organic results.

CPC- Cost per click. This is how much you spend on average each time someone click on your advertisement.

CTR- Click-through rate. This is the percentage of clicks relative to the number of impressions. This is often misrepresented because decent click-through rates vary a great deal between display, search, video, and shopping campaigns.

Display Network- Speaking of display, these ads are generally graphics or videos (but can be plain text) that are found on content sites. When you think of content sites, think of anywhere you read an article or watch a video, like ESPN, Bleacher Report, or local publications.

Geo-targeting- Also known as radius targeting. This means that your ad can be relegated to a certain area, whether you focus on specific ZIP codes, DMAs, specific points of interest, et al… This is just a more efficient way to place your advertising and target only the people that make sense for your business. This way you have fewer wasted clicks and less money out of pocket.

Geo-fencing- For the most part, very similar to geo-targeting, but when most people talk about this, ad copy specific to the targeted location, or unique visual ads to that location will appear for the people within that bubble. For instance, you could target a 1 mile radius around a popular sports arena and say something like, "Hey ___ fans, today only, redeem your ticket stub at our store and get 10% off X".

Conversion- This can be a number of things, but generally speaking, it’s a form submission on your web site or a phone call to your location. These are important because they often lead to sales, appointments, or some other source of revenue.

Conversion Optimization- Once you have a specific number of conversions, you can actually target a similar set of people with similar habits within the digital universe. Conversion optimization is the ongoing process to generate more leads, sales, appointments, etc… by capturing a new audience based upon the original audience.

There you have it, a quick synopsis of all the digital ad industry mumbo jumbo for your own personal edification. There is, of course, more than this, but I’ll cover that another time. Knowledge is power, and now you have an ace in the hole when those pesky ad reps try to confound you with a flurry of acronyms. Remember, ad reps aren’t trained to actually know their product inside and out, they’re trained to sell it. If they bring their “digital guy” with them to a follow-up meeting, you’ve done well.

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.
When it comes to backyard cooking, it’s important to have the right gear. Here are a few tips to get you started:

Gas Grills
Weber Gas grills are a great way to get started quick.

Though nothing beats a charcoal grill for flavor and versatility, it’s hard to argue against the convenience of a gas grill. If your only grill is a gas grill, get the best you can afford and try to buy something bigger than what you think you need (you’d be surprised how quickly a few hamburger patties and cobs of corn will fill up a whole grill). However, over the past few years, the quality of some other brands you’ll find at big box stores (Home Depot, Lowes) has increased. Broil-Mate and Broil King both have a growing reputation.

For your basic, entry-level gas grill we recommend the Weber Spirit. It’s a high-quality grill to be sure, it’s just low on the bells and whistles. The Spirit comes in different sizes depending on how many burners you want. As mentioned above, get the biggest grill you can afford.

For the step above that, the Weber Genesis can’t be beat — it’s Weber’s flagship grill line. The Genesis line runs bigger than Spirit line and includes a few more bells and whistles. Basically, if you’re looking to buy it for life, get a Genesis gas grill.

To ensure the longevity of your gas grill, be sure to get the corresponding cover.

Charcoal Grills
While grilling with gas is easier, it can never fully replace the purity and sheer awesomeness of grilling over charcoal. Charcoal is the best when it comes to flavor, versatility, and the purity of the craft of grilling.

For charcoal grills, there’s pretty much just one: the Weber One Touch Gold.

Weber grills are built with thick, high-quality steel that will literally last for decades. The One Touch comes with just enough bells and whistles to make your grilling experience as easy as it should be (without turning your backyard into a restaurant-grade kitchen).

The “one touch” in the name refers to the cleaning system inside the bowl — there is a “fan” of blades that scrape out the charcoal ash into the bottom catcher. For those who may be turned off by the inconvenience of using charcoal, in all kindness, it’s likely that you’re simply doing it wrong. Read the section on Charcoal below to learn how to easily get charcoal briquettes red hot every time with little hassle and zero lighter fluid.

Though our affinity for charcoal grilling is no secret, we have nothing but respect for gas grilling as well. Cooking with charcoal does take more setup time, and for those who like to grill all year long, getting a charcoal grill lit during the winter months can be less than delightful.

So, all that said, if you’re looking for a grill that will the most enjoyable to use the most amount of times, going gas isn’t necessarily fine. (I have a gas grill at my house, too.) Here’s a trick: take a handful of wood smoking chunks, wrap them in tin foil, and put them on the main grate of your gas grill toward the back. The wood will naturally smoke when you’re grilling out and can give your food a bit of that natural smoked flavor.

Charcoal
For the best flavor, you want to use natural charcoal. Avoid MatchLight at all costs, and no you don’t have to go around with that “soak your charcoal in lighter fluid for 20 minutes before lighting” silliness either. The reason you want to avoid using MatchLight and/or soaking your charcoal in lighter fluid is that the chemicals that help get the charcoal burning stick around for awhile and add some “extra flavor” to your food.

A bag of Kingsford charcoal briquettes does the trick just fine. You can pick these bags up at just about any grocery store or hardware store.

For some folks, getting the charcoal lit is still a mystery. But with a chimney starter and a FireStarter Cube you’ll be the king of the grill in no time.

Charcoal Chimney Starter: We all know how frustrating it is when you’re trying to get your charcoal ready to grill over and it simply won’t light. Fill this thing with your charcoal briquettes, light a fire cube underneath, and in 15 minutes you’ve got red hot coals ready to cook with. The effort is minimal and you haven’t spoiled the taste of your food by using lighter-fluid flavored MatchLight.

FireStarters Charcoal Lighter Cubes: These bad boys are the greatest invention since the above mentioned chimney starter. Actually, you’re supposed to use them in conjunction with your chimney starter. You place one underneath your chimney starter, light it, and you’re done. In 10 or 15 minutes you’ve got a chimney...
full of hot coals ready to cook with. They Firestarter cubes are cheap ($9 for a pack of 24) and they save a ton of time and energy to get your charcoal going. Alternate methods include using shredded paper soaked in cooking oil instead of the lighter cube.

And one more advantage to using the chimney starter: in the long run it'll be cheaper than buying MatchLight all summer long.

You Absolutely Want An Instant-Read Thermometer

The best way to know when your meat is cooked (and not overcooked!) is with a thermometer. You’ll use it to check chicken breasts, whole turkeys, steaks, pork briskets, and more. Cooking to temperature is far safer and more accurate instead of assuming something is done based on time, look, or gut feelings (if you get it wrong, you’ll be having those gut feelings later and they won’t be too pleasant). The very best instant-read is the ThermoWorks Thermapan thermometer. It’s accurate and gets a reading within 3 seconds. But it also costs $100. Which is why we recommend the RT600C from ThermoWorks instead. The RT600C is just as accurate, takes 5-6 seconds or less to get a temperature reading, is dishwasher safe, has a 5,000 hour battery life, and costs only $19.

Smokers

One of my great joys of summer (and spring and fall) is getting up early while the air is still crisp, brewing a cup of coffee, walking into the backyard, and starting up a chimney full of charcoal for a day of slow-cooking some smoked BBQ. Depending on which part of the country you’re from, there are various opinions regarding the best way to smoke your meat. I live in Kansas City where the offset (a.k.a. sidebox) smoker reigns. But unless you’re willing to spend a decent amount of money (more than $500), you’ll be hard pressed to get an easy-to-use, reliable sidebox smoker.

For my own backyard BBQ I prefer a vertical bullet smoker. Bullet smokers are generally less expensive, they have a smaller footprint than an offset smoker, they can be more versatile, the interior water pan helps keep the meat juicy and tender for those times when you could use a little bit of help with your cooking, and since heat and smoke like to rise up by default, they’re a bit more fool-proof than an offset smoker.

The Best Vertical Smoker

And the best vertical smoker for the money is, hands down, the Weber Smokey Mountain. Surprised?

Like all of Weber’s products, the Smokey Mountain is built with the best materials — it’s a high-quality smoker. But what also makes the Smokey Mountain so great is that it’s a very functional and easy-to-use smoker.

The most important factor in buying a smoker is having one in which you can control the temperature. Assuming you’re not using an electric or gas smoker, your smoker’s temperature is steadily controlled by being well insulated and sealed with proper air vents and dampers so you can control the oxygen flow going to charcoal. The WSM (especially the smaller, 18.5-inch model) does an excellent job at maintaining steady temperatures in the 225-degree range for hours and hours.

Best Budget Smoker

Truth is, there’s not a "best budget smoker". But there are options for those who don’t want to afford the $300 – $400 price tag of the Weber Smokey Mountain.

Smoker Accessories and Tools

In addition to the smoker itself, along with the above-mentioned Charcoal Chimney starter and FireStarter Cubes, there are a few essential tools you’ll need when smoking your meat.

- Natural Lump Charcoal: When smoking your meat, the flavor of the charcoal and wood chunks you use can significantly influence the flavor of your food. You do not want those ribs you slaved over for 8 hours to taste like lighter fluid now do you? That’s why natural lump charcoal is the only charcoal you should use. It’s all natural, so the flavor it imparts is the flavor you want it to impart. And it burns longer than normal briquettes which is kinda the point in slow cooking.

- Leave-in, Wireless Thermometer: This is your new favorite toy. The Maverick Wireless Thermometer has a dual thermometer output: one line for the temp of your smoker itself and one line for the internal temp of your meat. You then plug each probe into the base station and leave it clipped to the side of your smoker. Then, with the receiver in your pocket you can go about your day by watching the game inside, taking a nap on the hammock, or playing catch out front with your boys, all the time knowing exactly what temperature your smoker is. And, on the receiver you can even set high and low temp alarms (tell me when the turkey gets to 155, or tell me if the smoker gets below 200).

- Meat Claws: These are standard equipment in any BBQ King’s castle. They come in great for handling meat during three types of occasions: (1) when you’re dealing with raw meat and don’t want to wash your hands every time you need to move one slab of ribs to marinate the other; (2) when you’ve got an enormous freshly-cooked turkey, pork shoulder, or brisket that’s too heavy for tongs; and (3) when it’s time to pull apart that slow-cooked pork shoulder for those pulled pork sandwiches.
2013 Torbreck Shiraz “Woodcutter’s” Shiraz

This is an entry level example of this grape, but it has few equals at twice the price. Although the Shiraz bubble burst over a decade ago, a few estates remain in the public eye. Sadly for Torbreck, this has not been for the best reasons. Co-founder David Powell did not come into the wine business through the front door with a winemaking degree from an esteemed university. His path started as a lumberjack in the Scottish highlands, where he worked for several years in the Torbreck forest before moving to Australia. Eventually he purchased an old property in northwest Barossa Valley and began clearing the land for a homestead. During this discovered a parcel of untended, century old vines and began to nurse them back to health. In 1992, he harvested his first crop and made a small amount of wine. By 1994 Powell was confident enough in his efforts to launch a winery, with the help of co-founder Jack Cowin. For the next two decades Powell produced some of the most sought after, highly rated and expensive wines in the Barossa Valley, most named for the forests where he previously worked as a lumberjack. For enthusiasts, it was all they could do to procure a few bottles of the Struie, Steading and Bothie, or the rarest of all RunRig. The wines were made from old vines they were acquiring across northeast Barossa, specifically from very old vines.

Trouble started in 2008 when, per contract, it was time for Powell to buy out Cowin. For David, the dream was to build a winery he could pass to his two sons. After a chance meeting with Pete Kight, an Atlanta businessman, the two created a new deal that would provide Powell with the money needed to buy out Cowin. The winery, flush with new working capital, also continued to expand vineyard land and built a new winemaking facility. In 2013 Powell was the contractually faced with buying out Kight. This time, when he was unable to raise the capital, he was locked out of this winery and eventually his home. The 2012’s were the last vintage produced by Powell but I have to say, the new Woodcutter’s Shiraz is the best I have ever tasted from the winery, so the story may have a happy ending for consumers after all.

To produce the Woodcutter’s Shiraz the new winemaking team uses grapes grown in several different vineyards owned or under contract to Torbreck. The sites read like a veritable ‘who’s who’ of sub-zones within the Barossa; Marnangana, Greenock, Ebenezer, Gomersal, Moppa, Lyndoch & Kalimna. All of the vineyards are old and dry-farmed, with each vine tended and the fruit harvested by hand. Once picked, the grapes are fermented in several different vessels; stainless steel, concrete and upright oak casks. In a further nod to old methods, once dry the grapes are basket pressed and the resulting wine is aged in a combination of 500 liter hogsheads and larger foudres for twelve months.

When you open this wine, make sure to decant it for at least an hour to get the full picture of what it has to offer. Then when you pour the first glass take in the color, which is an almost opaque purple, with deep staining of the thick tears. This is a sign you are about to receive a mouthful of flavor. The nose is an inviting combination of ripe, black cherries, dried black figs, a wisp of eucalyptus, some black licorice, black olive and dried sage. On the palate it is very deep, but the fruit is still quite bright, with good concentration and very smooth, polished tannins. This beauty drinks very well now but should improve and evolve for a decade. Serve with grilled leg of lamb with rubbed with black olive tapenade or tri-tip steak.

2013 Tierra y Mar Chardonnay

Russian River

While I am drawn to crisp and dry white wines for backyard drinking, there is a small army of consumers who prefer a richer, creamier libation. This wine comes from a small producer who is crafting some amazing wines in very tiny lots. The grapes for this wine are sourced from an undisclosed vineyard in the Russian River, who produces some very high end wines. My guess is they sell these grapes because the come from a younger vineyard and do not meet their standard for a $50+ wine. There is, however, a lot of stuffing for less than $20. Fermented and aged in French oak, this wine is a stunner for the price.
Open this wine a half hour before serving and let it warm up a bit. Once you do it reveals a fantastic nose of orange blossom honey, baked apple, lemon grass, caramel, pastry cream, and marzipan. On the palate it is quite deep, with good edges of acidity but plenty of viscosity, very long and polished. Drink this wine over the next two years without food, or with baked brie with an apple compote or creamy pasta dishes.

**2015 Huru Sauvignon Blanc**

Marlborough

When I first tasted this wine a few weeks ago it was pretty cold and it started me thinking about warmer weather. Thankfully it took a little time to get to Florida and the temperature rose to meet my wishes. This wine comes from a combination of vineyards in Marlborough, deriving complexity from the unique character of their growing conditions. The grapes from the Wairau Valley contribute a ripe tropical quality and those from Awatere Valley bring zippy, clean acidity and focus. Put the two together and you have a real lip smacker.

Try not to serve this wine too cold or you may mute some of the complexity. The nose is a charming combination of pink grapefruit, fresh lychee nut, kafir lime leaf and gooseberry jam. On the palate it is initially a little tight, then fleshes out across the middle and finishes with a dry, lively snap of acidity. This is a great wine to serve with crab cakes or cold, house made chicken tenders with a ranch coating.

---

**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.**
Healing others shouldn’t be killing you. This warning in a physician recruitment ad pulled me in, while an image of a choking stethoscope triggered flashbacks of my years in medicine. Many physicians feel like they’re choking. Squeezed in from every angle. Stretched to the max. Spent. And they feel this way right as they open the door to greet their next patient.

I recounted my journey as a well-trained, confident physician trying to “do it all” while raising a family and remaining active in my community. Dr. Y kept nodding. We bonded through our common experience of feeling like the reality of the physician life would lead us down an unhealthy path if something didn’t change — soon!

Months later, I found out this conversation was the beginning of a transformation. Dr. Y stepped off the treadmill that had become his life to spend time discerning what he truly wanted, as a person and as a physician — a wise investment. He was grateful, and here’s what sparked his “Aha!” moment.

When we met, I shared the statistics on physician burnout and the article on the quadruple aim. The triple aim urges physicians and health systems to focus on improving the health of individuals and communities while mindful of the “bottom line” of an increasingly costly health care delivery system. Hmm … what about the health care professional? Who takes care of us so we can care for others?

Noticeably absent from the triple aim goals are the needs of physicians and the health care team. Did you notice? Dr. Y noticed too.

A 2014 article highlights a liberating fact: When physicians pursue the triple aim while not fully supported, their ability to reach these goals diminishes. Furthermore, attempting to reach these goals under those circumstances drives burnout, which limits the physician’s ability to help patients while increasing defensive medicine, hurting the “bottom line.” Predictably, this cascade of unmet needs decreases patient satisfaction and physician engagement. Everyone loses.

Unsupported physicians chasing after the triple aim are like hamsters in a wheel — going around and around — never getting anywhere while running themselves to the ground. Sound familiar?

But fret not, colleagues, for there’s hope in this growing awareness. As the article suggests, we must prioritize a fourth aim: Caring for and supporting physicians and their teams, so they’re equipped to achieve the triple aim. Studies show the most important contributor to physician burnout is the inability to do our job well, which the system makes increasingly difficult. The Quadruple Aim places the needs of health care professionals back in the equation.

Let’s all exhale and shout out our reaction together: Thank you!

When physician wellness and support are prioritized, the triple aim goals become feasible. And greater autonomy, optimism, and a renewed sense of purpose return to physicians, with the coveted side effect of joy.

As I shared all this with Dr. Y, something clicked, and at
once he felt relieved and empowered. A fresh awareness of his many obstacles and unmet needs helped him remember that he was, in fact, an excellent physician in a tough environment. In this paradigm shift, he found energy, hope, and the will to act.

Dr. Y was one more self-reliant physician pursuing the triple aim while his needs at work and in life sat in the back burner. This lonely pursuit is a formula for burnout, and worse. He'd hoped he could remain an effective leader while unsupported and running on empty. As physicians, we're good, but we're not that good! Nobody can do that.

So what can we do? We can begin by remembering we are human. We must prioritize our wellness. We must fight for the work support needed to care for people with compassion and excellence — from efficient EMRs with real-time IT support to adequate time with each patient. And we must advocate for our wellbeing and equipping as strongly as we advocate for our patients.

In a sense, we do need to heal ourselves, though not without help. Part of our healing will come as we encourage, equip, and empower each other, reclaiming our place as healthy, equipped, and engaged leaders of the health care team.

Helping others shouldn't be killing us. If that's how you feel, consider one change that will bring you greater health, effectiveness, and/or joy as a person and as a physician. Tell someone about your decision and go do it.

Once that's done, do the next thing, then the next one … and watch your life improve. As you empower and care for yourself, I hope you'll have more good days, finding new ways to live the life you want. Seek help if needed, whether from a colleague, IT experts, your CEO, or a career or physician coach like me. Remember why you became a physician, and begin to make the changes that will ensure you can have that life … one change at a time.

Amaryllis Sánchez Wohlever is a family physician and can be reached at her self-titled site, Amaryllis Sánchez Wohlever, MD. She is the author of Walking with Jesus in Healthcare.
These Sunglasses Are Bone Conduction Headphones

Zungle’s sound skips the earbud and goes straight into your skull.

By G. Clay Whittaker

Bone conduction is a cool trick. When a vibrating tuning fork is held to your temple, you can hear the tone without there actually being a sound.
But that science/music classroom trick is taking a big step with Zungle: a new bone-induction headphone technology.

Instead of speakers, Zungle's system places two tiny motors on either side of your skull, which send vibrations through bone and come out as sound in your ears.

The sound can come from any broadcasting bluetooth device. It's not terribly far off from how sound travels anyway, but instead of using air as the conducting material, it uses your actual skull. And that means it's barely audible unless the motors are pressed against something.

That sounds pretty cool, and it's definitely a solution to that problem of everyone sitting around you also being able to hear your headphones.

Of course the biggest problem with promoting this technology is showing off sound quality. They found a cool work-around for that too:

The project is on Kickstarter now, and Zungle has already surpassed its $50,000 fundraising goal by over $200,000. We say that definitely means these are going into production, but Kickstarter projects don't exactly have a flawless track record when it comes to delivering.
There’s a new kid on the block in the high end restaurant scene in Jax. Hobnob opened a few weeks ago in Unity Plaza, right next to the still-new Sbraga & Co. Hobnob offers global inspirations with local intentions, which means you will find flavors from different cultures, with an emphasis on locally sourcing ingredients as much as possible.

**Chicken Breast Over Spätzle**
The restaurant itself is a beautiful space. It is mostly crisp and clean with textural design touches. The ceiling has white vertical curved panels, reminiscent of water or wind patterns, there are blown glass light fixtures in the bar, and one entire wall of the restaurant is glass windows and doors, overlooking the plaza. Even though it is a pretty good sized restaurant, it isn’t loud and it does not feel overwhelming with a mostly packed house. Some of the tables are set up side by side with a small space between them. In this sort of setup you often feel as though you are having dinner with strangers, but that wasn’t our experience at Hobnob. The side by side tables are actually attached with a wood tray in between them, which is a great place to put a small handbag or a phone. It’s off the table, the floor, or your lap, but still nearby. The design and use of space inside Hobnob makes it an easy place to enjoy a meal.

**Salmon**
The service at Hobnob matched the ambiance. We were well taken care of at each visit: our water glasses remained full, our food came out hot, and there were plenty of staff in the dining room for any additional needs. Every single detail wasn’t perfect, but we didn’t expect it to be. There will always be small oversights throughout an entire dinner shift. But the restaurant should respond graciously and quickly, which was exactly our experience at Hobnob. The staff pays attention to their patrons and they work together.

**Trifle**
In a few visits to Hobnob, we have had the opportunity to try a variety of dishes. Some of the dishes we tried are: Shrimp Kilawin (topped with sweet & spicy peppers and a purée of fresh avocado, inspired by a raw dish, native to the Philippines, much like ceviche, $11), Steamed Pei Mussels with House-made Fennel Sausage (sustainably farmed mussels served with saffron aoli and garlic and herb croutons, $14), Citrus Segment and Fennel Salad (orange and grapefruit segments, shaved fennel, hearts of palm, watercress, and baby greens in a sweet mustard vinaigrette, blue cheese, and spiced pecans, $10), Five Spice Infused Peking Duck (wok charred baby bok choy and mushrooms in a duck jus, $32), Ahi Poke Tuna & Spicy Lump Crab Tacos (served with Vietnamese Banh Mi style pickled vegetables and mini grilled corn tortillas, served...
Fried Green Tomatoes
First off, a tip of the hat to Hobnob for a well thought out gin cocktail. Frequently cocktail menus are all rum and vodka in all the same ways. C’mon. There’s more to a good cocktail than this. The Pimm’s Cup sounded perfectly fit to my taste, but I was concerned the strawberry syrup would be a bit too sweet. This is a fun and interesting cocktail with a sort of strawberry lemonade ginger beer thing happening. It’s not light tasting; the flavors are slightly concentrated. Would I order it again? I would ask for splash or two of club soda to be added to help dilute it a bit, but I would have a hard time skipping it. A well done gin cocktail is not happening everywhere.

The Shrimp Kilawin was a lot like ceviche but with a bit more flavor. This is a dish anyone who likes shrimp should be able to enjoy. The mussels appetizer is a “don’t miss”. It is a generous size and it is full of flavor. The saltiness of the saffron aoli and fennel sausage along with the sweetness of the mussels is a perfect marriage of flavors in your mouth. If I went to Hobnob and ordered one thing, this would be it. And I probably wouldn’t share. These might just be our favorite mussels in Jax.

Shrimp Kilawin
For the citrus segment and fennel salad, we totally cheated. We ordered it without bleu cheese and spiced pecans. This is a sin, but someone at our table was trying to cut calories. The good news is even without the bleu cheese and spiced pecans there is still a lot happening in this delicious salad. The dressing had been added a bit heavy handed, but we’re chalking that up to the restaurant still working out the kinks. Now onto the Peking Duck. For some reason duck seems to be either really good or really mediocre. Hobnob does perfect peking duck. This dish is fabulous. The duck was crispy on the outside and the jus made you want to lick the bowl. We refrained. This was just as good reheated in the oven the next day. If you like duck, you will not be disappointed.

Ahi Tuna and Crab Tacos
The Ahi poke tuna and lump crab tacos were a real stand out. When I saw this item on the menu I thought $18 for tacos? Seriously? After trying them I get it. Real lump crab, perfectly seasoned ahi poke tuna and pickled vegetables all come together to create a truly killer high end taco. And they are served deconstructed, so you can fashion your perfect taco to your taste.
Hobnob. Each component of each dish is done so well that it could stand on its own. But it doesn’t; it comes together with other perfectly done components and makes something even more impressive. The result is every bite has a host of flavors to explore.

Dulce de Leche
The one aspect of Hobnob that we haven’t yet discussed might just be the most impressive aspect of the restaurant. That aspect is plating. Each dish is like a mini work of art. At Hobnob you’re never served a dish that isn’t meticulously plated. Every time something new comes to the table it looks like the chefs have spent time thinking out how each aspect of the item being served should be presented. If we ranked the best plating in town, Hobnob’s would rank among the best.

In Hobnob I think we’ve found a new favorite. Hobnob is not just up and coming on the food scene. It’s already making a splash! If you try one new restaurant this year this should probably be the one. Hobnob is located at 220 Riverside Ave #110 in Jacksonville.
In politics, it’s who you know if you want to get ahead. Regarding personal finances, it’s what you know.

Financial Literacy; Do the Rich Know Something We Don’t, a Spectrem Group white paper, examines the attitudes of affluent households about how they perceive their financial knowledge. How do they rate themselves? How important is financial knowledge to them? Who and what are they consulting to gain this knowledge?

Wealthier households tend to put greater stock in being financially literate concerning financial products and investments, our wealth market research finds. What are their preferred platforms for getting it?

A majority (54 percent) of Millionaire investors still prefer to get their financial information the old fashioned way; by reading an article, while nearly four-in-ten prefer talking in person to someone. While less than 5 percent opt toward watching a video, of these, the highest percentage primarily watches financial information videos, followed by videos created by financial commentators, and videos on current financial events. They are less interested in watching videos devoted to stock tips.

Millennials, who came of age during America’s worst financial crisis since the Great Depression, are also making financial literacy a priority. While Twitter is considered to be more of a “social” social media platform, Millennials, especially, are using it to boost their knowledge of the financial world. Six-in-ten Millennials surveyed report they follow news commentators and financial and/or investment commentators on Twitter. That’s a higher percentage that follows athletes, and movie stars.

Millennials, too, are significantly more likely than their older counterparts to express interest in reading financial blogs. They rate their interest in reading such a blog on their advisor’s site at 63.49 on a 100-point scale. There is even more interest in reading a financial blog on the websites of the major financial media sites (69.80) and other financial websites (67.56). Across all age groups, LinkedIn is a likelier go-to source for financial blogs than Facebook.

Where do financial advisors fit in? A majority of affluent investors work with a financial advisor in some capacity, whether it is to consult on a specific need such as saving for college and retirement planning or to make all their investment decisions.

Almost three-fourths of Affluent households (72 percent) state that increased knowledge is the primary benefit of working with a financial advisor. This ranks higher than such perceived benefits as being provided with a wider range of investment opportunities (64 percent) and improving investment returns (62 percent).

As investors age, they place more importance on the advice of a financial advisor and less value on financial information obtained through their own research. Investors age 60 and older rank professional financial advice as the most important factor in their financial decisions (42 percent) and their own research as second (37 percent).
The only law firm in Northeast Florida dedicated exclusively to healthcare transactions and regulatory counseling.

Attorneys for physicians and physician groups

Follow us at Facebook.com/bittingerlawfirm and find out more about the firm at www.bittingerlaw.com
Experience a Different Way To Buy Your Wine

Tim’s wine market

We offer service, selection and value as your local wine shop.
Our customers love to stop in and receive our advice on what to select for their needs and learn about different choices and tastes.

- Wine selections available in all price ranges.
- Complimentary wine tastings each weekend.
- Unique wine accessories for your home.
- Delivery is available in the Ponte Vedra area.

**904-686-1741**

Open Tuesday – Friday 10 am – 7 pm * Saturday 10 am – 5 pm
278 Solana Road [Winn Dixie Plaza] * Ponte Vedra Beach

mjc@timswine.com www.timswine.com

Glenn Layton Homes is “Building your Coastal Lifestyle” and coastal-style custom homes throughout Jacksonville and Northeast Florida. With more than 30 years experience, Glenn Layton Homes is one of the most reputable custom home builders and is nationally recognized as the builder of the HDTV Smart Home in Paradise Key South Beach, Jacksonville Beach, Florida.

With Glenn Layton Homes, your Coastal Lifestyle includes indoor and outdoor living, entertaining family and friends in well-designed rooms, incorporating unique style and design into your home, efficient planning to live more with less. You don’t need to “travel” away from home to live your dream.

www.GlennLaytonHomes.com
904-758-4380
3 Trends Shaping the Future of Healthcare Technology

By Josh Bland

Mick Correll, Co-Founder and CEO of Genospace, was a recent guest on the Technology Advice Expert Interview Series. Below are Correll’s four biggest insights from the conversation.

1. There is tremendous potential for information technology to provide valuable insight into healthcare.

However, one of the basic challenges is having the data to compute on. We didn't think about this before. Our IT systems aren't capturing discrete data elements. A lot of the information in the system today is locked up in narratives.

The way you captured and communicated was really a dialogue between humans because that was largely the way information was conveyed. Unfortunately, that's not a very good input for modern big data systems.

2. We need discrete structured data, so we need to see better data capture systems within healthcare.

We need to identify where our information will come from. While we can seek to evolve the existing pieces in the organization, there’s also the opportunity to get people more directly engaged.

So rather than all medical information coming from the very traditional healthcare encounter system, we will increasingly see people capturing information outside of that system and potentially contributing that to medical research.

3. There are three trends changing the healthcare system, which Genospace seeks to address:

1. Molecular profiling will fundamentally change the way we practice medicine.

2. We need to start thinking not just about one patient at a time, but how the population can scale data resources — i.e., big data. To do that, we need not just detailed molecular information but a full phenotypic picture. Family history, medical history, treatments, outcomes — together with the molecular characterization.

3. The molecular data will come from sequencing labs. So where does the phenotypic piece come from? Well, if you really want to understand somebody’s medical history, why don’t you ask them? Develop a platform where individual people themselves can start to become more directly engaged. So those pieces map into the important patient engagement trend that’s changing the healthcare system in our country. The old paternalistic system in health care was, “I trust my doctor. They’re going to make the right decision for me.” That’s not how people approach it anymore. They see themselves as active and engaged participants managing their own healthcare. They’re asking questions. They’re really one of the driving forces behind health trends and changes.

4. We’re increasingly trying to develop ways to see individuals as important stakeholders.

We need to be gearing genomics and information in a way that it is more consumer friendly. But the flip side of it is seeing people as valuable potential sources of information and giving them platforms where they can start to capture that information. They can have control. They can determine where their information is going and for what purposes.
Duval County Medical Society Night

Join Duval Medical Society to cheer on the Jacksonville Armada FC!
Tickets are only $28 and includes:
- Access to pre-match Party Deck from 6-7
- Reserved seat in section 104
- $10 towards food, beverage, or apparel

Jacksonville Armada FC vs. Rayo OKC
Saturday Sept. 24, 2016 | Kickoff 7:00 PM

For more information contact
Micah Carver 904-516-3768 or Mcarver@ArmadaFC.com

Is your Estate Plan complete?

Complimentary Financial Analysis

- Safety
  - No stock market fluctuations
- Tax Favored
  - Interest earned is tax deferred
- Multiple Guarantees
  - Minimum interest rate guarantees and lifetime income options
- Liquidity
  - Surrender charge free withdrawal features
- Nursing Home Friendly
  - Asset-based long term care with no spend down
- Probate Free
  - Passing on my IRA to my "intended" heirs

Asset Protectors & Advisors of FL
3010 3rd Street South, Suite A
Jacksonville Beach, FL 32250
(904) 500-5050

*Guarantees are dependent on the claims paying ability of the issuing company.

Affordable, Compassionate Senior Care, in the Comfort of Your Own Home!

Extension Home Care is dedicated to providing high quality Medical and Non-Medical Home Care in a safe, supportive and caring environment.

- Services are available, as needed: A few hours per week or 24 hours per day, 7 days per week
- All Care Plan Assessments are free of charge and conducted by a Registered Nurse.
- All Caregivers are direct employees with Extension Home Care, not contractors
- Extension Home Care is licensed, bonded, insured and accredited.
- All caregivers must pass a local, state and federal background check and a fingerprint-based FBI Criminal History Report
- Caregivers are matched based on compatibility

Mention this add for 20% off your first month of service!
Offer expires November 30, 2016

Call Today: 904-375-8267
www.extensionhomecare.com
License Number: 299994562

Companion Care, Personal Care, Respite Care, Senior Helper, Home Making, Medication Management
This 4th of July Celebrate the Red, White and YOU!

15 FREE UNITS of Botox
“new clients only”
Not valid with any other coupons or prior purchase exp. 7/31/16

VENUS FREEZE EYES
$99 (retail $199)
Remove eye puffiness & dark circles
Typically requires 4-6 treatments
Not valid with any other coupons or prior purchase exp. 7/31/16

Purchase THERMAGE “NON SURGICAL FACELIFT”
& RECEIVE ANY BODY THERMAGE FOR 1/2 PRICE (value $1995)
Not valid with any other coupons or prior purchase exp. 7/31/16

Purchase TWO VOLUUMA FILLERS receive
1/2 PRICE JUVEDERM ULTRA
Not valid with any other coupons or prior purchase exp. 7/31/16

Say GOODBYE to the double chin TODAY with...
Kybella now $500 off
904-273-6286

150 Professional Drive Suite 700
Ponte Vedra Beach, FL 32082
1/2 Block South of Target, Off A1A & JTB

Open Monday through Saturday
Dr. Leonard Spillert, Plastic Surgeon

The patient and any other person responsible for payment has a right to refuse to pay, cancel payment, or be reimbursed for payment for any other service, examination or treatment that is performed as a result of and within 72 hours following the advertisement for the free, discounted fee or reduced fee service, examination or treatment.
Historic San Marco Treasure
Spectacular home in prime location walking distance to great shopping and restaurants. Historic architectural dream home blended with modern touches. Features high ceilings and spacious rooms, Olympic sized pool. Spacious front and rear yard, fenced and hedged for complete privacy.
5 bedrooms/4.5 baths/5,482 square feet • $1,150,000

SAN MARCO
Red Bank Plantation
3 bedrooms/2.5 baths/4,640 sq ft $995,000

SAN JOSE
Tranquil Traditional Hideaway
Nature calls from this two story brick home featuring hardwood floors and spacious rooms. Convenient to schools and clubs.
5 bedrooms/4.5 baths/4,382 sq ft $535,000

PALENCIA
Nature’s Best
One of the biggest lots in Palencia. Overlooking beautiful lake. New outdoor living area w/spectacular summer kitchen & fireplace.
4 bedrooms/3.5 baths/3,030 square feet $549,000

MANDARIN
Riverfront Paradise
8 acres of pristine riverfront property covered in mature oaks. Features 2 existing barns, private driveway with gated entrance and dock.
Lot dimensions: 125' (w) x 2232' $2,300,000

MLS#796344
MLS#788067
MLS#830813
MLS#830315
MLS#801922
Make Boating a Part of Your Life... The Easy Way

Jacksonville Boat Club can provide you with an exclusive fleet of boats to enjoy the boating lifestyle without the high cost and hassle of owning your own boat.

It's much more cost-effective
You can choose from our several different types of boats to suit your needs - from deck boats to twin cabin express yachts
You don't have to clean the boats after you use them or keep them maintained – so you have no drain on your time or your cash.
No loan payments.
No insurance payments.
No storage fees.
No towing – or waiting in line at the ramp.
Our exclusive valet service (including water toys and ski vests) removes all the frustration and aggravation so you and your guests can fully enjoy your day on the water.
Membership includes using the express yachts for overnight stays for romantic getaways and family outings.

Being a member of our club gives you many advantages over owning your own boat:

Make boating a part of your life the easy way. Please contact our Director of Business Development at 904.477.9794 for information on our individual, family or corporate memberships and visit us at jaxboatclub.com.