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The Cultural Center at Ponte Vedra Beach is pleased to showcase Freedom, a series of European Modernist works from the estate of Albanian master artist, Ali Miruku. Miruku was one of ten artists selected to be trained and employed under the strict direction of the Albanian communist government. After the fall of communism, Miruku was no longer restricted to produce just representational work and was free to create loose, expressionistic masterpieces that captured his newfound freedom.

Due to an unstable government and the rise of violence and war after the fall of communism, Miruku left Albania and moved to Ponte Vedra Beach to provide a more stable life for his wife and two children. He worked tirelessly at several odd jobs until he was offered employment as an artist with Creative Environments and Sally Corporation. Miruku left a legacy of works in galleries and private collections across Albania, Austria, England, France, Greece, Italy, Switzerland, and the United States. He is the creator of the “Pegasus” sculpture in Jacksonville Beach, an iconic landmark of the city for many years.

Join his family and friends at the Cultural Center on September 9th from 6-8pm to honor his works from the post-communism era.

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*Works by Ali Miruku*

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Remember that game “LIFE?” The child’s board game by Milton Bradley? In that game, the player with the biggest salary was the doctor. But in the game, there were no debt service expenses. There were no medical malpractice insurance premiums. And the government wasn’t squeezing Medicare and Medicaid reimbursement rates.

A physician’s career is still a very lucrative thing, and that’s not changing any time soon – even with health care reform. Doctors can still expect to make a very decent living. But here’s the deal:

Financially, your career is a crock pot, not a microwave. Simply earning a medical degree is not going to automatically make you rich, or even particularly affluent. You still have a ways to go. Your best earnings years are likely well ahead – especially when you take student loans into account. And if you go into private practice, you must anticipate some significant expenses.

What’s more: In the excellent book Millionaire Next Door, authors Thomas J. Stanley and William Danko find that given their income levels, doctors are poor savers.

Here are financial tips for young doctors to ensure success over the long haul:

1. Forget about keeping up with the Jones’s. Brand new doctors have no business trying to buy the same late-model Mercedes that their department head who’s been in practice for years is driving. You also don’t have to try to buy a house in the same neighborhood. You never know if he or she is struggling, and you just don’t see it.

2. Make a plan. It’s easy for young doctors just leaving residency to spend all the extra money they have, now that they finally have a bit of free time. Those ski trips and nice dinners out can ruin you financially, unless you get control over them. Make a spending plan; pay yourself first after all your expenses, and stick with it.

3. Buy disability insurance and buy it early. Yes, that’s what you would expect to read from a business that sells disability insurance to doctors. But there are a hundred financial products we could sell to young physicians. There is a reason we put disability insurance on the top of the list: It’s vitally important.

4. Invest in things outside of medicine. Many doctors have their investments tied up in medically-related investments. Understanding something clinically and understanding it as an investment are very different things, however. Furthermore, your incomes are already closely tied to the fortunes of the health care industry. Use investments to diversify. Spread your risks. Don’t concentrate them. You can have a very conservative strategy and still be very successful. Boring is good.

5. Start saving for your kids’ education early. Make full use of Section 529 plans and in some cases permanent life insurance. Chances are good your children won’t qualify for much in the way of ‘need-based’ financial aid when it comes time for them to go to school.
Soaring to New Heights:  
A Spotlight on Duval County Medical Society Member  
Dr. Leigh Speicher  
By: Ashley Miller, Duval County Medical Society

Speicher's love of flying started at a young age. Her parents owned a Cessna 172 that they used for recreational flying and she basically grew up in the back of that plane. When she was 15, she had her first flying lesson. At 16, Speicher flew solo for the first time; 17 brought her pilot's license.

Her pilot's license left her with a decision to make; was she going to fly for fun, or use her skills for something else?

The decision was made easier after her first pilot physical. Speicher recalls that Dr. Richard Bultman's office was adorned with pictures of military planes and jets. He was the first person to teach her what a flight surgeon was, and his guidance sent her on the path that ultimately became her career.

Speicher got a taste for the combination of flying and medicine when she joined the U.S. Navy and became a flight surgeon; a primary care doctor for a squadron. She loved it, she said, because she got to fly and take care of people.

"It was always a passion, and then I went to medical school and I found a way to combine the flying and the medicine," said Speicher.

Speicher is one of only 1500 board certified aerospace medicine doctors in the entire United States. It's a specialty practice dedicated to enhancing health, promoting safety, and improving performance of individuals who work or travel in unusual environments.

Speicher was able to fly a jet while in the Navy, but one of her favorite memories was participating in a Trap and Cat Shot.

Pilot or scientist?

That was the big question for Dr. Leigh Speicher. Instead of choosing, she decided to do both.

"I really wondered which path I should choose. And in the end I decided you can always fly for fun, but you shouldn't practice medicine for fun. Not a good idea," Speicher explained. "So I went with the medical route and I was just so lucky that I, later, got to combine the two… I've always gotten to stay in both worlds."

Speicher worked at the Johnson Space Center in the astronaut clinic and was also able to sit in on the flight surgeon station.

Speicher was able to fly a jet while in the Navy, but one of her favorite memories was participating in a Trap and Cat Shot.
Speicher rode with a pilot in a jet that was catapulted into the air off an aircraft carrier. According to her, the experience of carrier landing and take-off was incredible!

Once she completed her time with the Navy, Speicher began her residency in internal medicine and then focused on aerospace medicine in Texas at the University of Texas Medical Branch. While in Texas, she worked at the Johnson Space Center in the astronaut clinic. She took care of her patients, and was also able to sit in on the flight surgeon station and work for the shuttle and the International Space Station.

At the Johnson Space Center, Speicher had one of her favorite adventures.

"There's this plane that is referred to as the Vomit Comet. It flies up and down in parabolas, so you get 15-30 seconds of weightlessness every time it's in free fall," she explained excitedly.

Speicher didn't just put herself in the Vomit Comet for fun, though. There was an actual scientific purpose behind it. In this plane, Speicher was able to test whether weightlessness has an effect on different organisms or people. But she also had the ability to make some extra cash. Speicher and her mom placed a bet on whether Speicher would throw up, and
Speicher made $100 dollars by keeping herself from vomiting in the Vomit Comet.

Fun Fact: Speicher said they filmed a lot of the Apollo 13 weightlessness scenes in this plane, as well!

Speicher wasn’t willing to give up her adventures after the space station. So she landed a job in Oklahoma City at the Federal Aviation Administration (FAA). During this time, she was in charge of making all of the medical decisions for civilization aviation. This included anything from airline pilots to recreational flyers; all aviation that was not military based. She enjoyed her time there, but something else was calling her.

That something else was her home state. In 2012, Speicher came back to Florida, where she was born and raised. Since she had been gone, she felt distant from the community. She wanted to feel part of the area again, so she became a member of the Duval County Medical Society to get involved with others in the medical field.

At the time, aerospace medicine was not an option in Jacksonville. Growing up Speicher had always heard about the reputation of Mayo Clinic and was interested in joining the team. So when she discovered that the hospital wanted to bring aerospace medicine to the complex, she jumped at the chance!

“I was telling my sister-in-law, a nurse practitioner in the hospital, the plan of one day bringing aerospace medicine to Mayo. Thinking it would be when I was 50, or my next retirement job,” she recalled. “I was surprised that within a week she sent me the announcement that they wanted someone to do pilot physicals. So I applied and got it and it was just amazing!”

There are three main campuses for Mayo in the country. The campus on San Pablo is the only one which did not have aerospace medicine at the time. Speicher was able to obtain her dream job and, currently, she is the only board certified physician in aerospace medicine at Mayo. She handles the more complex cases that come in. The complex cases mostly consist of extensive waivers that need to be filled out and several extra tests that must be conducted to make sure flyers are fit to operate the machinery.

From backseat riding in planes, to the Navy and space stations, Speicher has already accomplished so much in life. Now just 37 years old, she plans to continue flying recreationally with her mom, and foresees herself staying at Mayo for as long as possible.

And to think, it all started with her pilot physician, Richard Bultman.
Why Social Media Alone Will Not Move the Needle For Your Practice

By Ryan Blair & Shannon McKenzie

We see it all the time, someone with a fairly small budget gets convinced that being active on social media is the silver bullet to get people to walk through their doors, drop to their knees, and cry "Thank God you’re here, I’ve been waiting my whole life for X product/service like yours." While social media is a fine thing and you should definitely be posting regularly for the sake of legitimizing your business and pushing content out there, it is not the end all be all that some claim it to be.

The fundamental problem is that those who advertise wildly on social media platforms expect an unreasonable return on a modest ad spend. Social media advertising shouldn’t be your primary medium for advertising, and certainly not your only one, but rather, a component of a robust and diversified advertising strategy. Most people that employ this strategy either don’t understand their target demographic or don’t know how to use the targeting functions within the social media advertising platform, which is equally problematic. This will invariably lead to inefficient ad buys which means wasted clicks or impressions, and ultimately, wasted dollars.

There ARE advantages to social media advertising when it’s done correctly and done as part of a broader advertising strategy. Social media generally allows you to hypertarget your audience based upon age, gender, location, interests, etc… You can even employ remarketing (targeting people on social media who have checked out your site first) and utilize look-alike audiences (people with similar search/social/purchasing habits as your target group) to ensure you’re getting the most efficient ad buy possible.

Social media CAN be a decent place to advertise, but it SHOULDN’T be the only place you advertise and you’re certainly not going to go very far if you expect social media to increase traffic to your business organically, without spending any money at all. If done correctly, social media does provide a good return on your ad spend and it’s relatively inexpensive. It’s ideal for promoting an event your business is hosting and it doesn’t take long to get your ad up and running once it’s submitted.

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.

Shannon McKenzie is the Social Media Director for Mad Men Marketing, managing over 30 client accounts daily as well as all social media advertising budgets and is a leader in social media ad strategy. Her academic career focused on all facets of advertising with an emphasis on campaign strategy.

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The 2014 Robert Biale Zinfandel “Black Chicken” is as close as Zinfandel gets to being a “cult wine”, perhaps with the exception of the many Turley bottlings. The story of this wine is as interesting as the mission of the winery, and even if you are not a died-in-the-wool Zin fan, my guess is it will impress you. Robert Biale, who goes by Bob, was born and raised in Napa Valley, the son of Aldo and Clementina. A few years ago, when he left the corporate world to return to the valley, Bob noticed that many of the old vineyards were being torn out in favor of Cabernet Sauvignon. Being raised on a vineyard planted primarily to the Zinfandel grape he decided early in the business to preserve the old vine material of the valley and put Zinfandel back in the spotlight. Over the next few years, along with business partner and childhood friend, Dave Pramuk, they assembled contracts covering many of the great, old Zinfandel vineyards in both Napa and Sonoma counties. Today they produce a stunning range of Zinfandels, as well as Petite Sirah, in a style that is easy for Cabernet drinkers to appreciate. The story of the Black Chicken goes back to prohibition, when Bob’s father Aldo was a young boy. The family raised chickens on their property, in what is now the Oak Knoll AVA, as well as a few acres of vines for house wine. To make money, the family sold eggs to the residents of nearby Napa. In those days all of the phones were on party lines, so when customers would call to order eggs, they would occasionally ask for a “black chicken” to be included in the delivery. This was code for a bottle of Biale house wine, which was a field blend of primarily Zinfandel. The family did not begin to make wine commercially until Robert launched the winery, but sold grapes from their vineyards for many years. To produce the Black Chicken, they primarily use grapes from the vineyard Bob grew up working, and where his mother Clementina still lives (Aldo passed away in 2009). The vineyard was planted in 1937 and is a mix of nine different grape varieties, with the majority being Zinfandel and Petite Sirah. As I mentioned before, the vineyard lies in the Oak Knoll AVA, located just north of the city of Napa. This is one of the coolest areas in Napa and for this reason the wines are sometimes described as feminine, although I can think of plenty of winemakers who disagree. The cold nights and cooler days allow for a long, slow ripening of red grape varieties, which intensifies the development of anthocyanins, or color compounds. I often find that while the wines of Oak Knoll show very smooth, elegant textures, they also have deep color. Some of you may remember the Cenay Blue Tooth feature a couple of years ago. That vineyard is near Biale and the color of their Cab was almost black. When tasting with Bob, one thing he emphasized with each wine is that they are not aiming to make Zinfandel in the high alcohol, semi-sweet style. To that end, the grapes are hand harvested and sorted into open-top fermentors, where they are cold soaked two days to extract extra color. Once the fermentation starts the cap is punched down two to three times per day until dry. The wine is then racked to French oak barrels, with twenty percent being new, where it is aged for fourteen months. You will want to decant this wine for a good hour before serving, and give it a slight chill as well. When you pour a glass you will immediately see how deep the color is, being nearly opaque/black. The nose is a dramatic combination of cedar, black pepper, cooked blackberry, ginger bread, and brown sugar. On the palate the fruit is sappy and deep, with smooth and soft tannins that frame the fruit into a long finish. Drink this wine over the next six to ten years with smoked pork chops or soy and tamarind marinated short ribs.

2011 William H. Smith Pinot Noir “Hellenthal Vineyard” is an excellent example of how great wines can be made in marginal vintages, even from cool sites. As is often the case, I find the “lesser” vintages of California reds are often longer lived than the “better” years due to their higher acids. Yes tannins are important for aging, but it is acidity that creates the frame for the long haul. I first met Bill Smith in the mid-1990’s, when he owned La Jota Vineyards on Howell Mountain. He was one of the first wineries to use Helen Turley as a consultant, and his Cabernets were highly rated and very sought after. Not as well known at that time due to small production was his Pinot Noir, which he bottled
under the label WH Smith to avoid confusion in the market. In 1994 he and his wife Joan purchased 360 acres in the newly formed Sonoma Coast AVA to focus on Pinot Noir. The property is adjacent to Turley’s vineyard, where she produces some of the Marcassin wines. The Sonoma Coast AVA is a bit of conundrum for consumers and even those in the trade. In the early 1990’s a few producers near the town of Fort Ross, such as Flowers and Seaview, petitioned to create an American Viticultural Area (AVA) for their unique growing conditions. Then, like a giraffe is a horse designed by committee, a number of powerful interests got involved and gerrymandered the boundaries. Today the region stretches from the coastal border of Mendocino county, south to Bodega Bay, then turns inland and crosses the cattle grazing area of Sonoma to San Pablo Bay and Carneros. Traditionalists, like Smith, believe the intention to spotlight true cold climate grape growing has been lost in favor of giving AVA status to a vast stretch of mediocre vineyards owned by an large winery (I won’t mention their name but it rhymes with fallow). Today the true Sonoma Coast producers have petitioned to create a real coastal AVA, called Fort Ross-Seaview, in which the estate vineyards of Bill Smith and the Hellenthal site would fall. The vineyard owned by Gard and Lori Hellenthal’s is very close to the coast and neighboring other famous vineyards, such as Hirsch and Marcassin. Being only five miles from the water this vineyard ripens very slowly, which often means it is picked much later than even Cabernet sites in Napa Valley. In the cool growing season of 2011, the ripening at Hellenthal was unusually fast, as their proximity to the sea gave them greater sun exposure than the cloudy covered vineyards farther inland. In a complete flip from the norm, they harvested perfectly ripe fruit in mid-October and produced one of the biggest, and most structured, Pinots of the vintage.

Turns out 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 joke used to be that if you called Dr. Norman Vickers office when he was still in practice, you’d have to specify whether the call was “medical or musical.” It could have been either, since the now-retired gastroenterologist ran the Jazz Society of Pensacola out of his office.

He doesn’t carry a stethoscope around any longer, but can still dig a harmonica out of his pants pocket on request and launch into jazz standards with ease.

A smile creeps across the 85-year-old’s face in the seconds before he starts playing Fats Waller’s “Lulu’s Back in Town” on his always-present chromatic harmonica.

Vickers is Pensacola’s jazz ambassador, historian and keeper of the flame. He is one of the founders of Jazz Pensacola — formerly Jazz Society of Pensacola — and served as the organization’s volunteer executive director from 1986 to 2004. Now, he is the organization’s director emeritus and is still a guiding force in Pensacola’s compact — but healthy — jazz scene.

He helped launch the first Pensacola JazzFest in 1983, working with the Arts Council of Northwest Florida and WUWF-FM. He was one of the first board members of the American Federation of Jazz Societies and was elected president of the national federation in 1993. “It’s just the music that I’ve always enjoyed,” Vickers said, sitting in the Jazz Room at the downtown branch of the West Florida Public Library, surrounded by pictures of Billie Holiday, Duke Ellington, Miles Davis and other giants of the American art form known as jazz. He remembers hearing the music as a child in Hattiesburg, Mississippi, and seeing the effect it had on people.

“I remember hearing some boogie woogie players — I was about 10 at the time — and I could sit for long periods of time and just listen,” he said. “I’d see these dances where the music was different and it made people act different and react in different ways. My mother played piano — classical stuff — so we always had some kind of live music around the house. It’s just always been part of my life.”

Vickers played piccolo in high school and took piano lessons throughout his childhood. He taught himself guitar and harmonica and has sat in with numerous artists in the region. But his main contribution to jazz in Pensacola is as its ambassador, historian and organizer — helping keep the music afloat even as jazz’s popularity wavered throughout the decades.

“He’s referred to as the ‘Father of the Jazz Society,’” said Ralph Knowles, a longtime Jazz Pensacola member who was a major contributor to the Jazz Room at the library — a contribution Knowles made to honor his late wife, Janet. “(Vickers) is the one who kept it going, kept it going, kept it going. And he’s the most knowledgeable about jazz in this area.”
Vickers came of age during the big band era, a music he still loves today.

"It was dance music," Vickers said. "You could turn on the radio and hear it. It was stuff people could understand. It had songs with words people could understand."

Of course, big band was only one facet of jazz.

"The bop stuff, OK, I understand it, and like it in small doses," he said, "but it didn't really move me."

Same with "free jazz" as performed by innovators such as Ornette Coleman, which discarded many of the norms of jazz.

"Guys like Ornette Coleman, I know what they're doing," he said. But again — "it doesn't move me."

Vickers on other jazz greats:

Duke Ellington: "A genius."

Miles Davis: "An egomaniac and not a nice person. I wouldn't buy his bio until after he died."
Louis Armstrong: "Changed the face of music. He had so much insight into music."

Sarah Vaughn: "Probably the best technical jazz vocalist."

Vickers also listens to classical music, blues and old classic country artists such as Bob Wills.

But rock music was never his bag.

"Uh, well, I found it interesting," Vickers said. "But the music was simplistic. You know, dumbed-down stuff for a dumbed-down market. It was interesting though."
Katie Criscitiello is the founder and owner of Garages 2 Envy. We asked her to tell us about how she makes spaces in homes work better.

**How did you get started in this business?**
I was introduced into the organizing industry while working at a law firm in college. My boss's wife was a professional organizer and had suggested that I would be a good fit for it. Originally my plan was to organize businesses with my background and degrees. That path was not for me, and I started organizing residentially. I loved working with families, and the garage became my main focus almost immediately as it is the biggest opportunity for storage in most Florida homes, and almost always the most underutilized!

**What are people most surprised about after you complete a project?**
How much easier it is to stay organized and keep the garage clean with a proper system. Also, they are pleasantly surprised how quickly the transformation can happen when a team that specializes in this space can get it done!

**Under what circumstances do homeowners find themselves that they feel they need your services?**
Most families are time poor and always going in a million directions. The garage is constantly going to the bottom of the list. It is a hard room to try to organize in a few hours on a Saturday to do it right. Especially when we are doing the floors. You need a week, and it is just not feasible for most families to take that kind of time off for this. Also, there is a huge physical component to this work. The garages are filled to the brim with a lot of “stuff”, a lot of which is very heavy and hard to manage without help and the proper tools. It can be an overwhelming room to tackle!

**How does the process of what you do work?**
It starts with me coming out to the house to do a consultation. We want to measure the space of course, but then need to go over the wish list for the space. For some, it as simple as a clean out. Others may want to completely transform the space and make it an extension of their home. We need to consider the space, the budget, and their priorities. Often we can even break the project into stages to make it easier financially.
Do your services extend to other parts of a home beyond the garage?
Yes, they often do. Storage in a home is fluid and really should be considered as a whole. So we do ask about the attic, closets, pantries, laundry rooms, and other storage areas in the home. Often there are things in the garage that should really be inside. And there are items overflowing our pantries and closets that can be easily stored in the garage. So we do try to help get those items in order.

Is what you do a big industry around the country?
Yes, it is huge. The organizing and storage industry is a huge business around the whole country!

What was your most challenging project?
It was actually one of the smallest garages we had ever tackled, but was just a mess!! We had to do everything from the floor to the ceiling and at every step we uncovered unfortunate problems! Water damage, poorly installed water softener, illegally wired lighting!! You name it and we had to address it. I will say it was a great opportunity for me though as I learned a lot and actually formed several relationships with some professional that we still use to this day on projects that require their skills!

What are your plans for your business Garages 2 Envy?
We simply want to be the garage authority here in NE Florida! We are a service oriented company! The product that is selected and installed to assist in organizing a space is just a small piece of the puzzle. There are so many products that are great for making a particular space work to the needs of the homeowner. We can help with all our experience match the best system to the needs of the family and of course within their budget parameters. I just hate to see families trying to tackle the space themselves, overpaying on retail prices for storage products and buying inferior products! The design is the most important part, and I have literally designed thousands of garages and am here to help!

When you are not running your business, what are some of your other hobbies?
I have two children, Addison who is 5 and Anthony who is 3, and they keep me and my husband very busy!! I enjoy lots of outdoor activities with the kids. Our favorite is bike riding! I also enjoy reading, volunteering, and small “staycations” even right here at Jacksonville Beach when we can get away for a few nights!
Jacksonville is a city tremendously welcoming of small businesses. We've seen this firsthand at Jax Restaurant Reviews as our followers passionately eat at all of our amazing locally owned restaurants. What we haven't delved into completely is our burgeoning craft alcohol and beer scene, which is growing literally every day as our breweries expand and increase production, new breweries open, and Jacksonville makes its mark in national craft alcohol. We want to begin profiling these businesses as we have our restaurants, because what goes better with locally sourced and prepared food than locally produced beer, wine, and alcohol? Our first stop on this exploration of our city was sitting down with Paul Grey, owner and CEO of Carve Vodka, which is the first true Jacksonville produced vodka.

Carve Vodka – Local Craft Vodka

Carve Vodka was established in Jacksonville in 2014 and is still produced at Grey Matter Distillery in the Arlington area. Paul recounted their history, "We opened up in a small little warehouse in Arlington where they would approve us to be open. There are a LOT of rules and regulations on alcohol."

The first place we looked at they wouldn't let us open. We started producing as soon as we opened. We'd like to be in places all over but the craft distillery industry is so strict. You can sell bottles but you can only sell so many bottles per year. You can't have whole bars like Bold City Brewery has. It makes it hard to do the whole tour experience and to have people in. For example, St Augustine Distillery does an amazing job with their beautiful facility. They had a lot of money starting out and they have a tourist industry in St Augustine to build from."

So what are the rules on producing craft alcohol? From what we learned through our interview with Paul, it is one crazy uphill battle. Essentially once the alcohol is produced, you go through a distributor to put your products on shelves. This process is not unlike the process that our local breweries use for getting their beer on local shelves. Where it gets tricky is that distributors can only take on a certain number of bottles per brand, and these decisions are made by demand from the bars and stores stocking the alcohol. Thus, Paul spends a huge amount of time branding Carve Vodka with tastings, samples,
and face-to-face marketing with potential customers. The key to that is showing what makes Carve Vodka special, and part of that is the process of creating it. Paul explained, “Carve Vodka is distilled 7 times from 100% corn that way it’s gluten free. I don’t advertise that yet though because the certification is a long process and I haven’t had time to do that yet. We use coconut filters. At the end of the day we have a vodka that compares to Stoli, Tito’s, and Ketel One. We do really well in blind taste tests. But, I still think it’s going to be hard in the end to make revenue like Bold City does. There are so many people involved that the margins are low. You just have to get out to the bars as much as you can. Thankfully, Jacksonville is extremely supportive of small businesses. I’m from Atlanta, people love their locally made stuff, but not like Jacksonville. Everything that I do, people support. They love it. It makes it great for having a non-chain and a small entity. I picked a perfect place to start this!”

Carve Vodka – Paul Grey

As for actually starting Carve Vodka, the idea came to Paul to create his own vodka simply because it’s what he liked to drink so he wanted to make his own. Paul’s original occupation centered around IT and medical sales. He laughed and said, “Honestly, I had an idea to make vodka and a passion and a dream and I was willing to do anything to figure out how to get there.” So he did. For his test runs, he had no idea how to home brew, so he went to a man in Live Oak to get some tips. “On the guy’s website it had a picture of him holding a shotgun in front of a rebel flag. He was a character. He sold me this whole starter kit and he knew his stuff. He was well versed in home distilling. So that’s where it started, that was a 5 gallon still. It was terrible at first because the fermenting process is huge and I wasn’t doing it right. It’s the same process as beer. You heat up mash, you add yeast, and you let it sit for 5-7 days. I decided to go take classes so that I could learn how to make this process work. I came back after that and it was so much easier!”

Far from a home brewer now, Carve Vodka is in over 300 places across Jacksonville, St Augustine, Pensacola, and a few beach towns with plans to expand to Georgia soon. As it grows, it is taking the meticulously developed Jacksonville branding with it. Paul’s first purchase when he moved to Jacksonville was a surfboard, so he wanted to incorporate that culture into the vodka. The name “Carve” comes from the surfing term of “carving a wave”. The bottle itself is beautifully designed to integrate the beach culture with subtle waves in the glass and ocean colored accents. “The design process,” Paul reflected, “while it is a simple bottle and label, it took a while to get it to that point. I wanted to show what’s great about Jacksonville. I love the beaches. I love surfing the poles and the pier. We have a great city and I wanted to show it in the product.”

Carve Vodka

As far as how the production of Carve Vodka stands to other national vodkas, most vodkas distill three times. Higher end vodkas, such as Tito’s, distill around six times. Once you reach the fifth distillation and beyond, the filtering process is what makes a larger difference. The filtering cuts the harshness down. Carve distills seven times and filters three times, which is what creates the smooth, easily mixable taste of Carve. Paul told us, “I’m really proud of it and I’d put it against any top end vodka. We aren’t always first in blind tests but it’s always rated up there with them and that’s where I want it to be. I just want to focus on making a great vodka. I’m so lucky too that I’ve found what I want to do for the rest of my life. My end goal is just to make great vodkas and conquer the world.”

As for the future of Carve, there are no plans for expansions on flavored vodkas and no forays into bourbons or rums. Paul simply wants to focus on making the best vodka that he can. He currently recommends mixing Carve with water and lime, using it in a Moscow Mule, or with cucumber water because they’re all light and refreshing. If Carve ever did get the desire to expand their liquor repertoire Paul told us he would hire an expert in the industry after seeing how many small distilleries lose focus on quality when they’re trying to do it all. The flavored vodka industry took a nose dive after they oversaturated and Paul has no interest in trying to force that issue. Paul explained, “Great vodka has a clean palette. It is odorless and tasteless, and can be mixed with anything. I may do limited release flavors but it’d have to come from local products only, I want to keep everything within Jacksonville. We want people to know how local we are.” The craft alcohol industry is growing quickly in Jacksonville, with Carve at the forefront. It’s great to see that all of our food and beverage industries are focusing on defining Jacksonville as a city that is willing to stand behind small businesses and their quality. Thanks to Carve Vodka, now as we eat locally, we can drink locally as well.
I was in the break room at the hospital scarfing down a power bar between three-hour cases. The truth is, I was multi-tasking: eating, writing on a chart, and checking my email on my phone.

I had received an email from a businesswoman, whom I have known for a few years. She wanted to know if I wanted to join her for lunch next week.

I had to laugh out loud.

The rest of the staff, who were busy also grabbing a quick bite in between patient cases, looked up. I read the email out loud. “Lunch!?” they all said.

I had to laugh out loud.

The rest of the staff, who were busy also grabbing a quick bite in between patient cases, looked up. I read the email out loud. “Lunch!?” they all said.

Then, we all did the combo of laughing and shaking our heads.

Doctors don’t “do lunch.”

Even when I am in the office, taking a break and actually leaving the office for lunch is out of the question. On those super busy days, I bring something slightly more like real food to eat than my usual power bar. And I heat up hot water for some tea.

But always, as the water warms for my tea, I complete the morning’s charts, fill out paperwork for surgery the next day, and answer questions from my staff on patient concerns.

So, no. I wouldn’t exactly call this a true “lunch hour.”

The invitation to lunch got me thinking of all the things doctors — and most medical staff — do differently.

Here’s a quick list I came up with in a few spare minutes between patients:

We don’t always sleep through the night. Our pagers or phones are at the ready, whether we want them to be or not, for urgent or not so urgent calls, 24/7.

We don’t try to see movies or eat nice dinners out when we are on call. Yes, it’s annoying for others when our phones ring during a movie. But, what’s more disrupting is having to leave
the theater at the best part of the movie to meet someone in
the emergency room.

We don't make appointments to take care of our own health.
I know I am not alone when I admit that the few times I
reluctantly dragged myself to a doctor's office, I was almost
too sick to walk or drive there. I remember a time when my
technician insisted I be seen "Now!" I literally asked if there
was somewhere I could lie down as soon as I checked in at
the front desk. It turned out that I had pneumonia.

Yes, doctors' lives are different.

But, if you know me at all, you also know that I am going to
find a silver lining to this story.

On the flip side of our differences are things doctors get to
do that other people never experience:

We get to wear pajamas (some call them scrubs) and com-
fortable shoes to work. Not always, but most of the time.
Sometimes, the soft cloth of the well-worn scrubs are the
most comfy part of the day.

We get to hear people's stories, their fears, their innermost
corens. Our patients trust us. They value us enough to go
out on a limb with their own discomfort to seek help.

We get to relieve pain, reduce fear and reassure. Not always.
But, arguably, more often than most people.

We are often the first to know. We are in the operating
room when the pathologist calls in to report that the lesion
thought to be cancer is benign.

We get to be the bearer of great news. We tell the patient and
their family the good news of the pathology report.

We get to see the miracle of life when the baby is born. We
witness the joy of the parents, and the incredible love-rush
that surrounds the entire room, every time.

Yes, doctors experience the world a bit differently.

But, I think it's a fair trade for eating power bars in the break
room during our lunch hour.

Wouldn't you agree?

Starla Fitch is an ophthalmologist, speaker, and personal
counselor. She blogs at Love Medicine Again and is the author
of Remedy for Burnout: 7 Prescriptions Doctors Use to
Find Meaning in Medicine.
If you want the absolute finest in televisual home cinema perfection, and you’ve got an sizeable living room, then you’ll want an equally expansive TV to go with it.

There are some genuinely incredible TVs in this screen-size, offering the latest in Ultra HD and HDR tech, but also with the latest in panel technology too. We’ve got LG and Panasonic screens rocking the best in OLED fidelity and the quantum dot Nanocystal tech of Samsung screens too.

Then there’s Sony dropping a booming hi-res audio-capable TV with its 75-inch big boy.

Whether you want a flat screen for the wall or a curvy panel sweeping majestically across the corner of your living room there are some stunning screens on offer.

Of course, at this size nothing comes cheap, but if you’re spending this sort of money you want to ensure you’re making the right decision. So check out our favorite big-screen TVs and see which one is the perfect panel for you.

1. **Sony KD-75X9405C**
   “If there’s one thing the Sony 75X9405C is not, it’s shy.”
   - Screen size: 75-inch
   - Tuner: Freeview HD and FreeSat HD
   - Resolution: 3840 x 2160
   - Panel technology: LED
   - Smart TV: Android TV
   - Curved: No
   - Dimensions: 1041 x 1929 x 322mm
   - Sensational picture quality
   - Equally sensational sound quality
   - Space-consuming chassis design
   - Upscaling can cause noise
   - The 75X9405C’s pictures boast gorgeous colors and one of the best contrast performances in the LCD TV world. Its sound quality is equally stellar, and some aspects of its smart TV features are well thought through.

   Aside from its headline Android TV smart platform failing to convince everyone it’s the future of smart television, the 75X9405C is an unmitigated success. Its picture quality is even better than anything Sony managed to produce with the highlight models from its 2014 4K TV range, and its incredibly powerful and dynamic audio is literally music to your ears.

2. **Panasonic TX-65CZ952**
   “Produces the best all-round picture quality I’ve ever seen.”
   - Screen size: 65-inches
   - Tuner: Freeview HD
   - Resolution: 3840 x 2160
   - Panel technology: OLED
   - Smart TV: Custom Panasonic
   - Curved: Yes
   - Dimensions: 1,448 x 913 x 311 mm
   - Best picture quality ever
   - Tackles previous OLED issues
   - You can’t afford it
   - Doesn’t carry Firefox OS

The Best Big Screen TV’s for the Football Season

By Dave James
Panasonic has set out to make a statement with the 65CZ952. With an eye-watering price tag of nearly £8,000 it’s clearly not a TV the brand expects to sell in large quantities. Yet its combination of OLED tech, Panasonic’s latest and greatest video processing and input from Hollywood have the potential to set new picture quality standards.

While we will probably never be able to own one, though, the 65CZ952 still represents a key moment in the history of television for the way it harnesses Panasonic’s processing power and picture quality know-how to take the performance potential of OLED TV to a previously unimagined level.

3. **LG 65EF950V**

“OLED screen technology is quite simply the future of television.”

- Screen size: 65-inch
- Tuner: Freeview HD
- Resolution: 3840 x 2160
- Panel technology: OLED
- Smart TV: webOS 2.0
- Curved: No
- Dimensions: 1450 x 883 x 236 mm

Extraordinary contrast
webOS is brilliant
Shadowing down the sides
Limited brightness

Despite a couple of strange lighting flaws, there are times - lots of them, in fact - where the 65EF950V’s pictures look pretty much perfect. Certainly the amount of contrast and shadow detail on show will be a dream come true to home cinema fans still mourning the death of plasma TVs. The set is gorgeously designed too, and LG’s webOS interface is on hand to make sure it’s never hard to find something to watch. The fact that all the 65EF950V’s, in some cases unique, attractions are available here in a flat screen at a more affordable price than expected is just the icing on the cake.

4. **LG 65EC970V**

“Another ground-breaking moment for TV picture quality.”

- Screen size: 65-inch
- Tuner: Freeview HD and FreeSat HD
- Resolution: 3840 x 2160
- Panel technology: OLED
- Smart TV: Tizen
- Curved: Yes
- Dimensions: 836 x 1464 x 108mm

Jaw-dropping design
Unprecedented contrast
Limited HDR options
Needs accurate setup

For many home cinema fans the 65EC970V is a dream come true. There are many, many occasions where its combination of a native 4K UHD resolution and OLED screen technology delivers pictures more beautiful and natural than any I’ve ever seen before on any television.

Its webOS operating system, moreover, ensures that the 65EC970V is still easy to use despite its cutting edge nature, and its design is gorgeous. It needs native UHD content to really shine though, and if you’re thinking ahead you might be concerned about its lack of HDR support.

5. **Samsung UE65JS9500**

“HDR pictures look incredible, non-HDR pictures look pretty amazing too.”

- Screen size: 65-inch
- Tuner: Freeview HD and FreeSat HD
- Resolution: 3840 x 2160
- Panel technology: LED
- Smart TV: Tizen
- Curved: Yes
- Dimensions: 838 x 1450 x 125mm

Feature-rich smart content
Stunning HDR
Curved screen is divisive
No native HDR content yet

With its high dynamic range (HDR) compatibility and native 4K resolution the UE65JS9500 is almost too futuristic for its own good given the current shortage of native HDR and 4K content. But it’s also so damn brilliant that we’d recommend you save up to get one anyway and wait for the rest of the world to catch up.

The difference its HDR technology makes to picture quality is immense - more impactful by far, in fact, than the step up from HD to UHD. What’s more, while you need native HDR content to see the TV at its absolute cinematic best it still delivers superb results with current sources.

6. **Samsung UE65JS9000**

“Native HDR UHD content is like nothing you’ve ever seen before.”

- Screen size: 65-inch
- Tuner: Freeview HD and FreeSat HD
- Resolution: 3840 x 2160
- Panel technology: LED
- Smart TV: Tizen
- Curved: Yes
- Dimensions: 836 x 1464 x 108mm

$2998.00
Truly next-gen image quality
Much cheaper than the JS9500
Distorted on-screen reflections
Backlight clouding issues

The UE65JS9000 is potentially the most important TV in Samsung’s new range, thanks to the way it offers genuine HDR playback, native UHD resolution and the new Tizen operating system for £2,000 less than its big UE65JS9500 brother.

It has to be said that the UE65JS9500 is a better TV, especially when it comes to delivering the maximum impact from High Dynamic Range content. But, so long as you exercise a little care with its set-up the UE65JS9000 is simply streets ahead of typical LCD TVs in both picture performance and future-proofing terms.
You are cordially invited to attend the 2016 DCMS Presidential Inaugural Ball and 164th Annual Meeting.

The ball begins at 6:00pm on Friday, December 2nd at the Museum: 4160 Boulevard Center Drive.

There will be a live band, dancing, dinner and the official inauguration of Tra’Chella Johnson Foy, MD.

Please contact Courtney Hassan at 355-6561 or courtney@dcmsonline.org for any questions or to purchase tickets.

Tickets: $100 per person for members and guests
Tickets: $140 per person for non-members and guests

Do not miss this unforgettable event with your peers. Dress is black tie optional.

Mention MD Life Magazine to save $10 off each ticket.
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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