



ST. JOHNS COUNTY
CHAMBER OF COMMERCE
Ponte Vedra Beach Division

CHAMBER
CONNECTIONS

MEET THE PVB DIVISION BOARD 2020-2021



CHAIR: MATT PRICE



PAMELA BOMBA



GLORIA DONGARA



C.W. COOK



JEN HENDRICH



PETER VERDORN



SUZAN LUPTON



CHRISTINE SWANBECK



KATHLEEN FLORYAN



FELICIA COX



SUSAN GRIFFIN



ST. JOHNS COUNTY
CHAMBER OF COMMERCE

Ponte Vedra
Recorder

October 2020



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

MESSAGE FROM THE PRESIDENT/CEO

St. Johns Chamber strategic planning goes virtual

The St. Johns County Chamber, for the first time in its history and as a result of the COVID 19, held its Annual Strategic Planning Session on-line virtually.

Thirty-eight participants met via Zoom on August 26 and Sept. 2 to review the Chamber's quick response to the pandemic outbreak. Local businesses needed accurate timely resources and information and the Chamber provided a resource center on its website to provide resources to local businesses.

The Chamber continues to provide new information and virtual webinars to Chamber members and has begun incorporating innovative networking opportunities during the virtual events.

The Planning Session was attended by the 2019-2020 and the 2020-2021 board of directors. I was joined by the Chamber lead volunteer St. Johns County Chamber of Commerce and

Chairman Mark Nighbor, as well as representatives of the Ponte Vedra Beach Division--Incoming Chair Matt Price, Regions Bank, and Ponte Vedra Beach Division Director Karen Everett and Senior Coordinator Lucia Miller.

The meeting was facilitated by Nancy Dering Mock and members discussed new priorities and projects to meet the needs of the Chamber's 1100 members during FY 2020-2021.

Subsequently, the Ponte Vedra Beach Division held its annual planning sessions virtually as part of an extended September Board of Directors meeting. Planning will continue at its Oct. 13 board meeting.

Visit the Chamber's website at www.sjcchamber.com and go to Business Recovery to view videos created to share information, read documents full of useful and timely information and make plans to attend upcoming events.

Next Leadership St. Johns Class to begin in 2021

Applications for the next class of Leadership St. Johns will be accepted soon for the program that will begin next year.

Several residents of Ponte Vedra Beach were among the 2019-2020 class. This year-long program selects participants from all sectors of industry, commerce and public service across St. Johns County.

Andrew Aleman, managing attorney, St. Johns Title, Ponte Vedra Beach; Suzan Lupton, branch VP, VyStar Credit Union, Ponte Vedra Beach; and Matt Price, Regions Bank vice president/commercial banking, Ponte Vedra Beach, were selected for the 2020 class, which accomplished a great deal despite being shortened due to the COVID-19 pandemic. Despite the pandemic, the class of 2020's project created a wildly successful online virtual auction which raised well over \$10,000 for the Homeless Coalition of St. Johns County.

The LSJ program began in 2001 and has more than 350 alumni including Flagler College President Joseph Joyner, Superintendent of Schools Tim Forson, Flagler Health + CEO Jason Barrett, local entrepreneur and St. Augustine Distillery founding partner Phillip McDaniel, St. Johns County Commissioner Jeremiah Blocker and St. Augustine Fire Chief Carlos Aviles among many other notable graduates.

The Leadership St. Johns Program was established to educate, connect and encourage elite and emerging professionals as they strive to make a positive impact on the local economy and community.

According to Bob Porter, the Chamber's LSJ program director, LSJ graduates continue to be mentored by



Photo provided by St. Johns County Chamber of Commerce

The Leadership St. Johns Class of 2020 poses during a visit to the Cultural Center at Ponte Vedra Beach.

program alumni who maintain and promote a positive difference in the region.

"The program provides a way to recognize talented individuals who will benefit from the experience and who can utilize the opportunity to advance their organizational and personal professional goals," Porter said. "Additionally, strong connections established among class members are invaluable throughout one's career and beyond."

The Chamber will begin accepting applications for the next class this fall.

Additional information and the application can be found at www.sjcchamber.com/leadership-st.-johns. The application will be available later this fall. The 2021 program is expected to end with a graduation ceremony and dinner in September. Class members must be committed to meeting one day each month to experience a full day of policy briefings and onsite tours providing an in-depth overview of the challenges and opportunities faced by St.

LEADERSHIP continues on **Page 14**

Women with Vision Council among several comprised of Chamber members

Members in the St. Johns County Chamber of Commerce are also members of the Chamber's seven councils and the Ponte Vedra Beach Division. Connections readers are encouraged to attend events held in the Ponte Vedra Beach area as well as council meetings in other parts of the county.

For example, the Women with Vision Council (WWV) meets monthly virtually or at the Palencia Club on the first Thursday of each month. The luncheons feature lively speakers intended to support

the Council's mission: To mentor, inspire, and empower professionals — particularly women in business — through education and collaboration as a means to embrace their vision, purpose and value.

The council focuses on activities, resources, and events designed to ignite a passion for business and encourage positive contributions to the community while inspiring council members to love the lives they live.

The council is led by Rachael Mueller,

chair, Girl Scouts of Gateway Council; Melissa Rowe, immediate past chairman, PuroClean Emergency Restoration Services; Julie Fuller, vice chair, FASTSIGNS of St. Augustine; Jennifer Nestor, communications chair, Flagler Health +; Shelley Pearl, membership chair, College Nannies, Sitters +Tutors; and Stephanie McFee, director, Women's Business Development Council of Florida.

These professional women have worked hard to build the foundation for successful

Council events.

As part of their initiative, the WWV Council awards one scholarship to one deserving applicant to the Leadership St. Johns Program. The recipient for the 2019-2020 class was Chelsea Reppin, Director of Development, St. Augustine Youth Services.

To learn more about the WWV Council, go to www.sjcchamber.com/business-councils. The next WWV Council luncheon is Thursday, Oct. 1.

MESSAGE FROM THE DIRECTOR



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

I shared that we were all experiencing a tear in the matrix in the June Connections. Well, we're all learning to repair the tear and move on with our businesses and lives wisely and safely.

Thank you for responding to our recent survey about in-person and virtual events. Most of you replied that you were ready to attend in-person events that followed CDC Guidelines and encouraged masks. And most respondents agreed that the virtual events being offered do provide value.

We may have in-person events in the near future; in the meantime, please join us for our virtual events that contain virtual networking. The events are all listed on our website, www.sjcchamber.com.

Another question asked on the survey revealed that many members aren't aware of the Member Information Center (MIC). Use your log in and password to explore the MIC. Many valuable virtual events have been recorded and are available to view via the MIC.

Today, we begin our new fiscal year and celebrate our new board of directors for the Ponte Vedra Beach Division. Led by

Chair Matt Price (Regions Bank), the new board will include returning members Gloria Dongara (Immediate Past Chair/AAA), Pamela Bomba (Vice Chair/Pivot CPAs), Jen Hendrich (THE PLAYERS Championship PGA TOUR), Christine Swanbeck (Ruth's Chris Steak House) and Kathleen Floryan (exp Realty). New board members include CW Cook (Sawgrass Country Club), Peter verDorn (TPC Sawgrass); Susan Griffin (Ponte Vedra Recorder), Suzan Lupton (VyStar Credit Union) and Felicia Cox (Iberia Bank).

Special thanks to past board members for their time and support: Rob Schlingmann (The Plantation at Ponte Vedra), Lori Adams (Cabi Independent Fashion Stylist), Kim Scott (The Morgan Company) and Ricki Taylor (Synovus Mortgage).

Please come by the Ponte Vedra Beach Office, also known as the Visitor Information Center and leave your collateral for our visitors and fellow members. We remain a safe Visitor Center and have taken the pledge.

*Regards,
Karen*

2020-2021 PVB DIVISION AMBASSADORS



Jennifer Hooper O'Neal
Chair,
MosquitoNix
operating partner



Kari Zerrahn
*Vice Chair/
Membership*
Allstate Anderson
Agencies of NE Florida Inc.



Rachael Mueller
Community Outreach
Girl Scouts of
Gateway Council



Trudy Toche
*Ribbon Cutting
Coordinator*
Mary Kay Consultant/
Trainer



Josh Hull
VyStar Credit Union
Nocatee Branch
Vice President



Jenny L. McKeithen
First Citizens Bank –
PVB Branch



Cindy Bishop, RN
Robert Karol, DMD



Shana Ryan
Conceptual
HR Solutions



Ali Walker
Underwood Jewelers



Lori Adams
Cabi Independent
Fashion Stylist

Chamber's PVB Division Ambassadors collect items to support Health Heroes

The PVB Division Ambassadors of the St. Johns County Chamber of Commerce are collecting items to support Health Heroes at Baptist Medical Center South by providing individually wrapped goodies.

- Snacks
- Energy bars
- Drinks
- Small hand lotion
- Chapstick

Donations can be brought to the PVB Division office through Friday, Oct. 16. The address is 200 Solana Road, Suite B, Ponte Vedra Beach, FL 32082.

For more information, call PVB Division

office at (904) 285-2004 or email rmueller@girlscouts-gateway.org.

The mission of the Ambassadors is to represent the Chamber by exhibiting the highest degree of professionalism, knowledge and integrity to our members and the business community. Ambassadors serve as the greeting arm of the Chamber to promote new member participation and retention through ribbon cuttings, new member visits and phone calls, community outreach events and mentorships. The St. Johns County Chamber values its ambassadors and the work they do to promote our members and to give back to the community.

UPCOMING PONTE VEDRA BEACH DIVISION EVENTS

VIRTUAL PVB DIVISION CHAMBER AT NOON

Date: Oct. 14

Time: Noon-1 p.m.

Location: Zoom meeting

Speaker: Myron Pincomb, Principal of The Pincomb Group

Topic: Social Entrepreneurialism

Series Sponsor: Fields Auto Group

ECONOMIC DEVELOPMENT COUNCIL QUARTERLY BREAKFAST

Save the date for the next Economic Development Council Quarterly Breakfast with State Sen. Travis Hutson, on Friday, Dec. 4, at 8 a.m. More details regarding the format of this event and registration will soon be available at www.sjcchamber.com.

For more information and to register, go to www.sjcchamber.com.

2020-21 PVB DIVISION BOARD OF DIRECTORS



MATT PRICE, Board Chair 2020-2021

Regions Bank Vice President/Commercial Banking Relationship Manager

Price was born and raised in Albany, Georgia, and graduated from Georgia Southern University in 2001. Currently, he is vice president of Commercial Banking for Regions Bank. He was hired by Regions in 2006, and has built a successful career in banking for the past 18 years. Price recently served as chair for the Division's Ambassador program, and was also recognized as Ambassador of the Year in 2017. He has been married to his wife Paige for 16 years, has a ninth-grader at Ponte Vedra High School, and you can regularly find the entire family on a local tennis court.



GLORIA DONGARA, Immediate Past Chair 2019-2020

AAA-The Auto Club Group

Dongara is the Financial Services agent at the Auto Club Group in Ponte Vedra Beach and St. Augustine. She specializes in life insurance, banking, indexed annuities and fixed annuities. Prior to AAA, she had 23-plus years of experience in corporate America, specifically heading the Global Corporate Markets Anti-Money Laundering area as well as Client Services and Cash Management. She has lived in Ponte Vedra for more than 28 years and served as an Ambassador on the St. John's County Chamber for three years and has been on the board of directors for three years. Dongara is now the incoming chair of the St. Johns County the Board of Directors, Ponte Vedra Division.

Board

Continued from 13



PAMELA BOMBA, CPA, Vice Chair
Tax Principal, Pivot CPAs

Bomba is a tax partner with Pivot CPAs, where she began her career in 2005 after receiving her B.A. in Business Administration and Masters of Accountancy from the University of North Florida. She has always lived in Northeast Florida and now calls Palm Valley home. While she has a strong background in all areas of taxation, Bomba primarily specializes in consulting and compliance for large, multi-state corporations, partnerships, and their owners. She has extensive experience with different tax sectors including local, state and federal taxation and financial accounting. Bomba is a member of the Florida Institute of Certified Public Accountants. In the community, she serves on the finance committee of The Cultural Center at Ponte Vedra Beach. Pamela is a mentor with the Jacksonville Women's Business Center and is a member of the Accounting and Financial Women's Alliance. She also actively volunteers with Junior Achievement.



CHRISTINE SWANBECK
General Manager, Ruth's Chris Steak House-PVB

Swanbeck is the general manager at Ruth's Chris Steak House in Ponte Vedra Beach, where she works day in and day out to improve every guest's experience through a high standard of service and high quality food. Swanbeck believes that building relationships is the foundation for any successful business. However, it is especially important for the hospitality industry. Swanbeck's professional journey began when she studied for four years at Florida State University, earning degrees in Hospitality and Business, while being the captain of the women's cross country and track team.



JEN HENDRICH
Community Outreach manager,
THE PLAYERS Championship/PGA TOUR

A graduate of the University of Tennessee, Hendrich holds a Bachelor of Science degree in Communications. She has worked for the PGA TOUR for more than seven years and is currently the Community Outreach manager for THE PLAYERS Championship, where she helps grow community awareness of the tournament through marketing, PR and charitable efforts. Prior to her job at the TOUR, Hendrich worked as an account coordinator at Burdette Ketchum, a full-service marketing firm in Jacksonville. For the past 11 years, she has served on the board of the Jacksonville Chapter of the UT Alumni Association, a group created for people who are interested in the distinguished record and future progress of The University of Tennessee. She is also currently on the board of the Ponte Vedra Division of the St. Johns County Chamber of Commerce, where she helps the chamber increase membership and deliver continuous value-added service to its current members. Hendrich has been a resident of Northeast Florida for 10 years. She and her English bulldog, Banks, live in Jacksonville.



KATHLEEN FLORYAN

Broker Associate, exp Realty

Floryan has been successfully selling properties and helping people buy homes as a consistent "Top Producer" year after year. She works full time in real estate. Through the toughest real estate markets since 2006, Floryan lists and sells residential real estate within all of the communities, in all price ranges throughout the St Johns County and Beaches area. Homes listed with her have an average day on market of less than 45 days. Floryan's passion is specializing in luxury homes in Ponte Vedra Beach that include oceanfront, golf-course homes and condos, gated and non-gated neighborhoods and other waterfront such as marsh front, Intracoastal or riverfront properties. She also sells in the newest community west of Ponte Vedra Beach called Nocatee. She is a certified Luxury Home Marketing Specialist, a certified short sale specialist, a certified residential resort and 2nd Home Specialist, certified Nocatee Realtor, certified Doctors Agent and Certified Express Offers Agent. Floryan is proud to be a broker associate currently with eXp Realty.



SUSAN GRIFFIN

Publisher, Ponte Vedra Recorder

Griffin is publisher of the Ponte Vedra Recorder, the community paper of record serving Ponte Vedra and the Beaches since 1969 and now Nocatee. She also serves as publisher of the bi-monthly First Coast Register magazine. She has been with the Recorder for 20-plus years, joining the paper as an advertising account executive and becoming sales manager before being named publisher. Prior to joining the Recorder, Griffin owned travel agencies in Florida and Georgia. She is returning to the board of directors for the Ponte Vedra Beach Division; she previously served on the board as a director and as chairman. She has been actively involved with the St. Johns County Chamber of Commerce since 1997. She also serves on the board of directors of the Overlook V Office condominiums and is on the board of directors for the Florida Media Association.



C.W. COOK

General Manager and COO,
Sawgrass Country Club

Cook started his adult work career serving in the U.S. Air Force in the military club division. With this initial grounding, he left the military and furthered his education by graduating with a bachelor's degree in Hospitality Management from Florida International University, and a master's degree in Hospitality Administration from the University of Nevada-Las Vegas. Along the way, Cook has spent over 25 years managing at some of the finest private clubs in the country with the last number of years of that service being the GM/COO of Sawgrass Country Club. Cook is a member of the prestigious Club Managers Association of America Honor Society, holds the coveted Certified Club Manager (CCM) and Certified Chief Executive (CCE) designations and is one of only 23 Master Club Managers (MCM) worldwide.



SUZAN LUPTON

Branch Vice President, VyStar Credit Union –
PVB Branch

Lupton was born and raised in Uganda. After high school, she received a full government scholarship to law school. A year into her law degree, she also received a full volleyball scholarship to South Carolina State University in Orangeburg, South Carolina. She left Uganda for the U.S. in 2002 to play volleyball and pursue a degree in criminal justice with the intent of enrolling in an American law school to complete her degree. This however changed after working as a legal intern while in college. After graduation, she moved to Jacksonville in 2006 where she worked briefly as a collection's agent, insurance adjuster and finally landed at VyStar Credit Union in 2007. She became the branch vice president for VyStar's location in Ponte Vedra in 2016 and has served in that capacity since. Her primary focus is to serve the financial needs of VyStar's members and bring credit union services to more people through education and guidance on how to leverage products and services to either make money or save money. She also obtained her master's in Business Administration from Florida International University in 2015. Outside of work, Lupton enjoys time with friends and family, traveling, working out and most recently joined a group called "Happy Feet," which promotes healthy living by encouraging an active lifestyle. Participants encourage and challenge each other to keep moving.



PETER VERDORN

Sales Manager, TPC Sawgrass

VerDorn is the sales manager at TPC Sawgrass, assisting companies and groups of all sizes to host meetings, events, private dinners and golf. His focus is to be actively involved in the community and bring awareness to the clubhouse, showcasing everything TPC Sawgrass has to offer. VerDorn, his wife, Erin, and 2-year-old daughter, Penny, recently moved to Ponte Vedra from New Jersey to be closer to family and enjoy a new lifestyle. He has an extensive background in golf and hospitality, with more than 11 years of experience both in the public and private sector. He specializes in business development and believes that relationships are the key to success in any industry. VerDorn and his family are extremely happy to call Ponte Vedra home and he looks forward to continually helping people in the community.



FELICIA COX

Vice President, Iberia Bank

Cox has more than 35 years of retail banking experience in North Florida. She started her career in banking with Barnett Bank, while attending high school in a school work program. She became part of the Iberia Bank team five years ago with the acquisition of Florida Bank. Currently, Cox is the retail group manager for the North Florida market. She joined Florida Bank 13 years ago in 2007. Cox is a native of the North Florida market, and actively serves as a volunteer in the community where she grew up. She is a past two-term chairman of the St Johns Chamber of Commerce, Ponte Vedra Division. Cox has a bachelor's degree in Business Management from Edward Waters College in Jacksonville.

Leadership

Continued from 12

Johns County's many industries, government agencies and nonprofits. The course will begin with a one-and-a-half-day

retreat, eight full class days and conclude with an evening graduation in fall 2021. Class members who successfully graduate from the program are accepted into the prestigious ranks of leadership alumni in St. Johns County and across Florida. Many LSJ graduates have gone on to the

prestigious state-wide Leadership Florida program.

Isabelle Renault, the Chamber's president/CEO and a graduate of Leadership St. Johns and Leadership Florida, suggested involvement in LSJ can be a stepping stone to participating in nonprofit and volunteer

government advisory boards as well as involvement in future elected office.

"We also want our class members to consider using the skills honed through the LSJ experience to engage actively in the governing of St. Johns County," Renault said.



Get back on your feet again.

Foot and ankle pain doesn't have to be your normal. But how do you know when it's time to see a doctor?

If you're experiencing any of these 5 symptoms, you could be making your foot or ankle worse by waiting:

- Tenderness
- Feeling a "pop" with immediate pain
- Swelling or bruising
- Difficulty standing or walking
- Excessive redness or open skin

Jacksonville Orthopaedic Institute physicians are experts in foot and ankle conditions, offering pain management, physical therapy, non-invasive and minimally invasive procedures.

If more advanced treatment is needed, we offer innovative new options that could speed your recovery and help you get back on your feet again.

Why live with foot and ankle pain?

Orthopedic surgeons are conveniently located here at Baptist Beaches, 1350 13th Avenue South, Jacksonville Beach, FL 32250.

Call us today for an appointment!
904.JOI.2000 (564.2000)



Changing Health Care for Good.®

© Baptist Health 2020

STRENGTHEN YOUR CREDIBILITY

IMPROVE YOUR VISIBILITY

AMPLIFY BUSINESS ADVOCACY

DRIVE PROSPERITY

80% more likely

Consumers are Eighty Percent more likely to buy from

Chamber Members



sjchamber.com
904.285.2004

Source: *Real Value of Joining a Local Chamber of Commerce*
Shapiro Group, 2012.

PV2-LV45045

Ponte Vedra Auto Show rescheduled

Annual car show to take place Nov. 15 at Nocatee Event Field

Officials from the Ponte Vedra Auto Show have announced a change of date for the 2020 event, postponing the annual auto show until Nov. 15.

“This event date change from Sept. 27 to Sunday Nov. 15 will allow our staff, the show participants and our business partners more time to plan for another fantastic

auto show at the beautiful Nocatee Event Field in Ponte Vedra,” said Justin Felker, president of the Ponte Vedra Auto Show. “The date change, from historically early September to a later date, will remain permanent for all future Ponte Vedra Auto Show events and should result in cooler weather for the attendees and participants. We also like the later date because it coincides with other regional events which will attract additional interest in our car show. We are already planning new features, attractions and participant events for our show in 2021

so keep a close eye on our website for those exciting updates.”

The Ponte Vedra Auto Show is an annual car show produced by Art n Motion LLC, in association with the St. Johns County Chamber of Commerce and the St. Johns County Visitors Bureau. The show is free to attend and includes many of the world’s finest automobiles competing for awards in 25 categories.

Interested participants can register for the Ponte Vedra Auto Show at pvautoshow.com.

COVID-19 impacts hurricane preparations

By Shaun Ryan

Every year, county officials remind the public of the need to prepare for possible hurricanes. This year, in the midst of the COVID-19 pandemic, some new elements have been added.

Kelly Wilson, the county’s interim deputy director of emergency management, spoke on storm preparation Wednesday, July 15, during a virtual meeting of the Ponte Vedra Beach Division of the St. Johns County Chamber of Commerce. She led members on a tour of the go-to website for information vital to residents and businesses.

Perhaps the biggest changes this year have been brought about by the ongoing need to

remain safe from the coronavirus.

In addition to having an adequate supply of food and water for three to seven days, Wilson recommended residents have lots of soap, hand sanitizer and disposable masks.

Evacuation shelters will be taking extra precautions. They will have additional hand-sanitizing and cleaning and may ask people seeking shelter to wear a facial covering.

“We are taking steps regarding our sheltering to ensure social distancing,” Wilson said. “In the past, we may have opened five or six shelters. Now, we have to cut capacity in half. We’re going to have to open additional shelters so we have less people in each shelter.”

She pointed out that businesses can apply

what they learned during the recent shutdown, when many employees had to work from home. Those same lessons can be adapted to help businesses function should a hurricane strike.

The greater portion of Wilson’s presentation, however, was devoted to explaining features found on the county emergency management site.

Residents can find out if they are in an evacuation zone by clicking on the My Evacuation Zone tool. They can get information on the county’s 15 shelters, including which ones are for people with special needs and which ones are pet-friendly.

HURRICANE continues on **Page 17**



Kelly Wilson, the county’s interim deputy director of emergency management, speaks via Zoom to members of the Ponte Vedra Beach Division of the St. Johns County Chamber of Commerce.

effectv
A COMCAST COMPANY

I’m Greg Scobee, your dedicated sales consultant from Effectv, the advertising sales division of Comcast Cable. I have 25 years of TV Advertising experience and have called St. Augustine home for over 35 years.

I enjoy helping local businesses be a rock star in their industry by combining the targeting and measurement of digital with the reach and impact of TV. At Effectv, I align your business with the networks your audiences watch the most. I combine 1st and 3rd party data insights to cross-reach your audience on multiple devices, from the screen in your living room, to the laptop beside your bed and mobile device in your hand. Your message will be seen across multiple platforms, streaming services, and websites. Best of all, I provide reporting that’ll prove the impact of your campaign. Some of my clients have been with me for over a decade – I’m a trusted partner to their business!

I look forward to partnering with you, and helping your business grow and succeed through the power of Effectv’s advertising solutions!

Greg Scobee Gregory_Scobee@comcast.com CELL: (904) 252-9801



Chamber hosts candidate event, straw poll

The St. Johns County Chamber of Commerce hosted a live virtual town hall meeting Thursday, Aug. 13, with the candidates for County Commission seat 1 and has tabulated the results of voting in the virtual straw poll held this week. The straw poll was open Aug. 11-14.

More than 1,600 votes were cast and, while the poll is unofficial, the results demonstrate an interesting path ahead for the candidates.

The Chamber pivoted to a virtual program for Politics in St. Johns in 2020 but still presented a non-partisan showcase for candidates to post videos and answer queries from residents.

A first-time virtual town hall was held Aug. 13 via the Chamber's Facebook among the three candidates for County Commissioner District 1. The town hall was recorded and has been posted to sjcchamber.com.

"We are proud to be able to provide a platform to help St. Johns County residents make an informed voting decision," Isabelle Renault, Chamber president and CEO, said.

The program enabled voters to "get to know" the candidates seeking public office and ask them questions prior to the Aug. 18 primary and the Nov. 3 general election.

The 2020 Politics in St. Johns was sponsored by Advanced Disposal, Advanced Business Solutions, FPL,

Ameris Bank and Northrop Grumman.

For more information about Politics in St. Johns 2020, go to sjcchamber.com.

At the St. Johns County Supervisor of Elections website, votesjc.com, residents can review the official 2020 candidate list. The primary election was Tuesday, August 18, and the general election is Tuesday, Nov. 3. Early voting will be Oct. 19-31.

To find out more about the St. Johns County Chamber of Commerce or to become a member, go to sjcchamber.com, call 904-829-5681, or find them on Facebook at [facebook.com/sjcchamber](https://www.facebook.com/sjcchamber).

Innovation, problem-solving focus of virtual Chamber at Noon event

The St. Johns County Chamber of Commerce PVB Division held a virtual Chamber at Noon event on Aug. 12.

Sara Frasca gave Chamber members a presentation about how to use fresh approaches to growth, creativity and transformation.

An innovation expert, Frasca honed her skills in senior leadership roles in both corporate America and the world of startups. Frasca now serves as an innovation consultant and helps leading organizations cultivate human imagination, build a culture of innovation and solve complex problems in creative ways. Frasca is the go-to resource for leaders seeking competitive advantage and sustainable success by harnessing innovation.

Frasca's talk at the Chamber at Noon was one of the monthly events sponsored by Fields Auto Group. Watch for news from the Chamber about the monthly events, usually held on the third Wednesday of the month.

Hurricane

Continued from 16

The WeatherSTEM tool provides weather information in real time.

"There is actually a WeatherSTEM unit that will give you a live broadcast and feed from the South Ponte Vedra fire station, Station 9," Wilson said.

The site also allows residents to download the information-packed hurricane guide. It's also the place to go to sign up for Alert St. Johns, which replaced the Code Red system last year.

"The Alert St. Johns notification system is how we will get in touch with you," Wilson said.

Residents who sign up will receive

notifications either on their phones or by text or email.

Wilson recommended residents and businesses take action now to prepare. Businesses should formulate a plan that will include such considerations as preserving documents, plans for working remotely, alternative means for access to digital data, plans to contact employees, reviewing insurance policies and protecting company vehicles.

Now is also the time to register at special-needs shelters for those who might have to go there. Residents and businesses should also consider purchasing flood insurance.

For more information, go to sjcemergencymanagement.com and click on Emergency Management.

DISCOVER YOUR HISTORY

IN JUNE 1942, GERMAN SOLDIERS LANDED ON **PONTE VEDRA BEACH** AS PART OF OPERATION PASTORIUS. THESE MEN INTENDED TO SABOTAGE AMERICA'S WAR INDUSTRY AND TO INCITE FEAR THROUGHOUT THE COUNTRY.



IN "GUARDIANS OF THE FIRST COAST: BUILDING READINESS FOR WORLD WAR II," YOU CAN EXPERIENCE THESE STORIES OF HEROISM AND DETERMINATION. VISIT THE 1941 COASTAL LOOKOUT BUILDING TODAY! **YOUR SUPPORT HELPS PRESERVE YOUR HISTORY.**



**ST. AUGUSTINE
LIGHTHOUSE
& MARITIME MUSEUM**

904.829.0745

www.staugustinelighthouse.org

Follow us!   
#LoveYourLighthouse

Northrop Grumman VP addresses Economic Development Council

By Shaun Ryan

After Randy Bradley took the helm at the local Northrop Grumman facility in January, he quickly found himself working to keep things running despite challenges posed by the COVID-19 pandemic.

As it turned out, there were no layoffs at the St. Augustine Aircraft Integration Center of Excellence where Bradley is vice president and site leader.

“I would say our company did a great job with getting me prepared,” he said in a presentation Friday, Aug. 28, during a virtual meeting of the Economic Development Council hosted by the St. Johns County Chamber of Commerce.

Indeed, before Bradley moved into his new position he had time to develop under his predecessor and came to the job with an extensive background, two things that no doubt contributed to his effectiveness.

The former U.S. Marine earned his degree at Southern Illinois University and joined Northrop Aircraft in 1990, four years before it merged with Grumman

Aerospace. After a five-year stint with the Honeywell Corp., he returned to Northrop Grumman and worked in various capacities leading up to his current role.

He has been involved with a number of aircraft and spacecraft projects, including environmental control systems for the International Space Station. In 2013, he came to St. Augustine where he has been involved in work on the Navy’s E-2D Advanced Hawkeye and other projects.

“If you look at the movie ‘Top Gun’ you will see a lot of Grumman products,” Bradley said. “A lot of those products were modified here in St. Augustine.”

The E-2D is the main focus at the local facility, which is one of the largest employers in the county. It’s a big job. The aircraft has tens of thousands of parts. In fact, during the process of assembling one, workers drill more than a million holes.

“The E2 is probably one of the longest running programs that the Navy has,” Bradley said. “It started in the ‘50s and here we are in 2020 still talking about E-2Ds. That goes to show the evolution and



Photo provided by St. Johns County Chamber of Commerce

Northrop Grumman Vice President Randy Bradley (center) spoke during a virtual Economic Development Council meeting hosted by the St. Johns County Chamber of Commerce on Aug. 28. With Bradley are SJC Chamber President and CEO Isabelle Renault (left) and Mike Kopphenhauer, chairman of the Chamber’s Economic Development Council.

the growth of that product and the need for it.”

Another project the local plant has been working on is modifying aircraft to add air-refueling, which extends flying time. “We’re very excited about that,” said Bradley.

This spring, the facility will start building conformal fuel tanks for the F-18, which extend the endurance of the aircraft.

Bradley said Northrop Grumman has a great relationship with the community and is involved with STEM classes at local high schools.

On a more personal note, he enjoys living in the Nation’s Oldest City.

“My wife and I really make this a home now,” he said. “We’ve gotten to love this community. We talk about it all the time. This is where we want to settle down — in St. Augustine.”



True Wellness
HEALTH CENTER

360 Town Plaza Avenue, Suite 330, Ponte Vedra, Florida 32081

Evidence based chiropractic care for patients of all ages

True Wellness Health Center is a chiropractic, nutrition, and wellness office located at the Nocatee Town Center in Ponte Vedra, Florida. It is a state-of-the-art facility that offers multiple treatment rooms and an open exercise area for hands-on training and guidance. Our mission is to help you achieve optimal health and wellness in your life. Call today to schedule your appointment at 904-686-2681 or book online at: www.truewellnesshc.com



Dr. Ryan Heinz
Licensed Chiropractor

Dr. Heinz is a board certified chiropractor and specializes in Active Release Techniques (ART). He believes in eliminating pain and resolving his patients’ medical issues rather than pursuing treatments that result in never ending visits. Dr. Heinz is a chiropractor who cares. He listens intently to his patients to help them achieve better overall health. He will take the extra time that is needed to treat you correctly rather than rushing through an appointment for a quick adjustment.

Dr. Heinz is a Jacksonville native, former starting pitcher for The George Washington University Colonials, and currently resides in the Nocatee community.








TRASCA & CO. MARKETPLACE

WE ARE YOUR ONE STOP SHOP FOR SIMPLE, WHOLE, FRESH MEALS TO GO. ENJOY OUR CHEF-CRAFTED WEEKLY MENU, READY TO HEAT AND SERVE... DINNERS DONE

FIND OUR WEEKLY MENU AT
TRASCAANDCO.COM
STOCK YOUR FRIDGE

HOW TO ORDER

CALL
904.395.3989

EMAIL
KARINA@TRASCAANDCO.COM

ORDER ONLINE AT
WWW.TRASCAANDCO.COM

PIZZA KIT \$10

CHEESE OR PEPPERONI PIZZA \$10

OUR CHICKEN SALAD \$8

BUFFALO CHICKEN TENDERS \$8

BUTTERMILK CHICKEN TENDERS \$8

MOZZARELLA MEATBALLS (4) \$8

SALMON CAKES W/DILL SAUCE (2) \$8

PICO GUACAMOLE \$8

MEXICAN STREET CORN \$5

RANCH POTATO SALAD \$5

GREEK PASTA SALAD \$5

FIESTA BLACK BEAN SALAD \$5

ROSEMARY GARLIC PANINO ROLLS (1/2 DZ) \$3

TRASCA’S RANCH DRESSING \$5

LEMONADE, SWEET/UNSWEET TEA (1/2 GAL) \$4

WINE OR BUBBLY \$10

ENERGY BITES (8) OR TIRAMISU \$5

DELIVERY TIMES AND LOCATIONS

MONDAY
SAWMILL LAKES –
COMMUNITY POOL: 5:30-6 PM

TUESDAY
PONTE VEDRA 32082
DELIVERY 4-6 PM

WEDNESDAY
PALENCIA DELIVERY
5:00 (PARKING LOT BY STARBUCKS)

THURSDAY
COASTAL OAKS POP-UP 5-6 PM

TRASCA & CO. CATERING IS AVAILABLE! FREE 1/2 GAL OF LEMONADE OR ICE TEA WHEN YOU PURCHASE \$25 OF STOCK YOUR FRIDGE!



Photo by Susan Griffin

Dr. Ryan Heinz (center), with St. Johns County Chamber members, family and staff members, cuts the ribbon to celebrate the opening of True Wellness Health Center in the Nocatee Town Center on Thursday, Aug. 27.

New wellness center brings chiropractic care to Nocatee community

By Cassidy Lankford

For Dr. Ryan Heinz, chiropractic care is more than a few cracks to the back. When patients visit Heinz's new Nocatee practice, they receive far more than the five-minute, spine-snapping visit that many chiropractors offer. Nestled in the heart of the Nocatee Town Center, True Wellness Health Center is a haven for patients of all ages to receive a customized treatment plan for their health needs.

"I'm not selling my patients on 30-visit plan packages," said Heinz, explaining that chiropractic care is not one size fits all. "I come up with a treatment plan that is customized to the specific condition of the patient and we re-evaluate the progress at each visit."

Heinz said he likes to spend at least 30 minutes per visit (or even longer at the initial appointment) with patients to get a deeper feel for their health needs.

Heinz is a Jacksonville native who recently went back to his roots after living in New Jersey. As a college baseball player, Heinz suffered a stress fracture in his lower spine and was unable to find any relief. Medical professionals couldn't help him and he was at a loss, his quality of life and his sanity dwindling. It wasn't until he visited a chiropractor while he was at home on Christmas break that he finally found relief. It was then that Heinz decided to leave his baseball days in the rearview mirror and pursue a higher education in chiropractic care.

Heinz practiced in the New Jersey area for a number of years, but when he felt it was time to open his own clinic he knew that returning to his roots was his best

option. Around Thanksgiving 2019, Heinz packed his bags and began his journey to opening his chiropractic clinic in Nocatee.

"I love working with the Nocatee and Ponte Vedra community because everyone is so welcoming," Heinz said, noting New Jersey lacked the 'at-home' community feeling that is so prominently felt in the Ponte Vedra area. "I've gained a lot of business through word-of-mouth, just because patients are sharing their experience here with the rest of the community."

Heinz shared his love for the Ponte Vedra area and said even the art on the walls of his clinic all comes from local Ponte Vedra and Jacksonville artists.

"Ponte Vedra has a very special, family feel," added Jennifer McLendon, office manager at True Wellness Health Center

For Heinz, providing chiropractic care to the Ponte Vedra community is not just a job — it is a passion. Helping patients improve their quality of life and reduce their pain is something that brings Heinz great joy.

Although True Wellness Health Center has only been open since June 2020, its business is already growing. It celebrated its opening with a ribbon cutting on Thursday, Aug. 27, and the team is excited to continue its journey providing care to the Ponte Vedra community.

"The most rewarding part of my job is watching a patient come in with pain and seeing their smile come back by the time they leave," Heinz said.

True Wellness Health Center is open Mondays from 10 a.m.-6 p.m., Tuesday-Thursday from 9 a.m.-6 p.m. and Fridays from 9 a.m.-noon. For inquiries and appointments, call (904) 626-2681.

THE CARE, THE PEOPLE,

The Palms

AT PONTE VEDRA

ASSISTED LIVING & MEMORY CARE
INDEPENDENT LIFESTYLE



"It was three years ago that my brother and I discovered The Palms when we were looking for a safe and happy home for our mother who has advanced dementia. Immediately, we knew The Palms was the right place for her. This was home. Since that day, the staff at the Palms has become a trusted and loved extended family. They make tremendous efforts to get to know my mother as she is now and who she was before.

They also make it a point to stay connected to us, communicating with us all the time about how she is doing or to set up a video chat with her. The strongest endorsement of The Palms I can give comes from my father. He trusted The Palms with the most precious person in his life. Just before he died, he asked me to keep my mother at The Palms because "it is her home and she is happy there" even though her children are not local and he would not be with her. And, he was right. It is her home and she is very happy."

- Mary Frances M.

CALL TODAY!

904.686.3700

PALMSATPONTEVEDRA.COM

405 SOLANA ROAD,
PONTE VEDRA BEACH, FL 32082

COME SEE FOR YOURSELF WHY
THE PALMS IS THE BEST CHOICE!

CALL US TODAY TO
SCHEDULE YOUR TOUR!

ACCEPTING MOVE-INS
VIRTUAL TOURS AVAILABLE

St. Johns County Chamber PVB Division holds Before Hours event at TPC Sawgrass Clubhouse



It was Chamber's 1st face-to-face meeting since start of pandemic

By Cassidy Lankford

On Sept. 9, the St. Johns County Chamber of Commerce Ponte Vedra Beach Division held its long-awaited Chamber Before Hours meeting at the TPC Sawgrass Clubhouse. The event was originally scheduled to take place prior to the onset of COVID-19 and was rescheduled twice during the summer before finally taking place in September.

The event was held at the luxurious 77,000-square-foot clubhouse at TPC Sawgrass. Guests gathered behind the clubhouse to mingle and enjoy breakfast with one another before breaking off into groups to tour the clubhouse facility.

Although the pandemic has brought many social events to a halt, TPC Sawgrass is doing everything it can to allow the Ponte Vedra Beach community to carry on with their lives — safely and responsibly. After implementing rigorous safety procedures, TPC Sawgrass has reopened its facilities for events.

“We’ve been 100% open for golf throughout the pandemic, but we have been hosting events again since the middle of summer and we are seeing even more events come up now,” said Peter verDorn, sales manager at TPC Sawgrass. “We have put several rigid safety measures into place to keep our guests safe.”

VerDorn said the team at TPC Sawgrass is adhering to CDC social distancing and capacity guidelines, both during events and in the restaurant.

In addition to adhering to CDC guidelines, TPC Sawgrass has set up numerous sanitization stations throughout its facility, has implemented thorough cleaning procedures, installed plexiglass barriers at all of its food-serving stations and more.

“This meeting was a way for local business owners to gather together to get a glimpse into the world of hospitality and show them that it’s still possible to host events in a safe environment,” verDorn said.

He also said that through hard work and careful planning, TPC Sawgrass has seen one of the busiest and most successful Augusts it has ever had in its restaurant.

Despite the pandemic changing the way events are carried out, TPC Sawgrass has done everything possible to keep its guests happy and remain open for business. In addition to being open for

ABOVE: Guests mingle at the St. Johns County Chamber PVB Division Before Hours event on Sept. 9 at TPC Sawgrass. It was the first in-person event for the Chamber since the COVID-19 pandemic began.

RIGHT: St. Johns County Chamber President/CEO Isabelle Renault with TPC Sawgrass General Manager Derek Sprague.

Photos by Susan Griffin



TPC Sawgrass Sales Manager Peter verDorn attends the Chamber event while following suggested CDC safety guidelines.

CHARITY TAP TAKEOVER



\$1 from every draft beer sold goes to the Marine Toys for Tots Foundation.

EVERY MONDAY IN OCT., NOV. & DEC.



Sawgrass Village | 43 PGA Tour Blvd., Ponte Vedra Beach
 (904) 285-1506
mulliganspubpontevedra.com

Donald and Janice Jones of CycleHere Media give some pointers on improving a business's virtual presence during a Chamber at Noon online meeting Sept. 16.
Photo from virtual meeting



Speakers address ways to heighten virtual presence at Chamber at Noon meeting

By Shaun Ryan

Last year, maintaining an effective virtual presence was a staple for most businesses. This year, with the onset of the COVID-19 pandemic and the resulting financial impact, it has become even more important.

On Wednesday, Sept. 16, local businesses had an opportunity to learn more about how to best connect with customers online. Janice and Donald Jones of CycleHere Media gave a presentation on the topic during the Chamber at Noon virtual meeting of the St. Johns County Chamber of Commerce Ponte Vedra Beach Division.

Founded in 2012 and based in St. Augustine, CycleHere Media provides video marketing, consulting and production services throughout Florida. It specializes in boosting public awareness, customer engagement and reputation value for government agencies, destinations and private businesses.

Janice Jones named three main components of a business's "virtual front door": the website, social platforms and email.

"Before COVID, we were all there — we were working on these; we were building them — that was part of just business these days, being out there virtually," said Donald Jones. "But it's obviously so much more important at this point to fine-tune that, focus it on what your message is."

Janice Jones said the public should always find something current on websites and social media. And when speaking to a client or customer via online conferencing, the speaker should always look directly into the camera — not at the screen showing the other party's image.

"Eye contact," said Donald Jones. "We think about that when we are in person. When we're in a Chamber event or a meeting or we're sitting down face-to-face on a one-on-one client meeting, you're looking in their eye. But with computers and all the screens, it's natural for us to ... look a little bit off."

Janice Jones also suggested keeping distractions out of the background, putting some light on the speaker's face and

using expressions while communicating.

She also emphasized thinking of the website as more than just an electronic flier.

"If you can share your process within your website, then you're taking that customer, that potential client, and you're walking them in the door," she said.

Likewise, social media is more than a commercial aired to a passive audience. There's a reason it's called "social."

One taco shop, for instance, intersperses humor and family news with photos of tacos and recipes. People are drawn to the site and hopefully get the urge to eat some tacos.

One tool the Joneses didn't want their audience to take for granted was email. Janice Jones cited a survey that found 86% of professionals prefer to use email when communicating for business purposes.

"So, I'm asking you: Could you be more personable through your emails?" she said.

The Joneses use a service called BombBomb, which allows them to send a video in an email, a different way to communicate visually.

"These are all ways that you can add value," said Janice Jones. "That's what we're hoping to do, to inspire you to add a little value in the ways and the means that you can from your desktop or your home or wherever you're working from right now."

Chamber holds annual golf event at Palencia Club

The tradition was kept alive with some minor tweaking at the St. Johns County Chamber of Commerce's annual golf outing on Sept. 29 at Palencia.

Presenting sponsor CenterState Bank welcomed a limited number for an afternoon of golf at one of St. Augustine's most prestigious courses — The Palencia Club.

Combining the best of business and pleasure, the 2020 annual Golf Classic hosted business and community leaders

and provided the perfect blend of traditional play with a modern twist at nearly every hole.

"While the 2020 event was missing a few traditional elements like an awards ceremony, we added a few surprises and everyone enjoyed the day," said Isabelle Renault, president and CEO, St. Johns County Chamber of Commerce. "We hope to return to a traditional golf tournament in June 2021, but I heard that a good time was had by all participants this year!"



Photo by Susan Griffin

Food and refreshments are served to guests during the Chamber's Before Hours event at TPC Sawgrass on Sept. 9.

Before Hours

Continued from 20

golf and private events, its restaurant is also in operation (with adherence to CDC guidelines) and open to the public.

VerDorn said it is a common misconception the restaurant is private, but the dining space is actually open to the public seven days a week and

has plenty of space inside for guests to spread out, along with an abundance of outdoor seating.

Although life as we know it has changed, TPC Sawgrass has found ways to continue serving the St. Johns County community and the team was thrilled to have the opportunity to open its doors to the St. Johns County Chamber of Commerce PVB Division to reunite with one another, face-to-face, after many months.

BALLOON GLOW GALA

Light Up the Night

Help us Light Up the Night and support homeless men, women, families and youth in our community.

Nov. 14, 2020 • 6:30 – 10:30pm • \$125 per ticket*

Tringali Barn • 7310 US Highway 1 S. • St. Augustine

Enjoy Live Music, Great Food, Teathered Balloon Rides*, Axe Throwing, Casino, Silent Auction, Cigar Bar and More. • Indoor/Outdoor Activities • Open Venue

We expect this event to sell out quickly so purchase your tickets online today at www.stfrancisshelter.org. For more information contact Joyce Duffy at 904-824-8987 x2 or by email at joyce.duffy@stfrancisshelter.org.

Sponsorships available.

Proceeds to benefit
St. Francis House and
Fort in the Storm.

Florida Blue 

Ready to enroll?

**Florida Blue agents
are ready to make
it simple.**



Enroll by phone, in-person or online—whatever's best for you.

However you enroll, Florida Blue agents are with you every step of the way. They'll make it fast and simple. With their deep knowledge and expertise, they can answer any questions you have and quickly guide you through the process. And since they don't get compensated on selling you high-priced plans, they can focus on making sure you get a plan that fits your life, your budget and where you live.

Even after you're enrolled, they'll always be there for you to answer questions and connect you with any resources you may need at **Florida Blue** or even in your own community. Because after all they're from Florida, too. Call **1-800-205-7688** to speak to an agent today.

Health insurance is offered by Blue Cross and Blue Shield of Florida, Inc., DBA Florida Blue. HMO coverage is offered by Health Options Inc., DBA Florida Blue HMO. Dental Life and Disability are offered by Florida Combined Life Insurance Company, Inc., DBA Florida Combined Life. These companies are Independent Licensees of the Blue Cross and Blue Shield Association.

©2020 Blue Cross and Blue Shield of Florida, Inc. DBA Florida Blue. All rights reserved.

103083 0920

Call 1-800-205-7688.

Or visit **FloridaBlue.com** today and explore your options.