

# THE RECORDER



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December 8, 2022  
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PonteVedraRecorder.com



**Business Weekly featuring Holiday Real Estate Showcase**  
Page 20



**Christmas Trees for hospice patients**  
Page 5

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



## Beloved holiday musical to warm hearts

Photo by Shaun Ryan

Ponte Vedra High School drama students will present "Irving Berlin's White Christmas" Dec. 8, 9, 10 and 11. *Read about this iconic holiday production on page 26.*

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# INSIDE

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# Send us your news

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



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Plus, find the Recorder on Facebook at [www.facebook.com/ThePVRecorder](http://www.facebook.com/ThePVRecorder)

# PUZZLE SOLUTIONS

H	A	S	H	U	S	E	R	S	H	U	M	S
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# BRIEFS

## Gingerbread house competition is Saturday

The link will hold its second annual gingerbread house competition at 9 a.m. Saturday, Dec. 10. It is open to both members and nonmembers.

Families pay a participation fee and receive a gingerbread kit to build from. Members are \$65, nonmembers \$75. Proceeds will benefit the Sapna Foundation, a 501(c)3 that runs a self-directed learning center at the link.

Families will have four hours to build their houses, which will be on display until Dec. 16.

To register and to see competition rules, a list of prizes and further information, go to [thelink.zone/getactive](http://thelink.zone/getactive) and select Gingerbread House Competition.

The link is located at 425 Town Plaza Ave., Ponte Vedra.

## Palm Valley Road sidewalk project open house

St. Johns County will host an open house from 5 to 6 p.m. Thursday, Dec. 8, for the planned Palm Valley Road sidewalk project. The project intends to construct a new sidewalk and associated drainage infrastructure to improve mobility and safety for residents. St. Johns County Public Works staff will be available to answer questions and share details about this future asset to the community.

The open house will be held at THE PLAYERS Senior Community Center, 175 Landrum Lane, Ponte Vedra Beach.

## Seymour's Bookstore plans holiday sale

Seymour's Bookstore and the Friends of the Library are conducting a holiday sale in the lobby of the Ponte Vedra Branch Library through Dec. 23. The library is located at 101 Library Blvd.

## Donations benefit Pine Island Academy teachers

The link is collecting donated items for teachers at Pine Island Academy now through Dec. 30.

Copy paper, notebook paper, Expo markers, markers, Ziplock bags, tissues, Lysol wipes and hand sanitizer may be dropped off at the facility between 9 a.m. and 5 p.m.

Individually packaged snacks and drinks for the teachers' lounge are also being collected at the same times.

The link is located at 425 Town Plaza Ave. at the Nocatee Town Center.

## Alhambra plans New Year's Eve Gala

Ring in 2023 with great live music featuring Rainere Martin as Donna Summer at the Alhambra Theatre & Dining's New Year's Eve Gala. Dance all night to hits from Michael Bubl , Frank Sinatra and Natalie Cole performed by Leelynn and Danielle Osborn, and Marah Lovequist, accompanied by Crescendo Amelia Big Band. Organizers promise an unforgettable culinary experience from Executive Chef DeJuan Roy. Formal wear is requested.

Tickets are \$149 and can be purchased at [sales.alhambrajax.com/100/tickets.shows.html?s=1&playID=1432&code=DB&qty\\_target=0](http://sales.alhambrajax.com/100/tickets.shows.html?s=1&playID=1432&code=DB&qty_target=0). Or, call the box office at 904-641-1212.

## Palm Valley Market every Tuesday

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

## Grants available for small organizations

Applications for 2023 Competitive Small Organization Grants from The Community Foundation for Northeast Florida are now available. The deadline to submit an application is 5 p.m. Feb. 1, 2023.

These grants are open to nonprofit organizations in Duval, Clay, St. Johns, Nassau, Putnam and Baker counties with annual operating budgets of \$200,000 or less. Grant requests up to \$2,500 will be considered for funding.

Priority will be given to projects that:

- Build community
- Provide support for unmet basic needs
- Strengthen the nonprofit
- Support under-resourced children or youth
- Support diversity, equity and inclusion

For more information and to apply, go to [jaxcf.org/receive/small-organization](http://jaxcf.org/receive/small-organization).

## Grants available to nonprofits that help women and girls

Grant money is available from the Women's Giving Alliance (an initiative of The Community Foundation for Northeast Florida) for non-

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# Briefs

Continued from 2

profits in the area that provide services to women and girls.

The grant process has begun for 2023 funding from the alliance, which works to make a lasting impact on the lives of women and girls in Northeast Florida.

In response to the impact of current economic conditions, the alliance is offering one-time grants for agency workforce support or for client basic needs support. Learn more at [wganefl.org/apply-for-a-grant#applynow](http://wganefl.org/apply-for-a-grant#applynow).

Go to [jaxcf.formstack.com/forms/](http://jaxcf.formstack.com/forms/)

wga\_2023workforcesupport for the agency workforce support grant application and [jaxcf.formstack.com/forms/wga\\_2023clientbasicneeds](http://jaxcf.formstack.com/forms/wga_2023clientbasicneeds) for the client basic needs support grant application.

Printable versions are also available.

Instructions and guidelines are available at [wganefl.org/file/2022/WGA-Application-Instructions-and-Tips-2023.pdf](http://wganefl.org/file/2022/WGA-Application-Instructions-and-Tips-2023.pdf)

Eligibility:

- Organizations may apply for only one of the two opportunities available.
- One-year grant, amount up to \$50,000.
- Grant size cannot be more than 20% of organization's overall budget

For more information, contact Nikki

Sabol, WGA director, at [nsabol@jaxcf.org](mailto:nsabol@jaxcf.org) or 904-356-4483.

## The important role of oysters to be examined

Ribault Garden Club in Jacksonville Beach invites the public to visit during Garden Center Day and learn about oysters and how they actually filter pollutants out of our coastal waters. The event, "Clean Water? Thank an Oyster!" will be held from 10 a.m. to noon Jan. 19.

According to GTM research coordinator Dr. Nikki Dix, "The extraordinary filtration services of oysters in the GTM estuary are likely playing a role in keeping harmful algae blooms and fish kills

low in our area of Florida."

A single oyster can filter 50 gallons of water per day. The oyster reefs also provide stability for the shorelines and provide a natural habitat for hosting birds, different fish species and invertebrates.

In addition, about 50,000 pounds of oyster meat is harvested annually in St. Johns County alone.

Admission to this event is free. There will be refreshments, door prizes and a raffle.

Ribault Garden Club is located at 705 Second Ave. N., Jacksonville Beach.

— Compiled by Shaun Ryan

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### Exception Views in Sawgrass Country Club

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**3 Bedrooms, 4 Bathrooms, 1 Half Bathroom \$2,150,000**

### Oceanfront Home on Pete Vedra Blvd.

This oceanfront home on Ponte Vedra Blvd. with 110 ft. of ocean frontage sold for lot value only at \$10,500,000.



### Amazing Vistas in Deer Creek Country Club

Beautifully updated and well-maintained home offers spacious living with pool/spa with serene lake-to-preserve views. Conveniently located in the front of the gated community of Deer Creek CC, making it ideal for easy commutes. Once you are home you will feel like you are on vacation. Owner's suite is located on 1st floor along with living room, dining room, kitchen, butler's pantry, powder room, family room and office. Upstairs are 3 additional and spacious bedrooms, 2 full baths plus a flex space/theatre room. Sellers have many updates including fully renovated kitchen and bathrooms. Don't miss this one!!

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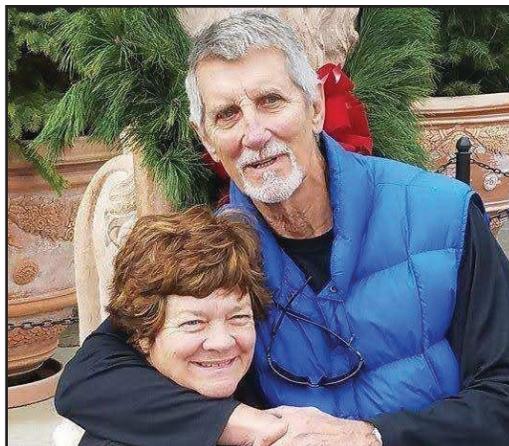
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**OBITUARIES**



**Patrick Louis Crotty**

The family of Patrick Louis Crotty of Ponte Vedra is saddened to announce his passing on November 14th, 2022 at the age of 79 years.

He will be lovingly remembered by his wife of 55 years, Phyllis; children: Shannon and Eric (Jennifer); grandchildren: Mac, Hannah, Ethan, Devon and Norah.

A private service will be held at the family's request.

**DEATH NOTICES**

**Carol Ann Covignon**

Carol Ann Covignon, 70, of Jacksonville, Florida, died Nov. 22, 2022. Arrangements by Quinn-Shalz Family Funeral Home & Cremation Centre. www.quinn-shalz.com. 904-249-1100

**Carol Marie Lee**

Carol Marie Lee, 71, of Jacksonville Beach, Florida, died Dec. 1, 2022. Arrangements by Quinn-Shalz Family Funeral Home & Cremation Centre. www.quinn-shalz.com. 904-249-1100

**Eva Reyes**

Eva Reyes, 73, of Ponte Vedra, Florida, died Nov. 25, 2022. Arrangements by Quinn-Shalz Family Funeral Home & Cremation Centre. 904-249-1100 www.quinn-shalz.com




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Photos by Shaun Ryan

Each of the trees decorated by volunteers for patients in hospice care is unique.

# Volunteers decorate trees for hospice patients

By Shaun Ryan

On Friday, Dec. 2, a group of volunteers gathered at the Marsh Landing Country Club to carry on a tradition of brightening the holidays for patients in hospice care.

The loose affiliation of ladies, many but not all residents of Marsh Landing, decorated about 60 two-foot Christmas trees in a variety of styles. After all the decorating was finished, the trees were donated to two hospices: Community Hospice & Palliative Care and Haven Hospice. Representatives of those organizations then took the trees to those under their care to be placed on patients' night tables. The Community Hospice trees went to the inpatient center at the Mayo Clinic.

"It's something the patients and the families appreciate," said Maryann Imbriani, a member of the Hospice Tree Project Committee.

It's also something that the volunteers look forward to each year.

"It's a wonderful project to be associated with," said Imbriani. "When I first sent out the 'save-the-date,' they started



Pamela Livingston-Kearney, Sandra Francis and Ruth Rendon of Haven Hospice, from left, arrive at the Marsh Landing Country Club to pick up 30 of the small Christmas trees decorated by volunteers for the patients under hospice care.

reserving trees and telling me how happy they are that the project continues."

The project was begun many years ago by the Marsh Landing Garden Club, but today the tradition is carried on by volunteers from the community. Marsh Landing provides the space they use, as well as a buffet for the volunteers.

Helping Imbriani with the logistics of the project were Karen Wilson and Peggy Lehman, who has been involved for the past 15 years, beginning with her membership in the garden club.

"I've loved watching it grow," said Lehman. "We've gone from, say, 24 trees to over 60. It's just very rewarding."

The trees were especially appreciated during the pandemic, when patients had no visitors. But even in regular times, these bright, cheerful little trees are a high spot for the patients, said Sandra Francis of Haven Hospice.

"It means that somebody cares," said Francis. "Some of the patients are in facilities and they have very little interaction. So, to get a tree that somebody made for them is just a great gift."



Volunteers gather to decorate trees for hospice patients.

**DAVID YURMAN**

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Steven Terrell is a sommelier who brings his business, *Uncorked Events*, to his customers. Level 3 Wines Certified, he is knowledgeable about wines of all types and enjoys providing themed events and sharing his knowledge during tastings.

## Steven Terrell

### As told to Shaun Ryan

#### Tell me about Uncorked Events.

I do educational wine tastings at private homes and businesses.

There are things that I'll teach: How do you identify the aromas? How do you identify the flavors? What's important? What are you looking for? It's not just: "Hey, that's a cool label."

A lot of people get stuck in a rut, so they only want to drink Chardonnay. They only want to drink Cabernet Sauvignon. So, I'm trying to help people push the boundaries a little bit.

I want to always have one that I think will be a home run wine so everybody will go, "Wow! I loved that." And the other ones, maybe you've not experienced them before. They're different.

#### How do you teach people what to look for?

There are certain things you can do. You systematically go through these things and learn. If it's "hot" in the sense that it burns or warms your mouth or throat, that means it's high in alcohol.

So, Sauvignon blancs, one is French. I call it "austere." It's going to be very European in its style compared to Sauvignon blanc from California. And then it will have some of the same characteristics, but it's going to be more tropical.

You might taste flavors of melon, or in the French version it might have aromas of grass or shale as opposed to tropical and fruity.

#### What kinds of things affect these attributes?

Just growing it in a different place is going to change what the flavors are. If you grow it in a climate that's cool without much rain, it's going to take longer for that grape to ripen on the vine. If it's grown in rocks or granite or schist or gravel, those kinds of soils, it takes minerality from the ground. But if it's in a different kind of soil, it might be more loamy or maybe even have some clay in there. Or volcanic soil. These things come into the grape.

The French term for that is "terroir." It's the surrounding bubble of influences that give it characteristics that are different in one area versus another.

So, it's the grape, and then it's the climate and the terroir, and then it's what the wine maker can do.

The winemaker can maybe ferment it in stainless steel. What that's going to do is keep all other influences out of the juice. But if you ferment it and maybe even age it in oak, that brings some of the oaky flavors in it.

A winemaker can do a lot of things. He can force certain types of fermentation. There's malolactic fermentation, where it converts malic acid into lactic acid. Lactic is more round, more smooth, even buttery, depending on the grape.

If you get a buttery Chardonnay, you know it's had malolactic fermentation, and it's probably been aged in oak.

#### How did you get involved in this?

I got into this during the pandemic. I've been a wine lover for a long time. So, we're all shut down, staying at home, not much to do. So, I enrolled in online wine classes with the Napa Valley Wine Academy.

They have four levels of certification. I went through



Photo by Shaun Ryan

the first three levels in the first year and a half. So, I'm a level three certified.

So, I decided I would just do this as kind of a hobby business. I'm semiretired. And this was something I thought would be fun to do.

#### You often use themes with these events. Tell me about that.

I did a tasting last year. We called it "Around the World in Six Bottles." That was what this particular couple wanted, and it was probably 10 or 12 people. And they didn't necessarily care about the grape, but how is a wine from South America similar or different to a wine from America or South Africa or Germany or France or Australia?

I have a number of themes that I'm prepared to just go with.

I'm from Virginia originally, so I love to do "Wines of Virginia." You're not going to get the style of California Cabernet, but it's still really great in its own way.

You can do a "Finger Lakes of New York" wine tasting with all those wonderful whites up there.

We did a Northwest U.S. wine tasting a few months ago. There were a lot of Pinot Noirs, Chardonnays and those kinds of things.

And I've got some offbeat kinds of things. We can do orange-colored wines, blue-colored wines, wines that smell and taste like bubble gum, licorice. I'm excited about those kinds of things. They're different. But not too many people sign onto that.

#### What do your tastings consist of?

I bring these wines in to help people get a broader appreciation of what's out there. I will introduce the wine, where it's from, what grape is involved – or grapes.

We'll talk about the area, so if it's from the Loire Valley of France, we'll talk about what's the characteristics of Loire. What can you expect from wine from that region of France?

I try to bring stories to the wine tasting, where it came from, what did the wine maker think and what's the back-story of the wine maker, of the winery, etc.

I do a lot of research.

#### What's your background?

I was and still am a management consultant. Thirty-plus years.

I've done a lot of the executive assessment feedback, coaching, development programs for companies.

I lived in Virginia until 2018. We came down here to be close to our daughter and our granddaughter.

Before all that: Bachelor's degree in music composition, Master's degree in education, Doctoral degree in global leadership development.

#### How do people contact you?

The business is on Facebook and Instagram. They could find me there. They could call me at 757-647-2571 or email me at [steven.uncorkedevents@gmail.com](mailto:steven.uncorkedevents@gmail.com).

**NOTE: This is an abridged version of the article. To read the full story, go to [pontevedrarecorder.com](http://pontevedrarecorder.com).**

# Ocean Palms hits fundraising stride with Otter Run

On Nov. 7 and 8, students at Ocean Palms Elementary School were seen zooming by in a blur of capes, hats, bandanas, faux animal ears and more at the school's annual Otter Run. Classes raced by grade level and donned accessories related to their class themes. With upbeat music and uplifting words of encouragement from the school's PE teachers, Coaches Bouaziz and Waters, and Training for Warriors instructor Phil Squatrito, it was a fun-filled event that kept everyone on pace.

As students closed in on their fundraising goal, they earned schoolwide incentives that included: favorite hat day, witnessing the administrative team wear crazy wigs for a week and later having them kiss Lily the pig, watching the principal sleep on the roof of the school, and, finally, cheering on teachers and staff as they sumo wrestled.

Due to the event, the school raised \$90,000, which will be used to enhance technology and outside play areas.

Fishman Pediatric Dentistry sponsored the event, where administrators and staff say school spirit finished first.



PE teachers Coaches Bouaziz and Waters prepare to lead students in the Otter Run.



Principal, Tiffany Cantwell, clad in her crazy wig, kisses Lily the pig as students reach their school-wide incentives.



Students at Ocean Palms hit the trail and raised \$90,000 at the school's annual Otter Run. Contributed photos

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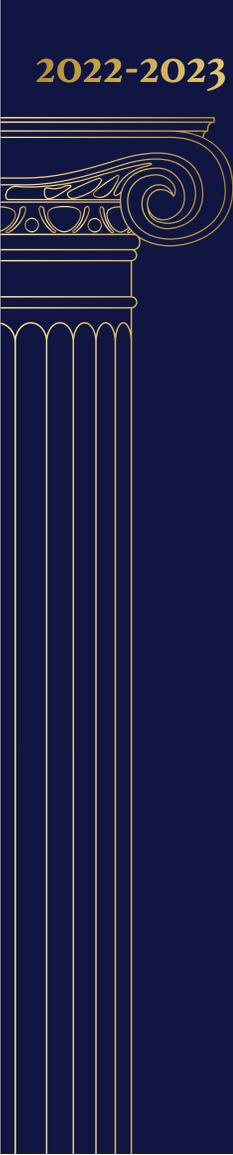
# St. Augustine Christmas Parade

The streets of St. Augustine were crowded Saturday, Dec. 3, for the annual St. Augustine Christmas Parade featuring Santa Claus, the Grinch, pirates, Star Wars characters, marching bands, dance troupes and much more.

Photos by Shaun Ryan



Tickets on sale now! Call 904.202.2886 or visit thefloridaforum.com



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# Luminaria kits available for event in Atlantic Beach, Neptune Beach

In partnership with the cities of Atlantic Beach and Neptune Beach, Berkshire Hathaway HomeServices Florida Network Realty has announced that Luminaria 2022 will be held Dec. 17 in Atlantic Beach and Neptune Beach. The rain date will be Dec. 18.

“Atlantic Beach is proud to partner with Berkshire Hathaway HomeServices Florida Network Realty for this holiday event that supports local nonprofit organizations,” said Atlantic Beach Mayor Ellen Glasser. “We look forward seeing the warm glow of luminarias lining the streets throughout our community.”

“We are thrilled to welcome this event to Neptune Beach,” said Neptune Beach Mayor Elaine Brown. “Luminaria provides a unique opportunity for our residents and visitors, and I know our neighborhoods and businesses will support Luminaria and enjoy lighting the night to benefit local charities.”

Each luminaria kit is handmade by Pine Castle, a Jacksonville charitable organization that empowers adults with intellectual and developmental differences through opportunities to learn, work and

connect. The kits are available for purchase right now and up to Dec. 17 while supplies last. They can be purchased at the Berkshire Hathaway HomeServices Florida Network Realty office at 375-1 Atlantic Blvd., in Atlantic Beach.

Each kit costs \$15 and contains the bags, candles and sand to assemble 12 luminarias. Cash or check only. (Make checks payable to Berkshire Hathaway HomeServices Florida Network Realty.) All proceeds from luminaria kit sales will be donated to local charities, including AB Cares, No Empty Stockings, Boy Scout Troop 15 and Pine Castle.

“We are so honored and grateful that the leaders of our beaches communities are supporting this magical celebration of the holiday season,” said Berkshire Hathaway HomeServices Florida Network Realty Founder and Chairperson Linda Sherrer. “We welcome everyone to help us light up the night and support our local charities.”

For more information, go to FloridaNetworkRealty.com/Luminaria.



Contributed photo

Luminaria 2022 will be held on Dec. 17. Pictured from left are, front row, Neptune Beach Police Chief Richard Pike, Atlantic Beach Commander David Cameron, Atlantic Beach Mayor Ellen Glasser, Neptune Beach Mayor Elaine Brown; back row, Berkshire Hathaway HomeServices Florida Network Realty President Ann King, Realtor Lee Elmore, founder and chairperson Linda Sherrer, CEO Kevin Waugaman and broker/manager Don Cline.

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**www.CityStAug.com**  
Visitor info @  
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The Nights of Lights and the park and ride shuttle are produced by the City of St. Augustine with funding assistance from the St. Johns County Tourist Development Council.

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# Providing light and Christmas cheer

## Sawgrass Marriott hosts annual tree lighting ceremony

By Anthony Richards

The Sawgrass Marriott is a little bit brighter after the golf resort and spa held its annual Christmas tree lighting ceremony Dec. 3.

The massive tree is a festive sight as it towers bringing holiday cheer to the hotel's lobby.

According to Sawgrass Marriott marketing manager Elizabeth Feezor, the tree lighting has been open to the public and taking place for nearly a decade, which has allowed it to become a tradition that people look forward to each year.

Santa Claus made an appearance from his busy schedule to attend the tree lighting ceremony, which also included refreshments and holiday cookies.

"It's just a nice way to kick off the season, and the locals know that we're a hub for that," Feezor said. "It's nice and warm and welcoming, and our culinary team does a great job every year with our gingerbread village, which we have every year of some sort."

The theme for this year's gingerbread village was "Winter Wonderland," and they did a hide-and-seek with a reindeer within the setup of the village.

That creativity shown by the culinary team, is just a sampling of the Christmas cheer that the resort hopes to share with those who visit during the holiday season.

Several children attended the event which gave it a family atmosphere. Those children were asked to come up next to the tree and clapped all together in order to help make the tree be lit and in full glow.

"People really love it, because it gives their families a chance to kind of come down from Thanksgiving and get ready for Christmas," Feezor said.

A high number of the resort's beach club and spa members come out to the ceremony each year. It usually follows the Sawgrass Marriott's annual Spa-liday celebration, and that was the case this year as well.

"We try to make sure that we have enough holiday events lined up through the season to not overwhelm people, but also making sure that we're keeping them busy," Feezor chuckled.

The entertainment for this year's tree lighting was provided by Elliott Dyson, who made the trip from Orlando to play the saxophone and offer a musical backdrop for the ceremony.



Victoria has a conversation with Santa.



Caroline and Connor in front of the Christmas tree.



Elliott Dyson provided musical entertainment with his saxophone during the ceremony.



Photos by Anthony Richards

The Sawgrass Marriott Golf Resort & Spa hosted its annual Christmas tree lighting ceremony Dec. 3.



The children at the ceremony clapped as a group to help officially light the tree.



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Dawn Sanchez and Alice Hickox.



Live music provided entertainment at the event.



Melissa Varnes, Geri Price and Felicia Cox.



Christine Griggs.

# Tis the season to spa

Below are photos from the Sawgrass Marriott hosting its annual Spa-liday event Dec. 1. The event offered a unique twist on the holiday season and has become a tradition at the resort and spa.

Photos by Susan Griffin



Delicious desserts were part of the event's tasty food choices.

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# Old Town Trolley celebrates 20 years of touring

By Anthony Richards

Old Town Trolley Tours of St. Augustine celebrated its 20th anniversary during an event Nov. 1 that included a festive atmosphere with food and music.

During the past 20 years, Old Town Trolley Tours has become a staple within the community for both local residents and tourists visiting the area.

General manager Dave Chatterton has been with the company in St. Augustine for all 20 years and has seen firsthand the changes and growth that have taken place during that time.

“Old Town Trolley has become the face of tourism in the area, and we wanted to say ‘thank you’ for that,” Chatterton said.

The event was put on with the entire family in mind, with the help of partnerships with local businesses. Some of the fun things to do included create-your-own snow cones and a 360-degree photo booth.

Roughly 1,000 people attended this year’s event, which featured live entertainment by the local group Rivertown Band.

One of the most evident examples of growth is the size of the Old Town Trolley Tours staff.

“We had around 60 cast members (what the company calls its employees) when we started all this, and now we have about 225 working for the company,” Chatterton said. “It has allowed us to create more opportunities to give to our cast members.”

According to Chatterton, the celebration was all about giving recognition to those who do not usually get it but are so vital to the overall success of the company.

“It’s about thanking everyone that makes this happen each day,” Chatterton said. “From the maintenance guys to the front desk people.”

He used Nights of Lights as an example of how much growth the area has seen over the years.

“It (Nights of Lights) has become this world-renowned event that people want to be a part of,” Chatterton said. “People no longer just stop in on their way down Interstate 95, because we are now a destination of our own.”

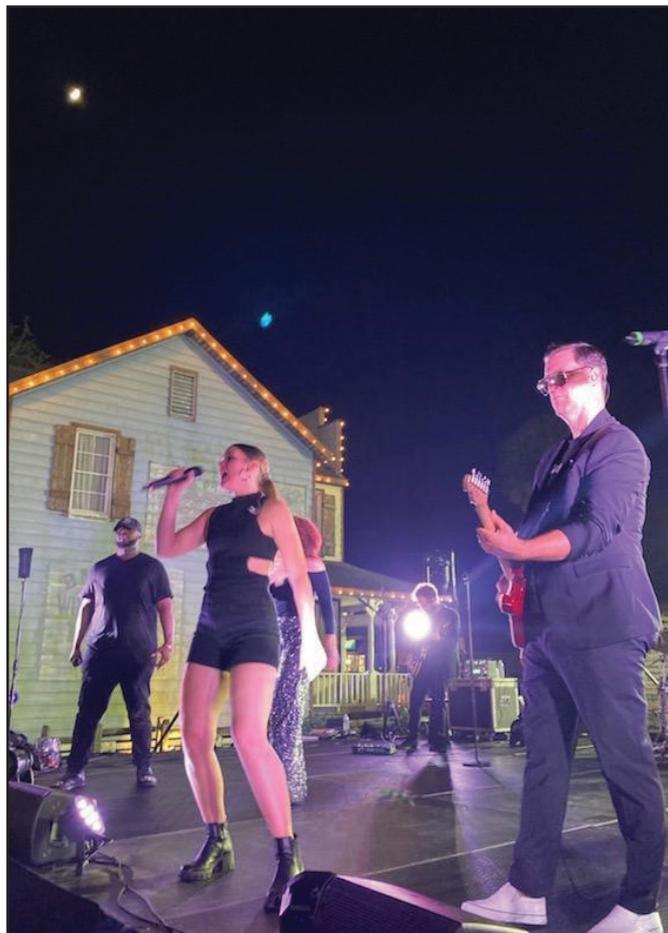
The tourism industry is all about the interaction between the public and those who work within it.

Old Town Trolley Tours has locations in seven other cities throughout the United States, but it is the unique feel and small-town vibe that Chatterton believes makes St. Augustine so special.

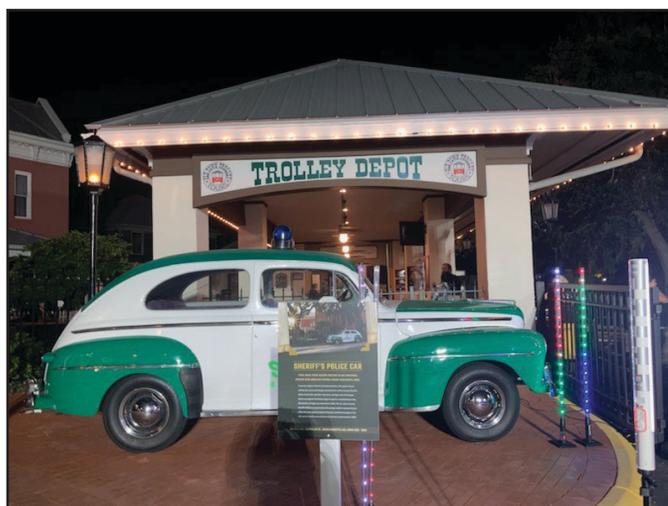
“If you ever want to know how our day is going or the services we provide, just ask one of our front-line cast members,” Chatterton said. “Our front line is who visitors have the most contact with, and they are so influential in what we do. We never forget that this is a living, breathing small town.”



St. Augustine Distillery was having fun as one of the vendors at the event.



The Rivertown Band provided live entertainment on the night.



An old Sheriff's police car sits out in front of the trolley depot.



Photos by Susan Griffin

Carol Maurer and Waine Banyas.



Jay Greene and Leigh Cort.



Attendees at the event ride on an Old Town Trolley, as the company celebrated 20 years.

# Tickets to THE PLAYERS Championship on sale now

Tournament officials have announced that tickets to THE PLAYERS Championship 2023 went on sale beginning Dec. 1. The PGA TOUR's flagship event is contested each March at THE PLAYERS Stadium Course at TPC Sawgrass — one of the most renowned venues in the world — and showcases the strongest field in golf competing for the largest purse on The TOUR, \$25 million.

THE PLAYERS Championship is one of the game's most coveted titles, with the likes of Tiger Woods, Jack Nicklaus, Rory McIlroy and Justin Thomas all claiming THE PLAYERS Championship trophy. In 2022 alone, the 144-player field featured representation from 25 countries, including 48 of the top 50 players in the Official World Golf Ranking and 123 of the top 125 players from the previous season's FedExCup Playoffs — the most of any tournament in the FedExCup era.

The experience at TPC Sawgrass makes THE PLAYERS a bucket-list destination for sports fans from around the world. THE PLAYERS Stadium Course at TPC Sawgrass was designed with the fan-



in mind and offers excellent viewing opportunities in the stadium-like setting, allowing fans to sit just feet away from top-ranked golfers while enjoying food and beverage options from a myriad of local restaurants.

“THE PLAYERS Championship annually puts forth the PGA TOUR's premier event and provides a won-

derful opportunity for golf and sports fans to experience Northeast Florida each March,” said Executive Director of THE PLAYERS Jared Rice. “This community embraces THE PLAYERS with a tremendous amount of pride, which is represented in the incredible hospitality shown to fans who attend from outside of this region.”

The tournament offers a variety of programming and entertainment alongside the competition, most notably Military Appreciation Day, which will take place March 8. The tournament honors those who serve by offering complimentary tickets for service members and hosting a ceremony with a special concert performance that takes place in the shadow of the 17th hole's island green.

Ticket Pricing (not including taxes and fees, prices may fluctuate based on market demand): March 7: \$35, March 8: \$35, March 9: \$95, March 10: \$95, March 11: \$95 and March 12: \$90.

Fans are encouraged to purchase tickets early to guarantee the lowest price; tickets can be purchased at [THEPLAYERS.com/tickets](http://THEPLAYERS.com/tickets).




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

Photos provided by Kathy's Creative Gardens & Nursery

**KATHY'S GARDENING GUIDE**

# Poinsettia: The Christmas Star

"Blessed is the season which engages the whole world in a conspiracy of love." — Hamilton Wright Mabie



**By Kathy Esfahani**

The modern association of the poinsettia plant with Christmas evolved from a Mexican legend. The story describes a poor child on Christmas

Eve gathering weeds along the road to decorate the church altar. When placed on the altar, the weeds turned into flowers of vibrant red and green colors!

Today, poinsettias are featured as a Christmas symbol, given as gifts, and used as holiday decorations. Large plants can be arranged to frame a doorway or fireplace, while smaller poinsettias make beautiful centerpieces for tables and mantles. Also known as the "Christmas Star," these plants symbolize hope, joy,



**Poinsettia Centerpiece**

love and purity. They are not necessarily flowers but instead red-topped shrubs. The star-shaped leaves make poinsettias a natural fit for the Christmas celebration.

Poinsettias are in bloom during the holiday season, showing off vivid red leaves called "bracts" with small round flowers in the center of the stalks. Place the plants in a sunny window and water when the top half inch to inch of soil is dry. Be careful not to let a poinsettia sit in water as these plants are susceptible to root rot.

A poinsettia plant can live as long as one to two years or more if given the proper care.

Although not always successful, it is possible to encourage regrowth during the next holiday season.

- For the first few months after the holidays (January through March), keep the poinsettia in a sunny location and water regularly. A houseplant fertilizer can be used during this time as new bracts appear.

- Spring months (April through May) are a resting period for poinsettias. After the leaves fade and drop, prune the stems back to no more than four inches and reduce the amount of watering.

- Begin increasing watering and fertilizing again during the warm summer months (June through September) to encourage growth. Replant the poinsettia in a larger pot with fresh soil. The plant can remain in a sunny area indoors or be moved to a partially shaded area outside.

- As cooler fall temperatures arrive, bring the plant indoors and reduce fertilizing.

- In early October, begin light treatment to encourage reblooming. Give the



**Flower of the Week**

**Poinsettia**

poinsettia at least six hours of sunlight combined with 12-15 hours of absolute darkness every day. Place the plant in a dark closet or cover with a cardboard box to achieve these dark hours. Water as needed during the hours of sunlight.

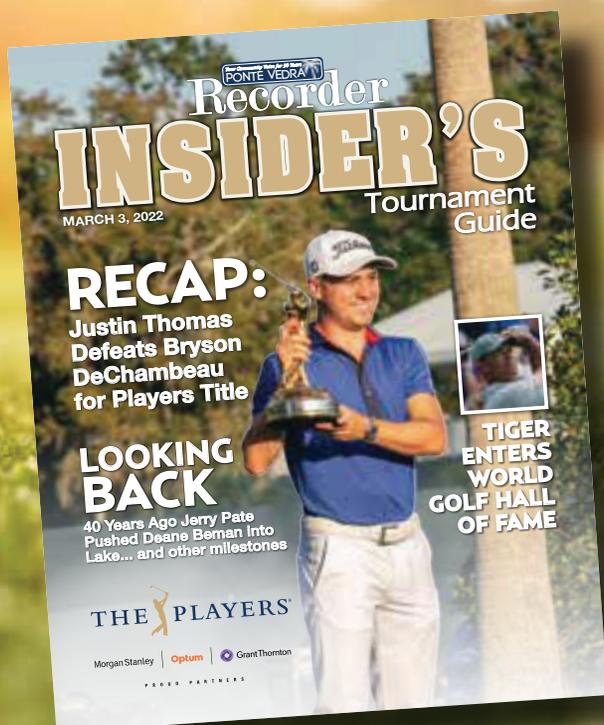
- Finally, as Thanksgiving nears, the poinsettia should begin to produce buds and new bracts. There is no longer a need for the hours of darkness; place the poinsettia in a sunny location and enjoy!

We hope you have a wonderful holiday season!

*Flower of the Week: Poinsettia*

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

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## AT THE LINK

# Garvey helping to modernize federal computer systems

By Shaun Ryan

The recent pandemic forced a lot of professionals to work from home, which at first blush sounds like a good thing. But it's not always conducive to productivity.

It was something Matthew Garvey learned firsthand. He loved his family, but as executive vice president — digital services for a major consulting firm, he really needed an office.

At the time, the link was still under construction at 425 Town Plaza Ave., in the heart of Nocatee. And, like a lot of people, Garvey was curious about it. What was this 22,500-square-foot structure? When he discovered that it was, among other things, a co-working space, he knew his search for an office was over.

"I saw pictures of it, and it looked beautiful," Garvey said. "It looked like the perfect solution that just coincidentally walked into my life at the right time."

Like the link itself, the professionals who work there tend toward innovation and forward thinking. If there is a trait they seem to share, it's a willingness to tackle new ideas and define themselves apart from the crowd.

And Garvey is no exception. After earning his juris doctor, he went to work in investment banking. When he was among the many who lost their jobs in the financial crisis of 2008, he turned to friends he'd made while serving as an intern for then-Sen. Bill Nelson. That led



Photo by Shaun Ryan

**Matthew Garvey, executive vice president — digital services with Octo Consulting, says he likes the vibe of the link.**

to a job in federal government contracting.

Because his new position was based in technology, he knew he would have to get up to speed if he was going to

engage in meaningful conversations with his clients. He launched a years-long journey, including a graduate program at the Massachusetts Institute of Technology and a CTO program at Wharton

Executive Education.

The hard work paid off. In 2016, he went to work as a program manager for B3 Group Inc., an award-winning IT consulting firm specializing in digital services and innovative technology solutions, advancing to the role of executive vice president. Then, when Octo Consulting bought the company, he made the transition as a senior executive in the new firm.

Today, he and his team of 300-plus are working on one of the largest technology modernization programs in the public sector in support of the U.S. Department of Veterans Affairs. That transformation will save tens of millions of tax dollars and provide a modern user experience that's identical to the systems and applications they use in their personal lives.

Garvey said he likes the idea of collocation as it exists at the link.

"You can talk, and you can learn, and you can grow, and you can find a new business or evolve your current one," he said. "That vibe is really attractive, especially in the technology space. There's a tremendous amount of energy."

He's also found the environment to be family friendly.

"My kids have been to my office 1,000 times," he said. "They always have a blast."

He added that he was grateful for the facility.

"It serves a need that I don't know anybody would have thought of," he said. "It fits beautifully within the community."

# Members find work-life balance solution at the link

As an innovation and activity center, the link in Nocatee is a vehicle to attain work life balance. Numerous levels of coworking options exist, while the studios and lobby offer activities for the family. An annual membership allows the purchase of workspace in the smartest office space in the area.

The 22,500-square-foot building opened in July of 2021 and includes 21 furnished private offices, all with floor to ceiling glass walls, keyless entry through a smartphone Bluetooth app, building and balcony access 24/7. Private office company names are included in the digital directory in the lobby at reception.

Office sizes are varied, starting with the one desk "mini" office for the most efficient rate. Some of the larger corner office suites include built-in whiteboards and wall-mounted monitors.

For an open workspace, there are two ways to make the link a "third home." Grab an open desk and connect to fast

WiFi and power with a floating desk. Or a Dedicated Desk can be selected to set up workspace on a standing motorized desk with cubicle partitions.

As a business incubator, co-working space and community centerpiece, the link has been recognized with positive reviews.

Here are three:

- "It's been life-changing moving to Nocatee and being a part of the link." — office member Nick Crouch
- "It's pretty cool. My daughter knows I work here, but she also knows that she has fun times playing here." — office member Jim Blake
- "What really makes the link unique is the community of support for entrepreneurs, and also the fact that they have so many events and activities for people of all ages." — office member Brad Morrison

Tours can be scheduled Monday through Friday by emailing [sales@the-link.zone](mailto:sales@the-link.zone) or calling 904-299-3671.

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Chelsea Fisher, Brittany Jones and Tori Christiansen of Swamp Haven Rescue, pictured from left, with a copy of the calendar's cover.



Contributed photos

The 2023 Pin-Up Paws calendar is now available for purchase.

# Pin-Up Paws party celebrates calendar release

The spectacular Renaissance St. Augustine Historic Downtown Hotel was the setting recently for this year's annual Pin-Up Paws party, the major fundraiser for the St. Augustine Humane Society.

Guests enjoyed music by Rob Peck and the Matanzas Allstars, a buffet meal and

a Prosecco station. Pete Melfi with the 904Now served as emcee for the evening and party-goers participated in a silent auction, wine pull, cash bar and old-fashioned photo booth.

In addition to its role as fundraiser, the Pin-Up Paws party also serves as the of-

icial unveiling of the 2023 Pin-Up Paws Calendar.

"On behalf of the St. Augustine Humane Society, I would like to thank every person who attended our annual Pin-Up Paws fundraiser, bid on our auction items or supported us in any other way over

the past year," said Executive Director Carolyn Sindad Smith. "We have a skilled, dedicated and compassionate staff whose main goal is to keep pets and their humans together – forever. Community

PIN-UP PAWS continues on Page 17

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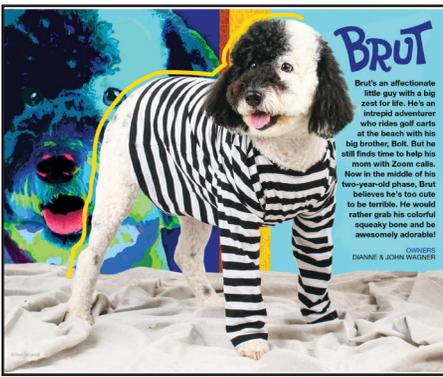


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Brut is one of the canine stars of this year's calendar.



Nacho is one of the feline stars of this year's calendar.

## Pin-Up Paws

Continued from 16

support of our projects and events is the only way to ensure that vital services like our low-cost spay and neuter program, our pet pantry and our wellness checks can continue.”

The calendar is now available for purchase. Photographer Addison Fitzgerald donated his talents and studio time to capture the unique personalities of each of the 13 calendar models. Fine artist Maribel Angel contributed her artistry to create a one-of-a-kind, keepsake calendar featuring each pet as a pop-art superstar.

Calendars are \$12 each, plus shipping and handling where applicable. They can be purchased online at [www.staughumane.org](http://www.staughumane.org) or in person at the St. Augustine Humane Society, 1665 Old Moultrie



Community support provided much-needed surgery for this little guy.

Road, St. Augustine.

For further information regarding the St. Augustine Humane Society, call 904-829-2737 ext. 111 or send an email to [media@staughumane.org](mailto:media@staughumane.org).



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# Keep Your Pets Healthy and Happy This Holiday Season



Dr. Lauren Pastewka

The holiday season brings fun and festivities for the entire family, including your four-legged family members. Whether you are traveling for the holidays or hosting friends in your home, this season can sometimes be overwhelming for your pet and their normal schedule. From seasonal food items in the kitchen to new decorations in their surround-

ings and homes filled with many guests, the holidays can be a challenging time for your pets.

Here are some things to know and better prepare for to keep your pets happy and healthy this festive season:

## Food

In general, there are ingredients that are dangerous for your pets, but combine that with special holiday cuisine and there are some additional items to keep your pets away from. Holiday cookies that contain chocolate or raisins, dishes with pungent vegetables and spices, bits and pieces from a cheese board and candy are just a few

examples of foods to avoid. Ensure that your pets are away from where food is being prepared and served so they cannot reach it.

## Holiday Decorations

We love when our homes are decorated with beautiful lights, festive plants and tons of sparkly tinsel, but these holiday decorations can be harmful to our pets. Some common holiday decoration dangers to avoid your pet having access to include tinsel and low-hanging ornaments on your tree, batteries from electronic décor, gifts lying around and even edible decorations. Holiday plants like poinsettias, lilies and mistletoe can also be life threatening if consumed. If you are dressing your pets in festive outfits, make sure the entire outfit is secured and fits comfortably.

## Pet Stress

With family, friends and even some new faces coming together to celebrate this time of year, all of the excitement can cause stress on your pets. It is important to recognize signs of distress and how to keep them calm. Some signs of distress include pacing, whining or barking, licking and changes in behavior. If you notice any of these signs, you might set up a quiet space away from all the festivities with treats, toys and other comfort items to make your pet feel more at home and to keep them

preoccupied. If these behaviors persist, be sure to consult your veterinarian.

## Traveling With Your Pets

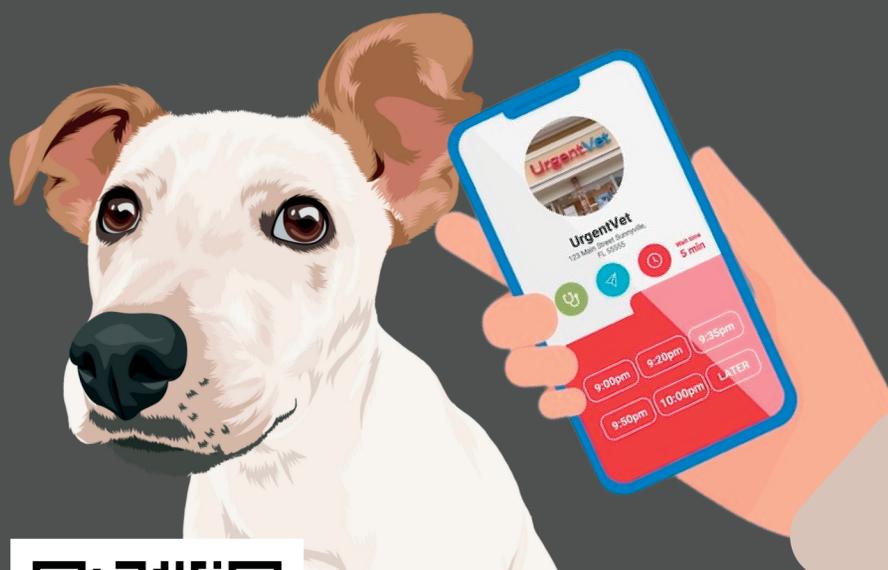
It's easy for us to pack our bags and hit the road, but if you are traveling with your pets, ensure you are thoroughly prepared, whether it is a long road trip or a flight. If traveling by flight, make sure you have the correct documents such as permits, health certifications and vaccination records. For a road trip, having your pet's favorite toys, treats, an appropriate carrier and planned rest stops along the way are key to a safe and comfortable trip.

If you have any concerns about your pet this holiday season, whether it is from something they may have consumed or if their behavior changes, speak to your veterinarian immediately to ensure a happy and healthy holiday celebration for all.

**Dr. Lauren Pastewka is chief veterinary officer at Pet Paradise, a comprehensive pet health care provider of overnight boarding, resort-style day camp, professional grooming and NewDay Veterinary Care. Dr. Pastewka leads 30 NewDay Veterinary Care clinics and teams located in Pet Paradise resorts nationwide. For more information, go to [petparadise.com](http://petparadise.com).**

# Tips to introduce a new dog to your other dog

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The value dogs bring to a home is undeniable. Dog owners and their families may welcome a new dog with open arms because they recognize these pets provide unconditional love and can make their human companions smile no matter what else is going on in their lives. However, other dogs may be considerably less enthusiastic about rolling out the proverbial welcome mat to another furry member of the family.

In recognition of the potential difficulties of welcoming a new dog into a home where a dog already lives, the Humane Society of the United States and the American Kennel Club offer these suggestions to help dogs get along from the moment they meet.

- **Make introductions on neutral territory.** The HSUS recommends familiarizing dogs with one another outdoors. Outdoors is neutral territory, so a dog that's already well-established in a home is less likely to feel threatened here than if it meets its new housemate indoors in an area it already thinks is its own. The HSUS recommends walking dogs separately on a leash during this introduction, ideally at a distance where they can see each other but are not provoked by the other's presence. Carry treats and reward the dogs for seeing each other.

- **Keep a watchful eye on body language.** The HSUS notes that hair standing up on a dog's back, teeth baring, growling, a stiff-legged gait, or a prolonged stare indicate a defensive or wary response from a dog. The sight of these postures merits an immediate interruption to the interac-



tion. If dogs respond in a more relaxed and comfortable way during the introduction, the distance between them can be reduced, though owners should still be mindful of their body language.

- **Recognize puppies and older dogs may react differently.** The AKC notes that puppies are developing communication skills, so they may not recognize the rules that older dogs are trying to establish. So a puppy may be willing to play with an older, larger dog, while the older dog may growl at its younger companion. The AKC notes that this is alright so long as the older dog does not become aggressive and injure the puppy. Growling can help the younger puppy learn and can be an effective way for the older dog to communicate.

- **Separate the dogs during initial inside introductions.** The HSUS recommends using a sturdy and tall baby gate to separate dogs when introducing them inside. Watch how they interact with this barrier in place and reinforce positive interactions with treats.

Introducing a new dog to a home where a dog already lives can be challenging. But various strategies can help such interactions go smoothly.



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# Business Weekly

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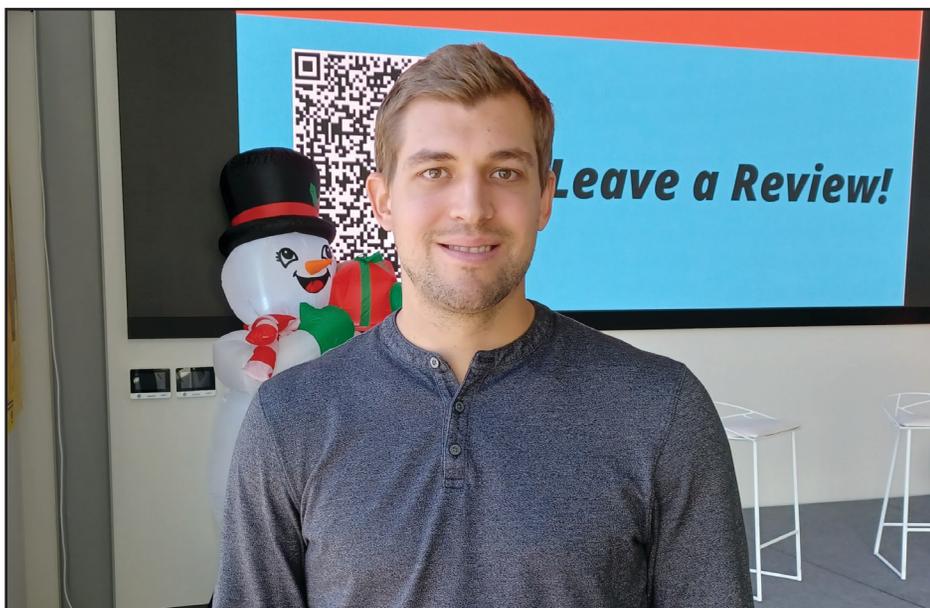


Photo by Shaun Ryan

**Brian Ferlin has a successful real estate development company and works from the link in Nocatee.**



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## Former NHL player finds success in real estate

By Shaun Ryan

One of the most important things Brian Ferlin learned while pursuing a career in the NHL was the value of perseverance. In fact, it's a quality that has served him well in his post-hockey days as he established and built his real estate development firm, B3 Ventures.

But perseverance is not something learned without obstacles to overcome.

Hockey is a game closely associated with the cold North. And, as a Jacksonville native, Ferlin knew he had to prove himself.

"If you have that mentality, no one's going to want you to succeed more than you want yourself to succeed," he said. "That's always my thing. I always push myself harder than other people can push me."

That perseverance took him from the local ice rink in his youth to Cornell University to the world of professional hockey.

"It definitely wasn't an easy route," he said. "My parents sacrificed a ton, both in time and just financially. They were driving me all over the state at a young age and flying me all over the country to play in tournaments. I definitely would not have even come close to where I got without them and everything they did for me."

### The NHL

Hockey is not a sport for the hesitant or cautious. And Ferlin, who said he has never really had a fear of failure, moved to Indianapolis halfway through high school so that he could play junior hockey with the Indiana Ice in the U.S. Hockey League. There, he would be coached by Jeff Blashill, who later went on to coach the Detroit Red Wings.

Ferlin's outstanding play resulted in his selection for the 2011 USHL All-Star Game. He also represented the United States at a major tournament in Europe. Two good seasons resulted in a commitment to Cornell, where he had a solid career.

In his junior year, he was drafted in the fourth round by the Boston Bruins orga-

nization, where he played at first in their Providence, Rhode Island, farm system team.

In 2015, during his rookie year with the Boston Bruins, he made his first NHL point in a game against the Chicago Blackhawks. It remains one of his favorite memories because it was broadcast on national television and his family got to attend the game. In addition, his dad, being from Chicago, had a lot of friends who could attend, being season ticket holders.

Unfortunately, Ferlin sustained injuries that kept him off the ice, and after a brief stint with the Edmonton Oilers' affiliate, the Bakersfield Condors, he retired from professional hockey.

### Real estate

"Like a lot of people when they get done playing sports, I didn't know what I wanted to do," Ferlin said.

He'd long had an interest in real estate and even took some elective classes on the subject while at Cornell, so that was the path he selected.

Returning to Jacksonville, he connected with Corner Lot CEO Andy Allen, who offered him a job as assistant land development manager.

"It was a life-changing opportunity," Ferlin said, "because without that opportunity, I wouldn't be sitting here where I am today."

He accepted the offer and worked under the company's then-director of land development, Lee Hutchins.

"He kind of took me under his wing and taught me really everything I know," Ferlin said.

After about a year, he began to manage his own projects, including some large ones.

"The cool thing for me is I got to see so much and so many different types of projects just in a fairly short time," he said.

Then, in November 2021, Ferlin launched his own company. In his first year, he's seen a lot of success. He currently has about 1,200 units or lots in the works and has sold a large subdivision to

# Real estate business supports key fundraisers

Berkshire Hathaway HomeServices Florida Network Realty recently supported two major fundraising events benefitting St. Jude Children's Research Hospital and St. Francis House and Port in the Storm. The St. Augustine branch office served as a sponsor of the Spanish Street Fiesta at the Fountain of Youth Archaeological Park and the Balloon Glow Gala at Tringali Barn.

More than 200 people attended the Spanish Street Fiesta hosted by St. Jude Miracle on the Bayfront Gala, enjoying an interactive evening of live music, entertainment, delicious food and libations on the Fountain of Youth grounds.

The event's committee featured

the leadership of Berkshire Hathaway HomeServices Florida Network Realty Realtors including Donna Matthews as the event's committee chair. Committee members included Berkshire Hathaway HomeServices Florida Network Realty Broker Manager Tracy Glochau, Realtor Sheri Davies and President Ann King.

The Spanish Street Fiesta raised more than \$47,000 for St. Jude Children's Research Hospital.

The St. Augustine branch office also served as a sponsor of the Balloon Glow Gala benefitting St. Francis House and Port in the Storm. Realtor Amy Alloways served on the event's committee.

In addition to hot air balloons, the

Balloon Glow Gala featured live music, ax throwing and gourmet bites, raising more than \$123,000 for St. Francis House and Port in the Storm.

"Driven by our company's culture, our team has a long tradition of advocating and supporting the charitable events and organizations within our communities," said King. "We are active promoters and supporters of local fundraising events, raising money for charities and nonprofit organizations and seeking opportunities to provide assistance to those in need."

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



Contributed photos

Pictured from left, Berkshire Hathaway HomeServices Florida Network Realty's Laura Kelly, Tracy Glochau and Amy Alloways at the Balloon Glow Gala.



Pictured from left, Realtor Jenny Burnett and Elizabeth Betancourt at the Balloon Glow Gala.



Pictured from left, Realtor Donna Matthews, Matthew Hill and Belle Casada at the Spanish Street Fiesta.



More than 200 people attended the Spanish Street Fiesta.

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# PulteGroup opens for sales at Rolling Hills in St. Johns County

*Intimate single-family home community minutes from downtown St. Augustine*

PulteGroup has announced that sales are underway at Rolling Hills. Located in St. Johns County, Rolling Hills is a new construction community offering only 46 homesites and single-family homes from the \$300,000s.

“After hosting a successful VIP sales event, we are pleased to open for sales at Rolling Hills,” said Tony Nason, president of PulteGroup’s Northeast Florida Division. “Homeowners will enjoy living minutes from downtown St. Augustine, beautiful beaches and A-rated schools with convenient proximity to I-95.”

Rolling Hills offers 50-foot homesites and seven consumer-inspired, single-family home designs, ranging in size from 1,590 square feet to 3,266 square feet. Pulte’s wide range of home plans include three to five bedrooms with spaces built for spacious modern living. Rolling Hills has no CDD fees and low HOA dues.

The community is near St. Augustine Beach, the Matanzas River, Anastasia State Park and historic downtown St. Augustine. Rolling Hills is zoned for A-rated schools in the St. Johns County Public School District. The community is less than five miles from I-95 and near upscale shopping and dining.

To learn more about Rolling Hills, call 904-479-0822 or go to [pulte.com/jacksonville](http://pulte.com/jacksonville).



Rolling Hills Master Site Plan



A view of the Rolling Hills site plan.

Contributed image



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# Jingle and Mingle set for Dec. 14

The annual Jingle and Mingle — St. Johns County Chamber’s holiday party — will be held from 5:30 to 7 p.m. Wednesday, Dec. 14, at the Yards in Ponte Vedra Beach. The cost is \$40 for members, future members and guests.

Register today at: [sjchamber.com/events/details/pyb-division-jingle-mingle-holiday-event-12-14-22-9273?calendarMonth=2022-12-01](https://sjchamber.com/events/details/pyb-division-jingle-mingle-holiday-event-12-14-22-9273?calendarMonth=2022-12-01).

The Yards is tucked into the famed Sawgrass Players Club neighborhood and expertly pairs boutique charm with lush ambience. This premier networking event will feature door prizes, hors d'oeuvres and drinks. Bring your spouse or friend to the celebration.



# Benchmarks of Success

*A look at major career changes in the area*

## Chris Shee recognized for service to community

MasterCraft Builder Group’s founder and CEO, Chris Shee, has been awarded the Danny Tanton Community Advocate Award by the Alpha-Omega Miracle Home. The award recognizes those who act with dedication and selfless service in their community. In addition, Shee is the first runner-up for the ECI Everyday Hero Award, a chance to recognize and show appreciation to ECI Software Solutions’ customers who give back to their communities and are making a difference in the lives of others.

Philanthropy is at the heart of everything Shee does, having raised more than \$1.5 million in the last several years for local organizations through community events, including Clays for a Cause and Concerts for a Cause.

Alpha-Omega Miracle Home is one of the many beneficiaries of these events, and since the fall of 2020, Shee has helped raise more

than \$163,000 in revenue for that organization.

In addition, Shee’s work with Seamark Ranch led him to receive first runner-up for ECI’s Everyday Hero Award. Specifically, the support and expertise he provided in designing and constructing two new 6,000-square-foot residential properties at Seamark Ranch while also saving the organization more than \$500,000 in construction fees.

## Visitors & Convention Bureau CEO to retire

The St. Augustine Ponte Vedra & The Beaches Visitors and Convention Bureau has announced that Richard Goldman will retire as president and chief executive officer on Dec. 31 after 13 years of service to the organization and its stakeholders.

Goldman joined the Visitors and Convention Bureau in 2009 and has been responsible for maintaining and enhancing the area’s success as a popular tourism and meetings destination. Prior to joining the bureau, he served as the senior vice presi-

dent and chief marketing officer for Amelia Island Plantation where he managed a 13-member, in-house advertising and marketing operation.

Goldman’s career started at the Ogilvy & Mather advertising agency in New York followed by 17 years working for Ryder & Schild Advertising in Miami, including 10 years as the firm’s vice president for marketing and research.

Under Goldman’s leadership, the bureau advanced advertising and marketing programs, including rebranding, that elevated the destination to a prominent role on the world tourism stage. In the last 13 years the organization has facilitated measurable tourism growth across all metrics, including record-breaking bed tax collections for St. Johns County (from \$4.6 million in 2009 to \$22.7 million in 2022).]

Visitor spending last year supported 32,400 jobs, \$854.2 million in tourism payroll compensation, and \$3.8 billion in economic impact for St. Johns County.

**BENCHMARKS** continues on **Page 24**

## Featured LISTINGS

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# The Plantation plans community open house

The Plantation at Ponte Vedra Beach will open its gates to the general public from 1 to 4 p.m. Saturday, Dec. 10, for a community open house. A variety of homes will participate in the event; they range in price from \$1 million to \$2.5 million.

Visitors will be able to view The Plantation's championship golf course, tennis

facility, pickleball courts and amenities park featuring a croquet lawn and playground. After guests make their way through the community viewing participating homes, they are invited to stop over to the Beach Club to experience The Plantation's private oceanfront property.

In the past, the event has attracted more than 100 visitors. Visitors are

invited to check in at The Plantation gate house for home listings, maps and amenity tours.

The Plantation is a premier, private residential neighborhood in Ponte Vedra Beach with luxury amenities located at 101 Plantation Drive. For more information regarding The Plantation go to [theplantationpvb.com](http://theplantationpvb.com).

## NHL Player

Continued from 20

D.R. Horton.

Essentially, Ferlin approaches property owners to see if they would be interested in selling. If so, he takes the land through permitting and rezoning processes, preparing it for sale to developers of communities and national home builders. All of the preparation he puts into the property adds value to it.

Another side of his business is consulting.

### A chance to reflect

Ferlin maintains a desk at the link, a co-working space at 425 Town Plaza Ave., Ponte Vedra. Because he and his family live in Nocatee, he said he can simply walk or ride his bike to work.

"It's a great place to network, too," he said. "I meet all sorts of interesting people."

Looking back over the years, Ferlin recognizes that, while perseverance played an important role in his success, the support of others was also important.

"I've had a lot of people in my life, from my parents and coaches to guys like Andy and other people, who have really helped me get to where I am," he said. "So, I'm thankful for everything a lot of people have done for me."

## Benchmarks

Continued from 23

### Flagler Health+ announces executive leadership promotions

Flagler Health+ has announced the promotions of Angie Metcalf and Donna Wagner.

Metcalf, who had previously served as executive VP, chief HR officer, has been promoted to executive VP, chief administrative officer. She will retain her previous responsibilities over



Angie Metcalf



Donna Wagner

the human resources and marketing communications function in addition to responsibilities for the partnership integration.

Wagner, who recently celebrated 10 years with Flagler Health+, has been named VP, chief nursing officer, a role she previously held on an interim basis. Wagner has an extensive nursing background including time spent as a nursing assistant; a bedside nurse in Med/Surg, ICCU, ICU and open-heart recovery; a nursing educator and adjunct professor; as well as having experience in quality patient experience.

— Compiled by Shaun Ryan

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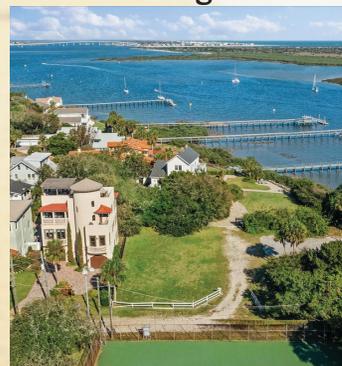
North Beach - \$1,375,000  
4BR/3BA, 3225 sq. ft., built 2013, three levels, elevator, walk to beach.  
MLS 1201951

291 Valley Grove Dr.  
Ponte Vedra



Nocatee - \$795,000  
Preserve View, 3BR/2.5BA with den, 2589 sq. ft., built 2016.  
MLS 193497

Vacant  
Building Lot



Lighthouse Community St. Augustine - \$525,000  
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# JAXUSL talks economic impact during EDC breakfast

Representatives from JAXUSL were on hand during an St. Johns County Chamber of Commerce EDC breakfast Dec. 2 to talk about the economic impact expected in St. Johns County with the return of professional soccer to the area in 2025.

Photos by Susan Griffin



JAXUSL founding owner and managing director Steve Livingstone speaks to those in attendance during an EDC breakfast Dec. 2.



Chamber president/CEO Isabelle Renault presents Vicar's Landing CEO Bruce Jones with the Fred Schroeder Economic Development Member of the Year award.



Randy Bradley and Karen Everett.



Carole Everitt, Bonnie Hayflick and Matt Price.



Attendees help themselves to some food during the EDC breakfast.



Ann Ashworth and St. Johns County Sheriff Rob Hardwick.

# In the Arts

Send your arts news to  
news@pontevedrarecorder.com

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www.PonteVedraRecorder.com



Photos by Shaun Ryan

"Irving Berlin's White Christmas" cast members rehearse a dance in the show.

## 'White Christmas' comes to Ponte Vedra

By Shaun Ryan

One of the most beloved holiday musicals to ever grace the silver screen will take the stage this week, giving local audiences the gifts of laughter, heart-warming romance and a bit of that Yuletide spirit they yearn for at this time of year.

Nearly 100 Ponte Vedra High School students have come together to present "Irving Berlin's White Christmas," which opens tonight (Dec. 8) and will run for six performances.

Directed by PVHS theater teacher Jason Nettle and choreographed by Maureen Straub Craig, the live version differs slightly from the 1954 Paramount Pictures film, but as Nettle says, "It's still everything that you loved about the original classic."

"White Christmas" tells the story of Bob Wallace and Phil Davis, two World War II veterans who have made a name for themselves as a song-and-dance team. When they stop in a club and discover a talented sister-act, the results are mixed. Phil is smitten with Judy Haynes while Bob and Betty Haynes don't exactly hit it off.

Ultimately, the four of them end up at an inn in Vermont owned by Bob and Phil's onetime army commander, retired Gen. Waverly. But there's a problem. The unseasonably warm weather has discour-

aged tourists, thus endangering Waverly's investment.

To save the inn from bankruptcy, the performers put together a big show in hopes that it will bring in paying guests.

Featuring some of Irving Berlin's most popular songs, the show is a perennial favorite of audiences everywhere — even in Florida where white Christmases are the stuff of either memory or myth.

Junior Clairia Williams plays Betty Haynes.

"I like how strong of a character she is," Clairia said. "She's really almost like a mother figure to her younger sister, Judy, who's more light-hearted and spirited. She's more mature and has to 'hold down the fort.' It's really awesome to play that role and associate myself with that character."

Clairia has performed in several previous shows at PVHS and has been the understudy for some of the leads.

And, despite living in the Sunshine State, she has experienced actual white Christmases.

"My mom and dad are from North Dakota and Wyoming, so we've gone there during Christmas," she said. "I love the snow. It's amazing."

Junior Cairo Maughan, who plays Bob, has also seen white Christmases, both in Utah and during a trip to Switzerland.

Cairo, who has appeared in several

shows at PVHS since his freshman year, enjoys the evolution of his character.

"He's a really fun one to play," he said, "because he goes through a huge change."

One challenge Cairo faced was that the songs were written for a baritone or tenor, and he is a bass.

"I've put a lot of practice into that," he said.

Sophomore Colby Ryczko plays Phil, a role he thoroughly enjoys. The character is a dynamic counterpoint to Bob's commonsense reserve.

"It is so much fun," he said. "I feel like I can be myself in a way. I can be so happy and very expressive."

Colby, too, has experienced true white Christmases.

"I was born in Canada," he said, "so for many years I got to see a lot of snow. I miss it so much."

Maureen Straub Craig, a former professional dancer from New York who now teaches musical theater and dance at Heather Loveland Dance Academy in St. Johns, brings her own style to the show's choreography. While much of the dancing is classic musical theater, she also had to teach the students tap.

"This cast really works hard," she said. "I really push them and challenge them, and they just continue to rise to the challenge."

In all there are 40 cast members, 30

students who work backstage and 23 jazz band members playing the songs live.

Nettle said he likes introducing his students to musicians like Irving Berlin. Music, he said, that has stood the test of time.

But there's another reason Nettle finds "White Christmas" special.

Ten years ago, he and his future wife, Katie, performed in the show at Alhambra Theatre & Dining.

"I proposed to her at Alhambra after the show," Nettle said. "We got married a year later."

Currently, Katie Nettle is back at Alhambra, playing Betty in "White Christmas." Nettle is directing and playing Waverly.

"This show has meant a lot over the last decade for us," Nettle said.

**"Irving Berlin's White Christmas" will be presented at Ponte Vedra High School at 7 p.m. Dec. 8, 9, 10 and 11; and at 2 p.m. Dec. 10 and 11.**

**Tickets are \$10. They can be purchased with a credit card at pvhsdab.com. They can be purchased at the door, but tickets there will be sold for cash only.**

# Holiday Shoppes finds new home at Ponte Vedra Concert Hall

By Anthony Richards

For the 32nd year, the First Coast Cultural Center opened up its Holiday Shoppes to the Ponte Vedra Beach community with this year's event being held at the Ponte Vedra Concert Hall.

The Holiday Shoppes is one of the Center's major fundraising efforts each year.

"It has been going on for a long, long time, and people really look forward to it," FCCC Executive Director Donna Guzzo said. "I had a woman tell me earlier today that, 'You know there are a lot of these popup shops around this time of year, but this is high quality.'"

According to Guzzo, the comment meant a lot, because offering "high quality" items is what they strive to do in order to help set themselves apart and what she believes has made the Holiday Shoppes a unique and lasting event over the past 32 years.

"It's very upscale, which is what the Ponte Vedra women want," Guzzo said.

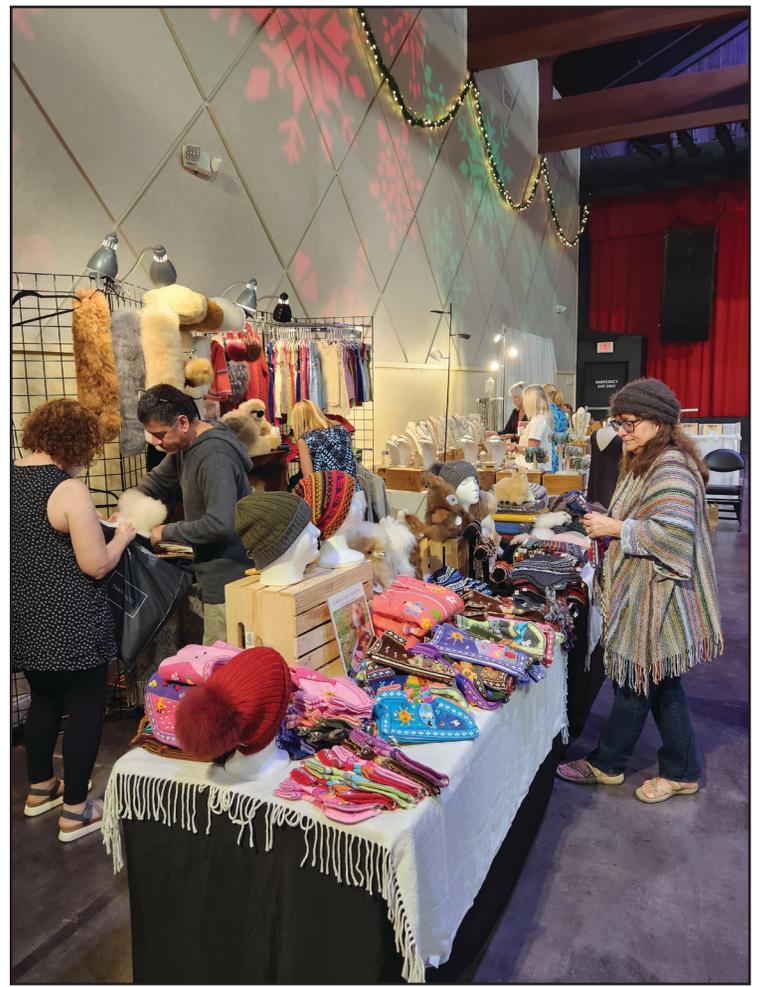
The event is later this year, as it is typically held in November, but finding a venue to host this year was something they were working on late into the process.



Old Colony Woodworks of St. Augustine was one of 18 vendors that took part in this year's event.



There was a wide selection of items to pick from at this year's Holiday Shoppes.



The First Coast Cultural Center held its 32nd Annual Holiday Shoppes at the Ponte Vedra Concert Hall Dec. 2 and 3.

Photos by Anthony Richards

SHOPPES continues on Page 28

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# Shoppes

Continued from 27

However, although it took a little longer to work out the details, getting the Ponte Vedra Concert Hall as the site was something that Guzzo was happy with, as she felt it just seemed like the perfect fit.

“The Ponte Vedra Concert Hall wasn’t available until this weekend, but we figured that’s O.K., we’ll just have the event for the first time in December,” Guzzo said. “It worked out well.”

There were 18 vendors that took part in this year’s event, many of which came in from out of town to participate in the showcase.

“With 18, it really seems like the magic number,” Guzzo said. “Everybody is comfortable, and they have enough space to both setup and walk around.”

A special twist to this Holiday Shoppes, was a display of some of the creative selection from photographer Paula Veloso, whose “Eyes are the Window to the Soul” exhibit made its world premiere at the event.

Veloso’s exhibit will be on display at the First Coast Cultural Center located at 3972 3rd Street in Jacksonville Beach until Dec. 22.



The world premiere of “The Eyes are the Window to the Soul,” by photographer Paula Veloso also took place at the Holiday Shoppes.



The Holiday Shoppes serves as a fundraiser for the First Coast Cultural Center.



Photos by Anthony Richards

Having the Holiday Shoppes at the Ponte Vedra Concert Hall allowed plenty of space for vendors to setup and attendees to move around.

# Local writers to read their work at meeting

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First Coast Cultural Center

Each month, the FWA Ponte Vedra Writers group supports area writers with workshops designed to help them improve their craft. But in December, writers have the opportunity to demonstrate what they’ve learned by sharing their own work at the annual open mic meeting. The group assembles at 2 p.m. Saturday, Dec. 17, at the Ponte Vedra Beach Branch Library.

“Instead of listening to a workshop

facilitator, the open mic meeting allows our writers their place in the spotlight by reading some of their best work to their peers,” said group leader Vic DiGenti. “This is done in a non-judgmental atmosphere. Writing is a personal artform, and often done in seclusion, so our intention is to celebrate the progress of each writer and lift them up.”

DiGenti said the meeting is open to all writers and all genres, whether poetry, fiction or nonfiction. Depending on the number of participants, each person will have between eight and 12 minutes to read, and it can be something new, old or a work-in-progress. Advance notice is required for those wishing to participate. Email DiGenti at [vicdig@mac.com](mailto:vicdig@mac.com).

The meeting will include a book exchange, and those attending should bring one or two books (in good shape) to share with others. Any books not taken will be donated to Seymour’s, the library’s bookstore.

The Ponte Vedra Writers group is part of the Florida Writers Association, a statewide, nonprofit organization dedicated to the support of both aspiring and published writers in any genre.

The Dec. 17 meeting is free and open to members and nonmembers alike. For information on FWA go to [floridawriters.org](http://floridawriters.org).

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# Sports



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## Garcia's goal leads Panthers past Hornets

By Anthony Richards

Santiago Garcia's goal was the difference, as the Nease Panthers boys soccer team improved to 3-0 on the season with a 1-0 win on the road against the Yulee Hornets Dec. 1.

It was the first goal of the season for the senior midfielder, and it could not have come at a better time, as the Panthers needed it to avoid a tie and keep their streak of wins going to open the season.

Garcia was fed the game-winning goal by defenseman Jack LaGrandeur, his first assist of the season as well.

The Panthers continued to get strong goaltending from junior Evan Miriello, who made six saves in the game,

and earned his third shutout.

Miriello faced a lot of shots against the Hornets, but he was up to the task each time. He is averaging 3.7 saves per game.

The fact that the Panthers have yet to allow a goal in each of the first three games is a credit not just to Miriello stellar play in net, but the tenacious play of the defense in front of him.

Sophomore Tyler Ghazanfari has taken the reigns defensively with a team-high 58 steals on the year, while LaGrandeur has 44 steals.

Junior Austin Mills wound up with the most scoring opportunities, as he led the team with three shots on goal

against the Hornets.

The win meant that the Panthers passed their first road test of the season after home victories against Menendez, 2-0, and Beachside, 2-0.

Arijan Batovac has been a consistent offensive presence with nine shots on goal through three games to lead the Panthers, followed by Mills with eight and seven from senior midfielder Brogan Donnelly.

Other goal scorers for the Panthers through three games, include Aiden Kennedy, Sergio Reyes, Mills, Garcia, and Donnelly.

Ghazanfari leads the team in minutes, having played all but five minutes in the first three games.

## Ponte Vedra boys basketball has looked comfortable, confident in early going

By Anthony Richards

The Ponte Vedra boys basketball team has started the 2022-23 season on a hot streak and are 4-0 as a result, following a pair of victories against Bolles (Dec. 2) and Fletcher (Dec. 6).

However, it is not just that the Sharks are winning the games, but how they have gone about beating all four opponents they have faced so far.

The Sharks have an average margin of victory of 17.5 points, including three by 20-plus points.

On the road against the Bulldogs, it was the "Ritchie and Ritchie Show," as Ben Ritchie scored a team-high 27 points, while Sam Ritchie followed suite with 20 points of his own.

Together the two combined to make nine three-pointers on the night, as the Sharks outscored the Bulldogs 20-8 in the third quarter to extend their 39-32 halftime advantage en route to a 74-52 win.

Israel Nuhu added 12 points to go with three blocks,

and senior guard Nathan Bunkosky was a key facilitator with five assists in the game.

The Sharks followed it up earlier this week with a dominant 64-44 victory against Fletcher in front of the home crowd.

Bunkosky was feeling it as a shooter against the Senators, as he shot 75% from the field and led the team with 17 points.

Ben Ritchie and Nuhu joined him in double figures with 16 and 14 points, respectively. Ben Ritchie added eight rebounds as well.

David Sanchez Barrera demonstrated his skills as a point guard on both ends of the floor with seven steals and three assists against the Senators.

The Sharks trailed early, 15-11, but used a dominant second quarter, in which they outscored the Senators 20-6 to take full control of the game and never look back.

The Sharks will be put to the test this weekend, as they



File photo

**Nathan Bunkosky has provided a senior leadership role in the first four games for the Sharks.**

will play in the Windemere Prep Hoopfest tournament against Kissimmee Poinciana at 7:30 p.m. Dec. 9 and Tampa Catholic at 1:30 p.m. Dec. 10.

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1	2	3	4		5	6	7	8	9		10	11	12	13
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17					18						19			
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52	53	54				55				56		57	58	59
60					61				62		63			
64					65						66			
67					68						69			

**ACROSS**

1. Chop up
5. Ones who utilize
10. Sings with closed lips
14. South American hummingbird
15. Serves as a coxswain
16. Liquor distilled from coconut or rice
17. Spur
18. Senile
19. Tanzanian people
20. Cruel
22. Boxing's "GOAT"
23. Yokels
24. London soccer team
27. Chinese chess piece
30. Supervises flying
31. 007's creator
32. Shaft horsepower (abbr.)
35. A spider makes one
37. Liquefied natural gas
38. Opaque gem
39. Brazilian palm
40. Periodical (slang)
41. You might step on one
42. Marvin and Horsley are two
43. Partner to cheese
44. Unpleasant smell
45. Field force unit (abbr.)
46. Fashion accessory
47. Cool!
48. Time zone
49. Songs to one's lover
52. German river
55. Go bad
56. Sword
60. Very eager
61. Leaf bug
63. Italian seaport
64. Napoleon Dynamite's uncle
65. Member of Jamaican religion
66. Large wading bird
67. Carries out
68. Eternal rest
69. It holds up your headwords

**DOWN**

1. Not low
2. Small water buffalo

3. A mark left behind
4. Archaic form of have
5. Fiddler crabs
6. Popular Hyundai sedan
7. Deport
8. Making over
9. Midway between south and southeast
10. Arabic masculine name
11. Type of acid
12. Popular 1980s Cher film
13. Outdoor enthusiasts' tools
21. Chinese city
23. "Star Wars" character Solo
25. The bill in a restaurant
26. Old, ugly witch
27. Burn with a hot liquid
28. To claim or demand
29. "A Doll's House" playwright
32. Involuntary muscular contraction
33. Pea stems (British)
34. Double or multiple fold

36. No longer is
37. Lakers' crosstown rivals (abbr.)
38. S. American plant cultivated in Peru
40. Cloth or fabric
41. Flanks
43. Disfigure
44. Angry
46. Baltic coast peninsula
47. Large, flightless birds
49. Plants of the lily family
50. Medieval Norwegian language
51. Polio vaccine developer
52. Not soft
53. Exchange rate
54. Voice (Italian)
57. Baseball's Ruth
58. Famed guitarist Clapton
59. Take a chance
61. Wife
62. Elaborate handshake

### SUDOKU

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

Level: Advanced

**Here's How It Works:**

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



Contributed photos

Haylee Hite, left, and Gina Faunce hold up the district trophy.

# Inaugural swim team brings Beachside early success

St. John's County has experienced record-breaking growth over the past couple of years and with that growth, a new school — Beachside High School — was opened Aug. 15 on the east side of I-95.

Playing for a new sports team at a new school can sometimes be difficult at the start of the season. There is a lot of planning involved and many obstacles to overcome. But for the BHS Barracudas' swim team, the swimmers, the coaches and the parents have jumped right in to assist and help build the success of the program.

The 2022-23 inaugural swim and dive team is made up of swimmers at all different skill levels, ages 14-17. There are no seniors this year as the first graduating class will be in 2024. The team consists of 28 total swimmers, 21 female swimmers and seven male swimmers.

But this small swim team has been performing above and beyond throughout the season at a 2A level.

The BHS Barracudas went on to compete at the local level at the 2A district competition in Gainesville with all seven male swimmers competing, as well as 12 female swimmers and two divers. BHS walked away with the girl's 200 medley relay championship and the 200 free relay championship with Haylee Hite, Gina Faunce, Kyra Lagatoris and fresh-

man Reese Boswell leading the way to an overall second place girls' finish.

Other notable finishes include:

**Boys**

- 400 Free Relay – 3rd place
- 200 Medley Relay – 2nd place

**Individual Performance Boys**

- 3rd place 50 Free – Nico Garvey
- Champion 100 Breaststroke – Peter Manelis

**Individual Performance Girls**

- 3rd Place 100 Back – Reese Boswell
- 2nd Place 100 Back – Gina Faunce
- Champion 100 Back – Haylee Hite
- Champion District Diver – Olivia Riegler

The next stop was the regionals 2A in Pensacola at the UWF campus. The BHS Barracudas swimmers competed with 17 swimmers and one diver and finished with the following times:

- 2nd place 200 IM – Haylee Hite
- Champion 100 Back – Haylee Hite
- 3rd Place Individual Diver – Olivia Riegler

As the season concluded, the Barracudas attended the 2A state competition in Stuart with the team bringing nine swimmers and one diver that included two relay teams and four individual event contenders.

The BHS Barracudas came home with medal-placing finishes:

- 2nd Place 100 Breaststroke – Peter Manelis
- 2nd Place 100 Butterfly – Peter Manelis
- 6th Place 200 IM – Haylee Hite
- 2nd Place Diving – Olivia Riegler

The BHS Barracuda swim team is under the supervision of Coach Lauren Huss and Cyro Tavares.



Coach Cyro Tavares, left, and Peter Manelis, the second place State Champion in 100 Brest, 100 Fly.

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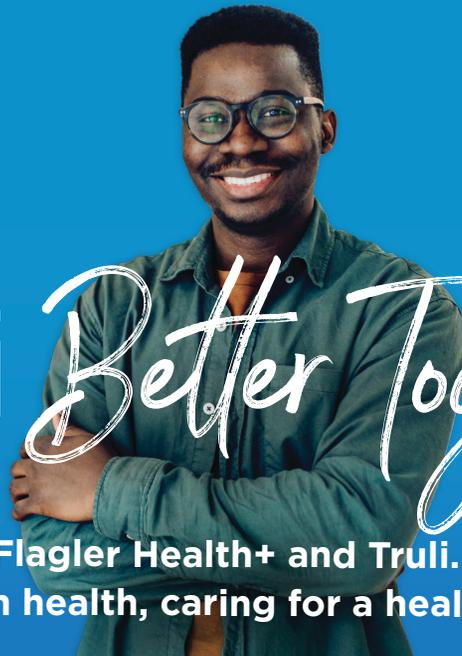
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