

*JACKSONVILLE*

MAY 2008 | VOLUME 2, ISSUE 2

# Jetsetter

The Official Information and Visitor's Guide for the Jacksonville Aviation Authority  
Jacksonville International Airport • Craig Airport • Herlong Airport • Cecil Field

Inside This  
**Issue**

THE MOST FAMOUS

**Hole in  
Golf**

**ORLANDO  
Travel Guide**





# FROM THE PUBLISHER

## JACKSONVILLE Jetsetter

*Jacksonville Jetsetter*, The Official Information and Visitor's Guide for the Jacksonville Aviation Authority, serves Jacksonville International Airport, Craig Airport, Cecil Field, Herlong Airport and Jacksonville's Metropolitan Area. The *Jacksonville Jetsetter* will take you inside the Jacksonville Aviation Authority in an effort to keep you informed of the many issues surrounding your airport system, and the services provided. Each issue will spotlight private airline companies, concessionaires, businesses operating in our airports, and private companies that are part of the tapestry of the aviation industry. These companies provide revenue that funds the day-to-day operations so that public tax dollars are not required. The Aviation Authority and its Partners maintain runways, hangars, terminal buildings, air cargo, airport grounds and road connections to the public highway system. The companies spotlighted also contribute to the overall economy of Jacksonville by creating jobs and investing in our community.

Unfasten your seat belt, let your hair down, place your seat in the reclining position and enjoy *Jacksonville Jetsetter*.

### EDITORIAL

Welcome back! It's been a couple of months since we last talked. We've put together another exciting issue of Jacksonville Jetsetter! At the request of several of our readers, a travel section was added. What better place to travel than your own back yard. I'm talking about Orlando! It's one of the top vacation getaways in the entire world! Okay, that's my opinion, but think about it.....hmmmmm, Orlando has a myriad of vacation resorts and restaurants. Entertainment for the entire family, you name it, it's there..... Universal Studios, EPCOT, Sea World, Islands of Adventure and Disney. Have you checked out the dinner shows? Arabian Knights for an example is totally awesome! I've never been to a restaurant where forty horses run past you while you're eating! If you love excitement, try out Arabian Knights or Medieval Times. Other shows such as Capone's Dinner Show, Dolly Parton's Dixie Stampede or Makahiki Luau at Sea World are really cool. How about a who dun it? Murder Watch Mystery or Sleuth's Mystery Dinner will surely intrigue you! For the golfer, you must stay at Ginn Reunion Resort. Ginn offers three championship golf courses designed by Arnold Palmer, Jack Nicklaus and Tom Watson. That's 54 holes of unforgettable golf. Especially if you play well! Anika Sorenstan's ANIKA Academy is located there as well. Ginn even has its own water park....fun for the entire family!

If you're looking for a different experience, hop on Southwest's New Non-Stop flight to Las Vegas or grab Express Jet to the Big Easy, these are two new services out of JIA. The Jacksonville Aviation Authority is constantly working to attract new airlines and services to Jacksonville. The new concourse is just about complete. With this addition, I'm confident there are big things on the horizon!

The Jacksonville Aviation Authority should be commended for its accomplishments since the split of the Sea and Air Ports. Both the Aviation Authority and JAXPORT has grown by leaps and bounds! Jacksonville and Northeast Florida has benefited greatly!

Hope you enjoy this issue Jacksonville Jetsetter! I'll see you in a few months! These are my opinions, I welcome yours! Sincerely,

Eric Demps, Publisher  
*Jacksonville Jetsetter*

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# Contents

JACKSONVILLE JETSETTER WINTER 2008

### FEATURE STORIES

PAGE 1

#### Blue Skys Ahead

JAA Restructures \$40 Million in Variable Rate Demand Bonds

PAGE 2

#### The Most Famous Hole In Golf

by Ward Clayton

Page 6

#### ACI Benchmarking Survey Program

Page 7

#### Racing Towards Diversity Conference

featured speaker Christopher Gardner

Page 10

#### A Hero Among Us

Page 11

#### JAA welcomes New Board Members

Page 12

#### Bahama Breeze

"Why I need a Caribbean Escape"

Page 14

#### Ginn Reunion Resort GOLF RESORT OF THE YEAR

Page 20

#### Flight Time Radio

PAGE 21

#### She's got the Look

Ponte Vedra resident host national show

PAGE 22

#### EXPRESS JET

NEW Non-Stop to New Orleans

PAGE 24

#### SOUTHWEST AIRLINES

NEW Non-Stop to Las Vegas

PAGE 26

#### ENDLESS SUMMER IN ORLANDO

Resorts, Dining, Entertainment

Page 41

#### TSA to Pilot Airport Employee Screening

Page 42

#### Improving Air Travel

Page 43

#### Use a member of FMAB when buying a home.

by John Demps, President FMAB Jacksonville Chapter



# Blue Skies Ahead

**JACKSONVILLE – March 21, 2008 - During their March 17 meeting, the Jacksonville Aviation Authority board of directors approved the restructuring of nearly \$40 million in variable rate demand bonds in a move aimed at reducing the authority's exposure to uncertain credit market conditions.**

The JAA, which owns and manages Jacksonville International Airport, Cecil Field, Craig Airport and Herlong Airport, has \$224.7 million in total outstanding debt. Of that, \$39.6 million, or 18%, is in variable rate bonds.

Those variable rate bonds had been insured by Financial Guaranty Insurance Corp., or FGIC. But because of the turmoil in the subprime mortgage market, FGIC's credit rating was downgraded below the Triple-A level, which resulted in a wider interest rate spread. That, in turn, greatly increased the JAA's interest rate, which increased to 9.6%.

After issuing a request for proposals through its financial adviser, Orlando-based PFM, the JAA selected Compass Bank as the low proposer. The JAA now pays a fixed interest rate of 3.4116% on the bonds until 2024.

"The action taken by the board reduces the interest expense to the authority and stabilizes our outstanding debt obligation at a fixed rate," said Richard Rossi, JAA's chief financial officer.

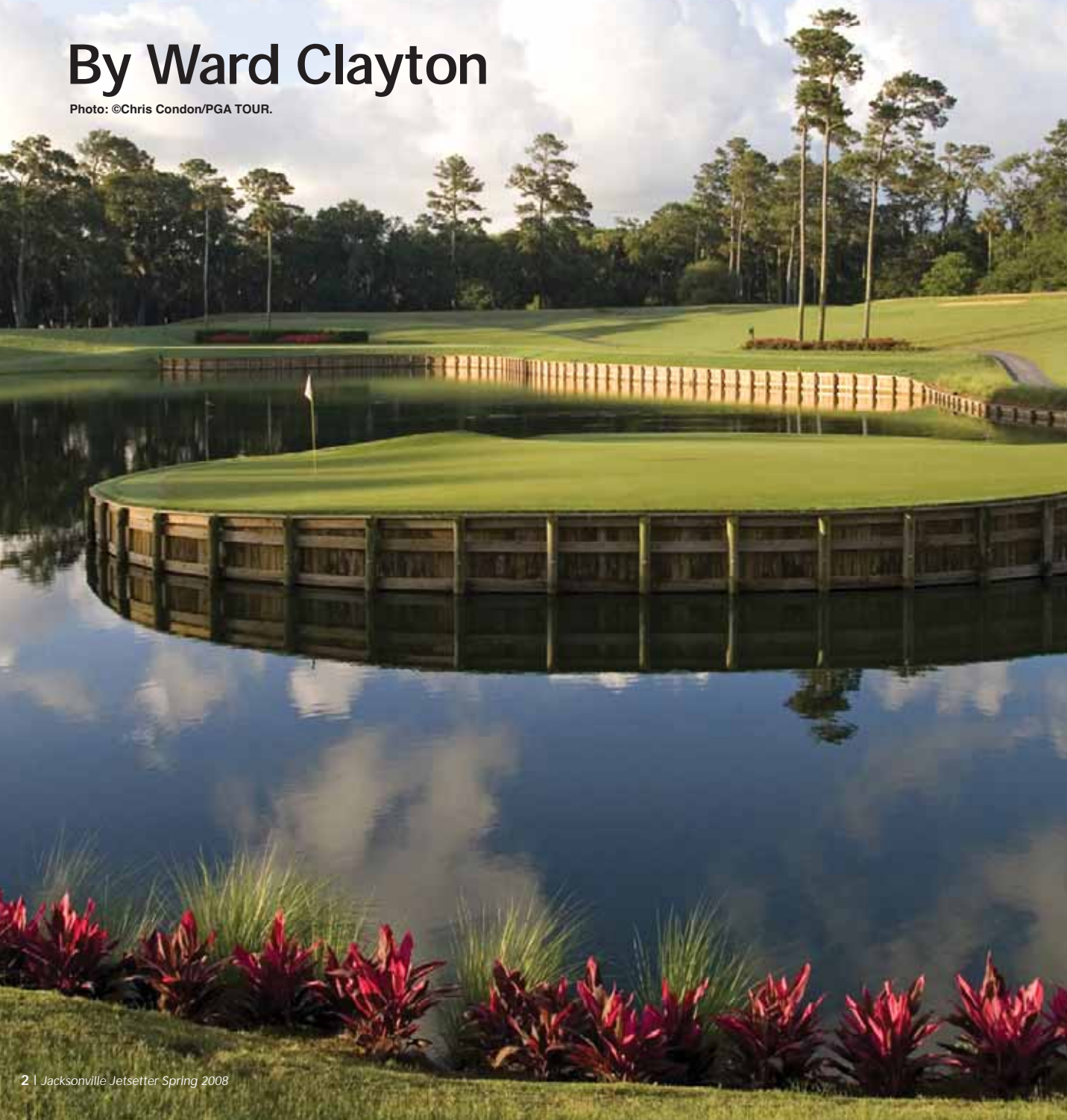




# The Most Famous Hole in Golf

By Ward Clayton

Photo: ©Chris Condon/PGA TOUR.



Brad “The Russian” Krosnoff chose this as his final resting place. The setting appears quite tranquil, with beautiful blue water, surrounding hills, a light breeze blowing, birds singing, manicured grass surrounding tall pines and oaks and a definitive, centerpiece island green.

Krosnoff, a longtime PGA TOUR caddie, was a smart man, with an undergraduate degree from Yale and a law degree from Dickinson, and claimed a rare triple by toting winning bags on the PGA TOUR, Champions Tour and LPGA. When he died in Pittsburgh at age 67 in early March 2003 after a long battle with leukemia, his widow, Peggy, shipped his ashes to John “Bucky” Buchna, Joey Sindelar’s longtime caddie, in Jacksonville, FL. The directions were to honor Krosnoff’s final wish of spreading the ashes over the water on the 17th hole of the Stadium Course at the Tournament Players Club at Sawgrass. Veteran TOUR player Dan Forsman presided over a ceremony just before the 2003 PLAYERS Championship, with 16 caddies in attendance.

“He just liked the hole,” says Buchna, a friend for 15 years. “He always said he wanted his ashes spread there.”

It was as if Krosnoff was making some type of sacrifice to the golf gods to help his brethren in golf who have walked this way. Not that it worked. Consider the estimated 120,000 balls – approximately three per player that everyday golfers seemingly enjoy splashing down annually. Or that during the Super Bowl XXXIX media party in February 2005, 1,650 shots were attempted and only 101 (6 percent) found the green. Divers can get rich off this, entering the water four times per year to fetch the waterlogged balls and sell them back to the pro shop for seven cents per ball. Everyday players who have late-afternoon tee times will often skip numerous holes on the back nine to try the 17th as dusk settles in. “I rode up behind the tee one day and watched a man pull out a dozen new Titleists, open the box and promptly hit every one of them in the water,” says TPC at Sawgrass superintendent Fred Klauk. “He didn’t give it a second thought.”

Or just remember what happened 23 years ago when Angelo Spagnolo, a 31-year-old Pennsylvania grocer, played here in the Golf Digest-sponsored “America’s Worst Avid Golfer” contest. On a steamy June day in 1985, Spagnolo hit 27 balls in the water from the tee box and drop area. Finally, TOUR rules officials directed him to putt down the cart path on the left and up the narrow path that leads to the green from the back left. Spagnolo totaled 257 to “win” the Digest title – keyed by a 66 on 17. Former TOUR Commissioner Deane Beman dubbed the path leading to the green, “Angelo’s Alley.”

Or recall a much less-publicized moment. In the early 1980s, longtime GOLF Magazine editor George Peper was having a terrific round on the newly opened course, which was then made more even treacherous by the many unkempt areas. He came to 17 with hopes of shooting a near-par round. His tee shot was just short, and he proceeded to the drop area, with hopes of salvaging his round. A sand wedge shot also found water, spinning off the front of the green. In frustration, Peper tossed the club in the air. It lodged in the lower limbs of one of the overhanging pine trees. Peper retrieved another club in an attempt to dislodge the first. That one stuck also, followed by a third club in the tree. The group behind and the following one were waved on. Thirty minutes later, Peper used his 7-iron to get all of the clubs down. “I’ve always been good with a 7-iron,” Peper jokes. “Of all my time in golf, that is by far the most embarrassing moment.”

These mere humans experienced their devastation in near solitude. But consider the field in THE PLAYERS Championship. They face a packed house seated along a hillside amphitheater and in surrounding corporate chalets, informed by a huge electronic scoreboard that measures the distances of approach shots and balls in the water. Give the players an ample preview of the hole from the adjacent 16th hole and a walkway to the 17th tee that skirts the edge of the pond. Then include the immense televisions focus on the 137 yards of real estate, all with the highest purse in golf on the line.

PGATOUR.COM has broadcast Live@17 during THE PLAYERS for eight consecutive years, capturing every shot by every player with commentary by a rotating group of broadcasters and former TOUR players. The broadcast, which achieves record numbers annually, was shown over all four rounds in 2007 for the first time. Golf fans anxiously await a train wreck. “Everybody on the Internet is watching and they have always got a camera there,” Chris DiMarco says. “Whoever does make the big number on that hole is just overlaid on every sports channel all over the world. There’s so much that goes with that hole.” NBC utilizes 42 cameras for its PLAYERS Championship coverage, with 10 exposing every angle of attack on 17, including a microscopic lens embedded in the lip of the tiny front bunker.

The two best seats on the 17th hole are reserved for two veteran cameramen -- on an uninhabited island and 120 feet in the air. That’s where NBC’s Brian Phraner and John Boeddeker spend the majority of their time at THE PLAYERS. Each morning during tournament play, following a brunch, the duo heads to 17 for the next eight hours. Phraner is ferried by a johnboat with a trolling motor to the island right of the green, where he is marooned. His main duties are to get reactions of players on the 17th tee, to operate the super-slow-motion camera and pan to approach shots on 16. From between the 17th green and 16th fairway, Boeddeker is belted into a small deck -- flying his American flag in honor of September 11 -- and then hoisted into the air above the trees, where he has a clear view for shots of 16, 17 and a portion of the 18th hole. Each cameraman carries a snack and tries to stave off the call of nature by avoiding drinks hours before their duties. Their biggest challenges? For Phraner, it’s bird droppings from the island tree. For Boeddeker, excessive wind could force him down. “This is the most tranquil, peaceful place you can be,” says Boeddeker. “When the weather is beautiful, there’s no place you’d rather be. But when the weather is nasty, it could be the worst place to be.”

“The great thing about that hole is there’s always something happening,” says Tommy Roy, NBC’s executive producer for NBC Sports. “In a typical golf tournament, you will have many times where the leaders are walking to their next shot on another hole. We always have the luxury of cutting the viewer to the 17th tee. There’s always drama there.” This is also the setting where Tiger Woods became famous. First, the good: Tiger first entered the golf mainstream here on a steamy August day during the 1994 U.S. Amateur. The 18-year-old Stanford freshman, wearing khaki shorts and a panama hat, was 6-down at one time in his 36-hole final with Trip Kuehne. But he battled back to 1-down entering the match’s penultimate hole, the 17th. His bold approach shot to a back-right hole location ended up on the right fringe, close to water. From there, he sank the 20-foot birdie putt, and for the first time, he displayed his now famous fist pump. He parred the 18th to win 1-up for the first of his record three consecutive U.S. Amateur titles.

In 2001, during the Saturday of his first PLAYERS Championship title, Woods’ 9-iron tee shot caught a gust of wind and sailed to the back left of the green, approximately 60 feet above the hole, which was cut on the front tier. The ensuing birdie putt broke left at first, slowly reached the crest of the hill and then sped down the slope to the right – with NBC analyst Gary Koch chanting, “Better than most! Better than most!” before barreling into the hole just as caddie Steve Williams pulled the flag. The crowd roared. Again, the fist pump...this time twice. But lest you think that Tiger rules 17, get a load of his 44-round cumulative PLAYERS Championship numbers: 13-over par, including



three birdies, three double bogeys and 10 bogeys. "When you play (17) on Tuesday and Wednesday, it's a pretty easy hole, a little flip 9-iron, no big deal," Woods says. "You get out there in the tournament, all of a sudden there's a pin location that's tucked in the corner or over a slope, and the green seems to shrink up a little bit. You know you've got to step up there and be committed."

In actuality, the 17th has rarely been a final-round factor in determining the winner. Only two of the 26 champions have bogeyed the hole on the way to victory. The hole ranks in the middle of the pack for difficulty since THE PLAYERS moved here in 1982. However, disaster is always a thought away, especially with the addition of wind, as the 17th hole ranks second only to No. 18 in triple bogeys-plus (188 for 17, 189 for 18). But there have been memorable moments late in the tournament.

During the completion of the storm-interrupted third round of the 2005 PLAYERS on Monday morning, Bob Tway stood on the 17th tee, just four strokes out of the lead at 7-under par. Winds gusted up to 30 miles per hour from left to right. Tway, standing 6-foot-4, swayed in the breeze and then air-mailed his tee shot over the green. He walked left to the drop area, which is 77 yards from the green. His third shot flew the green. Then his fifth and seventh shots landed on the front of the green and spun back in the water. His fifth attempt found the green. Three putts later he holed out for 12, replacing Robert Gamez and his 11 in 1990 as owner of the dubious record for the all-time high score on the hole during THE PLAYERS Championship. "You play great in a tournament and all of a sudden, you're out of the tournament and in last place," Tway said. "It's a shame to play that well for that long and then have that happen."

Scott Verplank, who would finish tied for second in the 2005 PLAYERS, was so shocked by the undoing of his good friend and playing competitor that he refused to inquire the final damage for the scorecard. Verplank marched to the next tee box and proceeded to hook his drive into the lake on the par-4 18th hole.





In 1987, Jeff Sluman faced a 4-foot winning birdie putt in a sudden-death playoff with Sandy Lyle. Just as Sluman was about to putt on 17, a Florida State male cheerleader (ironically, Sluman's alma mater) dove into the pond on a dare from friends. Sluman backed off the putt, waited approximately five minutes as the swimmer was hustled off the grounds, and then missed. Lyle won with a par on the next hole.

"I heard the splash; I thought it was a fish," Sluman said years later. "I kind of stepped away, and then I heard all the booing. I thought they were booing me for stepping away from the ball. I mean the shock, the thing goes through your body, and you are like, 'Wow, this is really a tough crowd.' Then you look up and you see some clown having an identity crisis swimming around."

In 1998, area resident Len Mattiace came to the 17th trailing leader Justin Leonard by one stroke. Pumped up, he flew a 9-iron over the green. He walked slowly to the drop area and hit sand wedge into the front bunker. He thinned his bunker shot over the green and eventually holed out for an 8.

"When I hit it in the water, my heart came out of my body two or three times because it was disappointing," Mattiace said. "So that was a shock and I don't think I have ever hit it in the water there in tournament play. Dropping it was new to me and I just had to take a minute or so and kind of regain my composure because everything was going well. I played the round that I wanted to play. I was 6-under, right, through 16 holes?"

All of this drama for a hole that was dubbed a mistake by none other than the designer –Pete Dye. When Dye was building the course in 1980, the swampy land required a lot of fill to build fairways. The best sand was located in the area of the 17th hole. Originally, the par 3 was supposed to just have a hazard just down the right side with the green perched on the edge. "I don't think any of us really thought of the 17th hole," says Dye, who originally designed the back of the green to slope away from the tee. "It just kind of arrived. We just kept digging. Actually, I think my wife Alice came out one day, looked at the area and said let's just make it an island green."

The result of all this? The 17th has become one of the most memorable holes in all of golf, whether that is good or bad. "It's like having a 3 o'clock appointment for a root canal; you're thinking about (17) all morning and you feel (bad) all day," TOUR veteran Mark Calcavecchia says. "You kind of know sooner or later you've got to get to it."





# Jacksonville International Airport Participates in ACI Benchmarking/Survey Program

Jacksonville International Airport (JAX) has entered a year-long benchmarking and survey program managed by Airport Councils International (ACI), the world's trade association for airports. The program includes on-site surveys of passengers on approximately 34 key service items, ranging from ground transportation to the speed of baggage delivery.

In the past, JAX has conducted annual passenger intercept surveys or utilized "secret shopper" services to evaluate traveler's perception of the service they received while at the airport. The ACI program surveys passengers throughout the year and compiles results on a quarterly basis.

In addition to giving management and staff a baseline of passengers' impressions, Jacksonville will be measuring its performance against other national and international airports of like size. Once the baseline benchmark has been determined, a more focused effort to address any issues can be undertaken. The survey program can then be implemented 2-3 years from now to evaluate the effectiveness of any improvements. "Our vision is to be the best airport system in the world," said John Clark, Executive Director/CEO of Jacksonville Aviation Authority, which owns and operates JAX.

"The only way we'll know we've attained that goal is to constantly measure our performance with other high-performing airports around the world. This program is the tool that will help get us there."





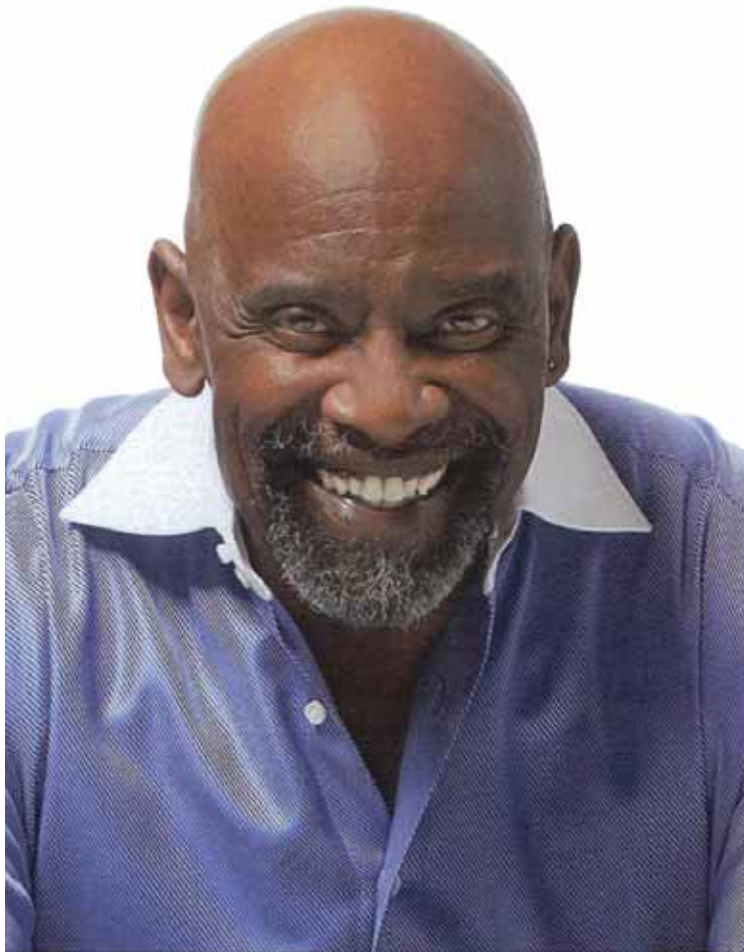
**Racing Towards Diversity, Opportunity and Growth**



**24th Annual  
Airport Business Diversity Conference**

**May 31, 2008 through June 3, 2008**

*Featured Speaker* **Christopher Gardner**



*The PURSUIT of  
HAPPYNESS*

*A long walk to  
WALL STREET  
is how others describe my  
life. But when I look back  
at the journey from  
homelessness to prosperity,  
I find one thing clearer  
than all else, my  
commitment to my son.  
This is our story.*

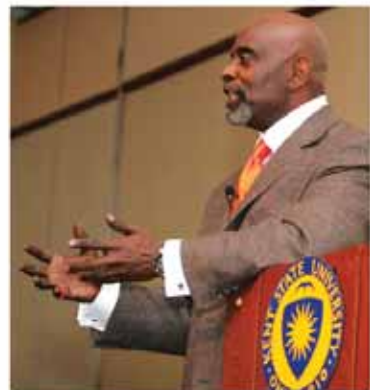
READ BY  
ANDRE BLAKE



**Inspiration for the Film, *The Pursuit of Happyness***  
Christopher Gardner is the head of his own successful brokerage firm, living the life he had always dreamed of. His path to this extraordinary success took a series of extraordinary turns.

**A TRUE SUCCESS STORY!  
Tuesday, June 3, 2008 9:30 A.M.**

For more information: [www.amac-org.com](http://www.amac-org.com)





# Racing Towards Diversity, Opportunity and Growth

The Airport Minority Advisory Council Educational and Scholarship Program, Inc. (AMACESP) and the Federal Aviation Administration (FAA) invite you to participate in one of the aviation industry's premier educational programs, the Airport Business Diversity Conference.

The 24th Annual Conference theme, "Racing Towards Diversity, Opportunity and Growth", captures the essence of successfully navigating the ever-changing terrain within the air transportation industry, while embracing the energy and excitement of our Indianapolis venue.

This highly-acclaimed conference, now the third largest aviation-related gathering in the United States, represents a unique opportunity to network, increase your awareness of regulatory requirements, learn cutting edge best practices and re-energize your senses!

## THE 24TH ANNUAL AIRPORT BUSINESS DIVERSITY CONFERENCE PLANNING COMMITTEE

It is with the utmost pleasure that I invite you to attend the 24th Annual Airport Business Diversity Conference. Once again, our Planning Committee has developed a program that we are sure will meet your business needs. We have informative concurrent sessions, dynamic keynote speakers and a variety of networking opportunities. The conference is an environment for attendees to meet with decision-makers from major firms in order to present and sell their products and services. You will have the opportunity to meet FAA representatives and there will be plenty of time for interaction between airport representatives and DBEs. This is an event not to be missed! This year's conference theme, "Racing Towards Diversity, Opportunity and Growth," accurately depicts the challenges and stumbling blocks we all must overcome whether you are a vendor, airport official, government representative, or corporate executive. This conference will provide the tools needed to meet the challenges ahead and help you come out a winner every time.

## Nedra Farrar-Luten, Chair, AMAC and AMACESP

Please join us this May for the 24th Annual Airport Business Diversity Conference. The theme this year, "Racing Towards Diversity, Opportunity and Growth," is appropriate not only for the Indianapolis venue, but for the current DBE climate. There will be many hot topics discussed this summer, and you can't afford to miss out on updates from government experts, airport officials, and small business owners. Come and hear about recent developments in the regulatory, business, policy, and legal arenas. Your policy makers are eager to share their thinking and hope to benefit from your experiences and ideas. If we all pull together, I know that we can shape the future so that everyone can race toward diversity, opportunity and growth! Fanny Rivera, Assistant Administrator for Civil Rights and FAA Diversity Advocate

## Conference attendees will:

- Interact firsthand with the broadest range of "decision makers" in the air transportation industry; Airport
  - Interact firsthand with the broadest range of "decision makers" in the air transportation industry; Airport directors and management staff, senior FAA & USDOT staff nationwide, corporate executives of the airport and air transportation industry's largest businesses including concessionaires, architects and engineers, professional services firms, and hundreds of minority and women business owners nationwide.
- Get the most up-to-date information regarding FAA & USDOT construction and concessions regulations, nation-wide legal updates highlighting the latest court opinions on DBE and diversity issues; the Congressional update and regional update highlight significant political and legislative issues affecting air transportation diversity issues; and, be privy to "cutting edge" best practices from airport executives, successful minority and women business operators, concessionaires and construction firms.
- Get informed regarding current prime business opportunities nationwide, while networking with actual "decision makers". Get connected immediately through "speed dating" and, present your business to the entire conference via the conference exhibit hall at very attractive rates.
- Participate in the Conference education programs and workshops featuring experts and leading professionals from across the nation speaking on topics of vital importance to your business success in the industry. What you don't know could cost you!
- Enjoy the best in entertainment Indianapolis has to offer while developing lasting professional relationships and new personal friendships that make the AMAC experience unlike any other.





### CONFERENCE VENUE

This year's conference site is the Marriott Indianapolis Downtown, 350 West Maryland Street, Indianapolis, in Indiana, home of the famed Indianapolis Speedway. For additional Marriott information please visit [www.indymarriott.com](http://www.indymarriott.com). Complete and submit the Hotel Reservation form online to make your reservations. Go to: <https://www.planningtheglobe.com/ssl/amac>

### HOTEL

The Indianapolis Marriott Downtown is the city's largest hotel with 615 guest rooms and 40,000 sq. ft. of meeting space. It is conveniently located in the heart of downtown Indianapolis and connected to the Indiana Convention Center & RCA Dome. You'll find Starbucks and other nationally recognized brands. For superb American fare, Marriott offers Champions Restaurant and Circle City Bar & Grille.

### AIR TRAVEL

American Airlines has graciously extended a discount for Conference attendees which is valid May 28-June 6, 2008 for travel to and from Indianapolis. Attendees will receive a 5% discount off the lowest applicable published fare. To make a discount reservation, attendees may book online at [www.aa.com](http://www.aa.com) or call the American Airlines Meeting Services Desk at 1-800-433-1790 from anywhere in the United States or Canada.

To obtain the discount rate, you must use the Promotion Code of A7458AU and the Business ExtrAA Number of 787516.

Tickets booked via the phone will be subject to a \$15.00 USD ticket booking fee. There is no fee to use the [www.aa.com](http://www.aa.com) website for booking tickets.

### CONFERENCE ATTIRE

Business Casual attire is recommended throughout the conference sessions.

### SPECIAL NEEDS

Signing/Captioning is available upon request. Special transportation arrangements can be made to accommodate wheelchairs. Indication of your need should be made in advance by contacting the AMAC office by fax at 703.417.2620 or e-mail to: [gene.roth@amac-org.com](mailto:gene.roth@amac-org.com). For additional questions please call 703.417.2622.

### RENTAL CAR INFORMATION

The following rental car companies are offering discounts for AMAC Conference attendees. Reservations can be made by calling the toll-free numbers provided and using the rate code listed.



Avis Discount Number: AWD# D394100  
We Try Harder to make your trip better. For reservations, please visit [www.avis.com](http://www.avis.com) or call 1-800-331-1212.



Dollar Discount Number: TA7328  
Value Every Time. For reservations, please visit [www.dollar.com](http://www.dollar.com) or call 1-800-800-3665.



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Value Every Time. For reservations, please visit [www.thrifty.com](http://www.thrifty.com) or call 1-800-847-4389.

# A Hero Among Us



Photo: Officer Denis Sanchez receives a "Heartfelt Thanks" award from Louis Grabowski, representative of Cardiac Science, manufacturer of the AEDs located at JAX

On August 31, 2007, Jacksonville Aviation Authority police officer Denis Sanchez responded to a medical emergency at Jacksonville International Airport (JAX) where a male airport employee was unconscious and unresponsive in a baggage claim area rest-room.

The victim was being attended to by a doctor when Officer Sanchez arrived. Since the victim was unresponsive and was apparently experiencing a cardiac arrest, Officer Sanchez instructed the other individual to watch the victim while he retrieved the AED (Automated External Defibrillator) located nearby in the terminal. After returning, Officer Sanchez connected the AED pads to the victim and allowed the AED to analyze him. The AED determined that the victim needed an electric shock and prompted Officer Sanchez to administer the shock. He responded well to the electric shock as paramedics arrived on the scene and took over. He was transported to a area hospital where he recovered and was sent home.

An AED is a portable electronic device that automatically diagnoses the potentially life threatening cardiac conditions in patients and is able to treat them by application of electrical therapy which stops the arrhythmia, allowing the heart to re-establish an effective rhythm. AEDs are designed to be simple to use for the layman, its use is taught in many first aid, first responder and basic life support (BLS) level CPR classes.

AEDs are rarely used and it's even more rare that a victim responds favorably. If the conditions are right and an AED is utilized within three minutes after the onset of a cardiac arrest, there is an 80% chance of survival. With the current AED's on the market, the chances of survival increases to 99%.

JAA installed seven AEDs throughout the terminal in 2003. There is another one in their administration building. This is the first incident where the device was used.



# Welcome Aboard

## Jacksonville Aviation Authority Welcomes Two New Board Members, Deborah S. Pass and Dr. Chester Aikens

The Jacksonville Aviation Authority has two new board members. Deborah S. Pass, president of ATS Services Inc., was appointed to the aviation authority board by Gov. Charlie Crist. Jacksonville dentist Dr. Chester Aikens was appointed by Jacksonville Mayor John Peyton.

Meanwhile, Gov. Crist also reappointed Jacksonville business executive Jack Demetree to another 4-year term. Demetree served a term as chairman of the JAA Board last year.

Deborah Pass has been president of ATS Services, a staffing and executive recruiting organization with 35 offices located in thirteen states, since 1992. She serves on the boards of a number of Jacksonville non-profit organizations, including Wolfson Children's Hospital, Hope Haven Children's Clinic and Family Services, Delores Pass Kessler Foundation and The Community Foundation in Jacksonville. She also serves on the Board of Directors of the Heritage Bank.

Chester Aikens has been practicing general dentistry in Jacksonville since 1980. He attended the Howard University College of Dentistry and subsequently earned an MBA from Jacksonville University and a law degree from Florida Coastal School of Law.

Dr. Aikens has served on numerous boards, including Jacksonville Urban League, Jacksonville Chamber of Commerce and the Jacksonville Port Authority from 1993 to 1999.

"The Jacksonville Aviation Authority is poised to grow exponentially with the expansion of the Jacksonville International Airport, development of Cecil Field, and significant infrastructural improvements to Herlong and Craig Airports," Dr. Aikens said. "With my experience on the Jacksonville Port Authority, having an MBA and a law degree, I feel that I can make a tremendous contribution to advancing the objectives of the Authority to achieve its maximum potential."



Deborah S. Pass



Dr. Chester Aikens

“Why I need a Caribbean Escape”

# You Tube Video Contest

Tell us why you need a Caribbean escape and win a Bahamas Cruise!

Stressed out at work? Had all the snow and sub-zero temperatures you can stand? Enter the Bahama Breeze “Why I need a caribbean escape” video contest on YouTube by submitting a short video of no more than 2 minutes showing why you need a real Caribbean escape... Have fun with it be original and creative!

If your video is one of the top five highest rated and most watched. You could win the grand prize... an all-expense paid four-night luxury cruise to The Bahamas for up to six people, including roundtrip airfare to the port of departure, up to three ocean-view cabins and all applicable fees and gratuities. Plus, you'll receive a Flip video camcorder to take on the trip!

All videos must be submitted by May 12, 2008.







# A Succulent Preparation from the Sea



Fire-Roasted  
Jerk Shrimp

Serves: 2

## INGREDIENTS:

- 1/2 cup beer
- 1/4 teaspoon ground allspice
- 1/2 teaspoon minced Scotch bonnet pepper (see note)
- 1 teaspoon chopped garlic
- 1 teaspoon thyme leaves
- 1 tablespoon sliced green onions
- 12 ounces medium, peeled and deveined shrimp (tails on)
- 4 tablespoons butter, melted
- 1 loaf Cuban or French baguette

## PROCEDURE:

1. Heat oven to 500 F.
2. Stir beer, allspice, pepper, garlic, thyme and green onions in 1-quart baking dish. Fold in the shrimp, coating well. Drizzle melted butter over the shrimp.
3. Slice bread into 1-inch-thick slices and place on small baking pan. Put baking dish with shrimp and bread on middle rack of oven. Remove from oven when bread is golden and shrimp is bubbling hot, 4-5 minutes. If oven is small, heat pans separately.

### Recipe note:

Use gloves when mincing Scotch bonnet peppers. Then remove gloves and wash hands thoroughly.

# GINN REUNION RESORT NAMED "GOLF RESORT OF THE YEAR"



Twenty of North America's finest golf resorts were nominated for the award, which was presented at the Gran Melia Cancun Hotel in Cancun, Mexico. Award criteria included: customer satisfaction, quality of golf courses and accommodations, value for money, professional conduct of suppliers, support from the local tourism industry and accessibility to tee times.



Votes for these awards were cast by IAGTO's 260 golf tour operators from 40 countries around the globe. Each operator was asked to nominate what they considered to be the best performing golf destination of the year, according to their travel clients. A winner was named in five regional categories: North America; Latin America and Caribbean; Europe; Africa and Gulf States and Asia and Australasia.

IAGTO was established in 1997 and is the global trade association of the golf tourism industry. Members include golf tour operators, golf resorts, hotels, golf courses, operators, airlines and tourist boards in more than 70 countries worldwide. The organization's main goal is to encourage private and public sector organizations to work together in the development and promotion of new and existing golf destinations, making them accessible to the widest range of golfers.

"We are thrilled that Ginn Reunion Resort has received this award," said Peter Bonell, vice president of sales and marketing for the resort. "With three Signature golf courses and the recent opening of the ANNIKA Academy, we feel we are ready to welcome the golfers of the world to experience all that we have to offer."





## GINN REUNION RESORT OFFERS MUCH MORE THAN JUST VACATION GETAWAYS

Ginn Reunion Resort has it all. There are first-class accommodations in private villas and homes coupled with exquisite dining, a boutique spa, fitness center, Kids Crew, multi-acre water park and an unprecedented level of individual attention from the Signature Personal Concierge service. But this "green" resort, for which the accolades continue to roll in, is more than just an award-winning vacationer's paradise. It's a golfer's paradise.

Ginn Reunion Resort, located just outside Orlando, is a world-class resort that offers golf experiences like no other place in the state of Florida or beyond.

In what has been billed the Reunion Great Triumvirate of legendary players turned prominent course designers, Ginn Reunion Resort offers not only a quality golf resort built on luxury and class, but also 54 holes of truly challenging, unforgettable golf. The roll call of Tom Watson, Arnold Palmer and Jack Nicklaus has teamed up to create three championship-caliber courses at Ginn Reunion: Watson's Independence, his first Florida design; Palmer's Legacy; and Nicklaus' Tradition.

Ginn Resorts' dedication to golf is such that even today's best player, Tiger Woods, hosted 24 lucky contest winners for a day of golf at Ginn Reunion recently, even playing a hole-and-a-half with each group. "We have superior Signature golf courses, but you have to know how to play golf to score here," said Peter Bonell, vice president of sales and marketing at Ginn Reunion, about Tradition.

The first Watson-designed course in Florida, the 7,154-yard Independence Course at Ginn Reunion is a traditional parkland-style layout bordering the Davenport Creek nature preserve. Its undulating terrain features elevation variations of as much as 45 feet from tee to green, unlike most relatively flat Florida courses. Highlighted by fast, firm and wide rolling fairways, a variety of strategically-placed bunkers and large greens, the Independence Course is as much about strategy as it is about length.

"I designed and managed the construction of the Independence Course so the golfer would experience the three fundamental requirements of an outstanding course: beauty, variety and challenge," Watson said. In addition, the Independence Course teams with the Legacy to host the LPGA's Ginn Open.

Like Watson's course, the Palmer-designed Legacy Course at Reunion is innovatively routed on hilly, roller coaster-like terrain – the antithesis of stereotypical pancake-flat Florida fairways.

The 6,916-yard Legacy Course, built on the lower end of the Highland Ridge that runs through Central Florida, features elevation changes of up to 50 feet in some places. A mixture of natural preserve areas, generously wide fairways, expansive waste areas and strategically-placed bunkers gives golfers a varied menu of shot-making opportunities on all 18 holes. Playing fast and firm, the Legacy Course features 419 Bermuda grass fairways, Tifdwarf Bermuda grass on approaches and green complexes and, on the greens, TifEagle, a hybrid Bermuda grass that offers a surface similar to Bent grass greens.

With four tees on every hole and some with five or six, the Legacy Course can be set up for professional tournament play as well as everyday play. Nicklaus' Tradition joins the Legacy and Independence on the property to form a contemporary Reunion Great Triumvirate of Hall of Fame players turned prominent designers.

The parkland-style course, which tips out at nearly 7,300 yards, sets up through gentle, natural hills as if simply painted onto the natural landscape. Not necessarily a long course given today's equipment, The Tradition was designed specifically to be a target-style course, with postage-stamp greens and forced carries that lead to fairway targets sometimes only 50 yards long. This places a premium on course management and club selection.

"It sets up as a real test of precision, intelligence and course management, more so than you would normally see in this area. It's a real thinking person's golf course. This is not a tee-it-high, let-it-fly course, but the perfect example of what sets Ginn's championship-style courses apart," Bonell said.

In fact, so dedicated to creating a pure and simple golf course, Nicklaus strayed from the thorough landscaping found on some Ginn courses. Nicklaus also set up The Tradition straighter than his usual left-to-right design, something that may silence critics of his other courses.

# SPA FACILITIES

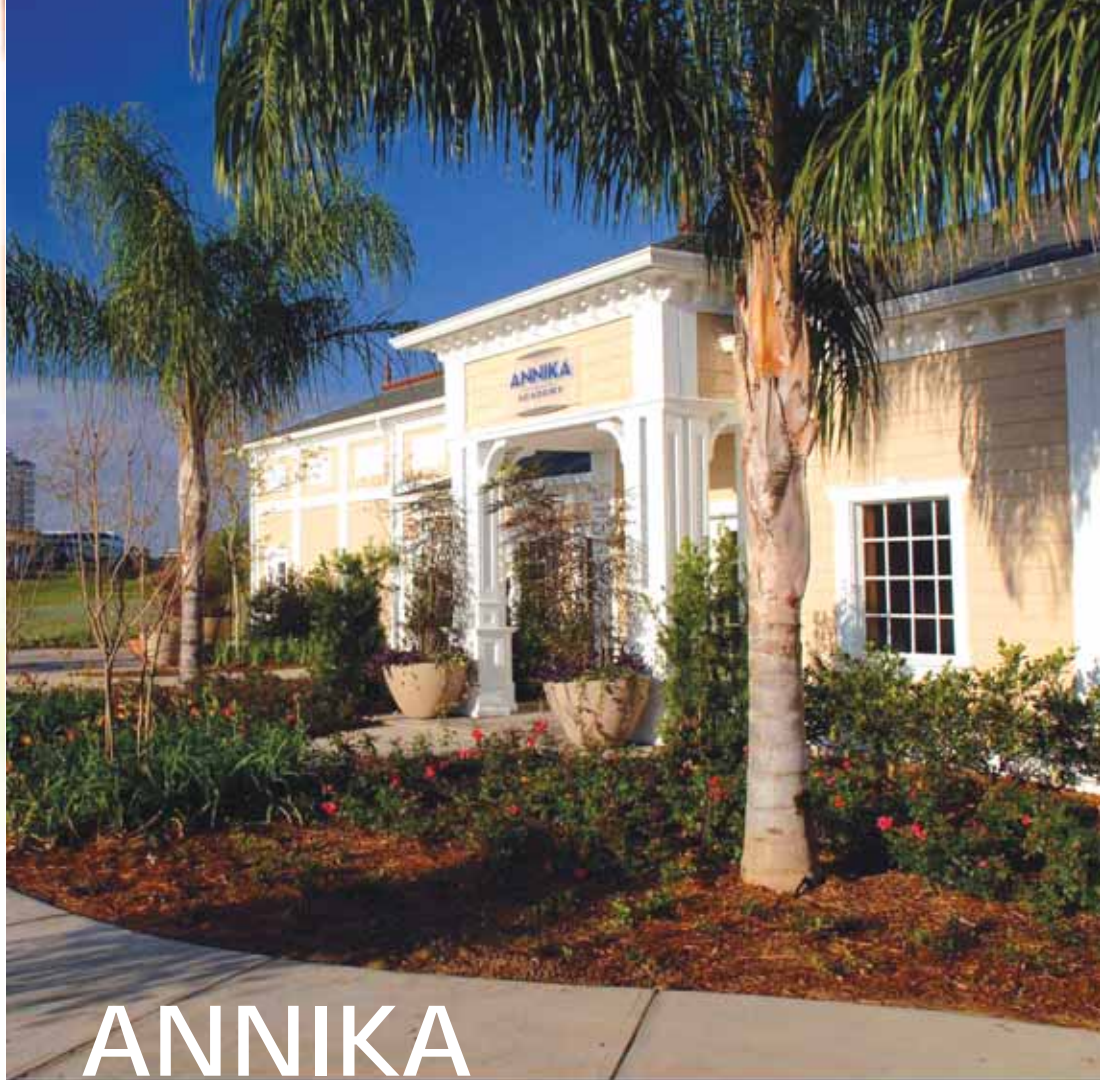
At The Spa at Reunion, guests can "come home to rejuvenation." Time seems to stand still when guests enter the charming colonial-style villa, which has been converted into a 3,500 square-ft., state-of-the-art spa facility.

This boutique spa is the polar opposite of the crowded, hurried atmosphere found in many modern resorts — with an unprecedented level of tranquility and personalized service. Luxurious cashmere throws and down comforters are found on overstuffed chaise lounges throughout the house. Guests will feel their cares float away as they sip iced green tea and listen to soothing house music or a personal iPod programmed with a variety of tunes to fit every taste.

Post-treatment rejuvenation activities include relaxing in a whirlpool or enjoying time in the spa's private courtyard, where fragrant frangipanis and tuberoses abound. Particular care has been taken to afford each client extra space and time to enjoy themselves and "make a day of it."







# ANNIKA Academy

The world's most prolific female golfer, Annika Sorenstam recently opened the ANNIKA Academy, a 5,400 square-foot, state-of-the-art teaching facility, surrounded by private chipping and putting greens. The facility is ideal for small executive groups and resort guests alike. Students can sharpen their skills on Reunion's three Signature golf courses. Small class sizes of seven to nine people per class afford students an unprecedented level of personalized attention, not often found today in golf clinics.

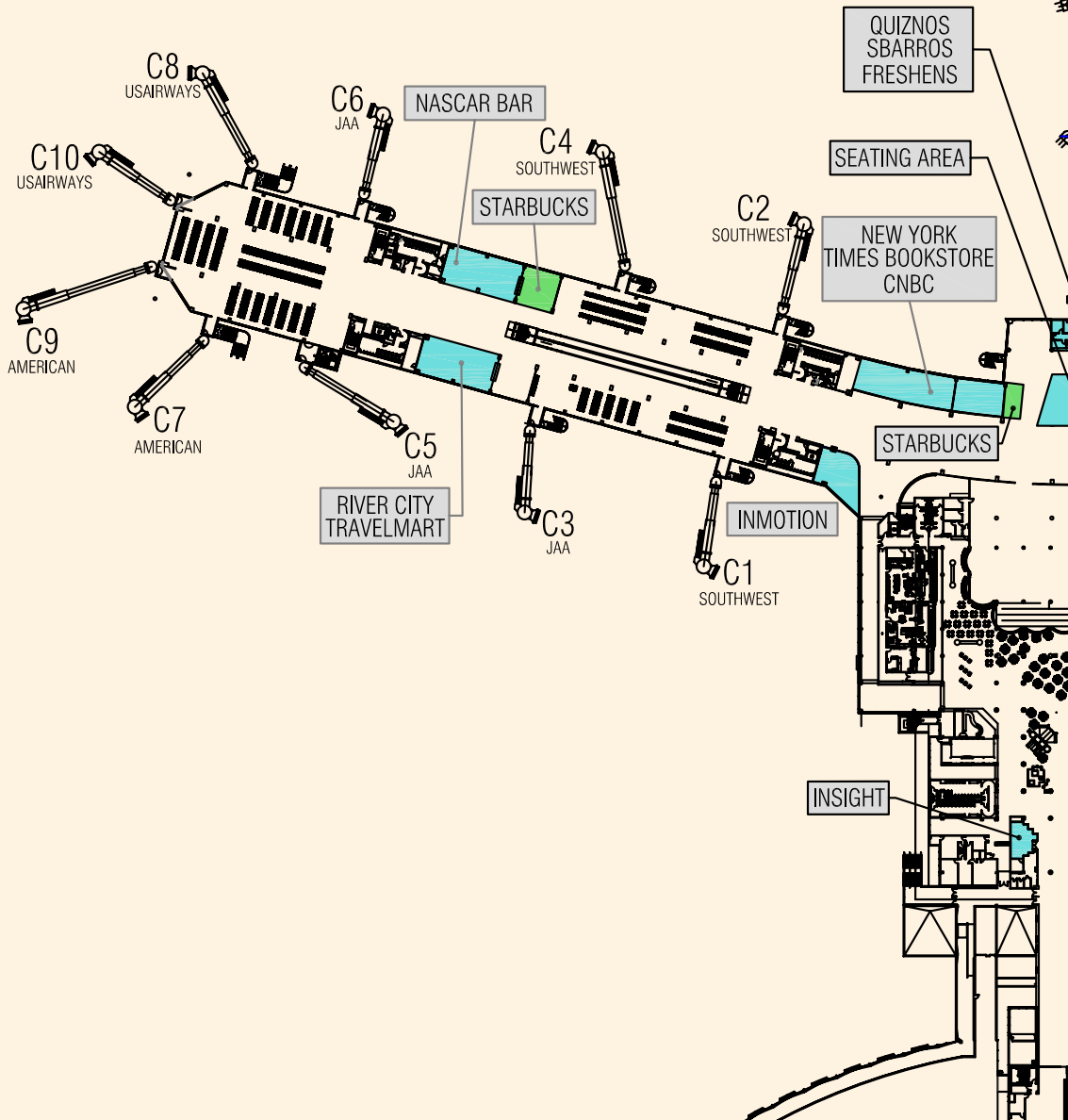
Sorenstam's long time golf coach, Henri Reis, is the lead instructor at the facility. As Annika's success on the course has been due in large part to being in excellent physical condition, much of the training at the academy focuses not only on the golf swing, but on athletic training, including cardio and core-strengthening techniques. The philosophies of Annika's personal trainer, Kai Fusser, lie at the foundation of her curriculum.

If it seems the offerings at Ginn Reunion Resort are only getting better, it's true. After all, this is a golfer's paradise.



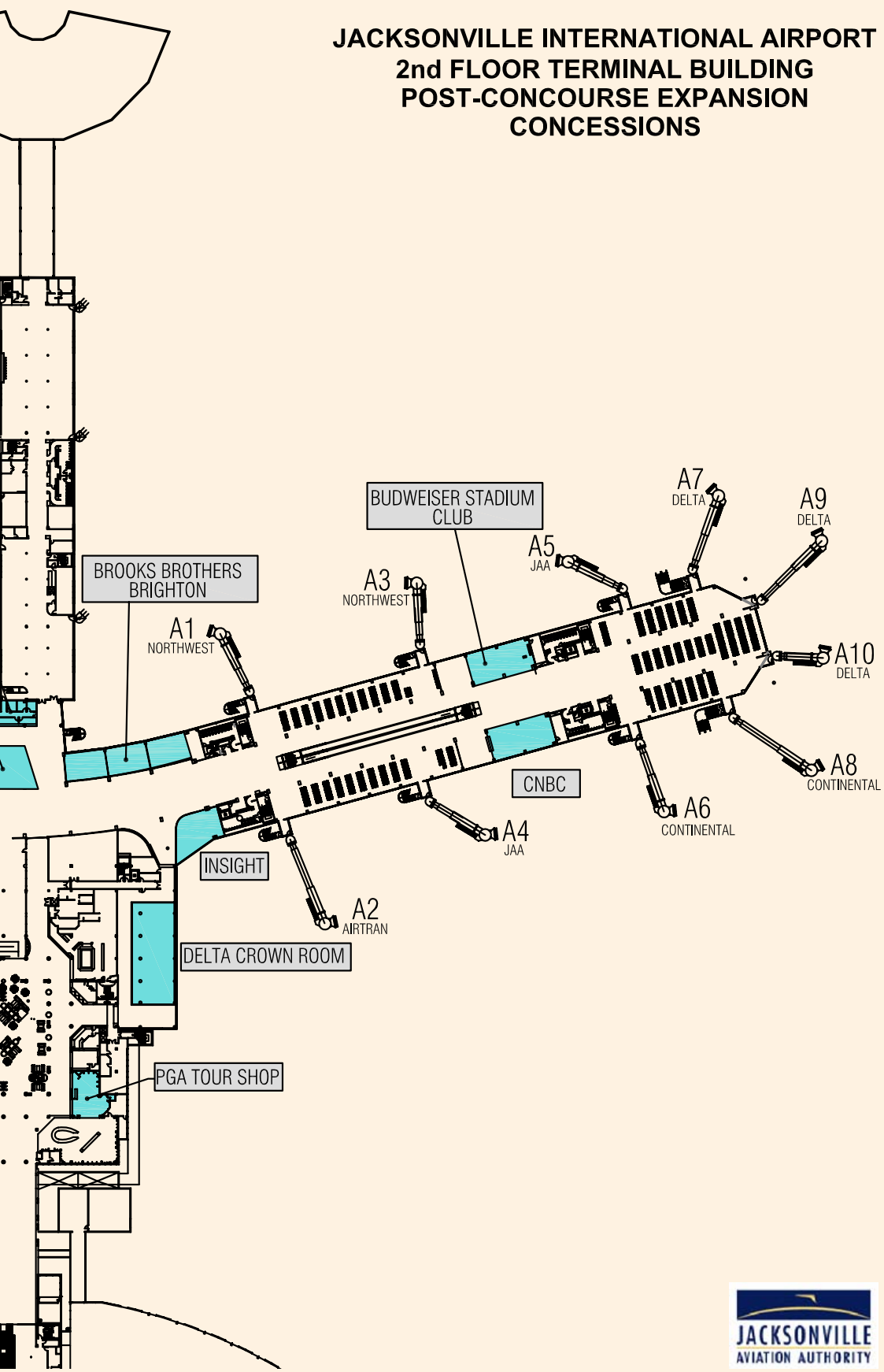
# Getting Around

# JIA





# JACKSONVILLE INTERNATIONAL AIRPORT 2nd FLOOR TERMINAL BUILDING POST-CONCOURSE EXPANSION CONCESSIONS



# Flight Time Radio Show



The Flighttime Radio Show is in its second month of broadcasting. The show has been enjoying instant popularity due to its unique topics of general aviation and the fun aspects of flying. It is broadcast on Saturday mornings from 10:00 AM until 11:00 AM Eastern time.



The show is transmitted from Jacksonville, FL on AM 1320 WBOB. It is also available worldwide live online at [www.flighttimeradio.com](http://www.flighttimeradio.com) and archives of previous shows and podcasts are available on the web site. Milford Shirley and Brian Kraut are the show hosts.

Flighttime is the only known AM talk radio show dedicated to the joy of flying and airplanes. Topics include airplanes, flying, ultralights, helicopters, gliders, hang gliding, aviation history, skydiving, aerobatics, and many other topics. Guests include flight instructors, air show pilots, aircraft manufacturers, and people from all types of businesses involved in aviation. Listeners are not only pilots, but also aspiring pilots, airplane lovers, and people from all walks of life that have an interest in flying and airplanes. Listeners are invited to phone into the show to discuss any topics related to aviation. Listeners are also able to call in and win free prizes provided by sponsors.

Show sponsorships and advertising are still available. The show is also available for syndication in other areas.

For more information see [www.flighttimeradio.com](http://www.flighttimeradio.com) or email [info@flighttimeradio.com](mailto:info@flighttimeradio.com).

# She's Got The Look



A new show that is premiering on TV Land on June 4th entitled She's Got The Look, hosted by supermodel Kim Alexis who lives Ponte Vedra Beach, FL.

This new, competitive reality series searches for the next great supermodel -- 35 and older. For anyone in their 30s, 40s and 50s who feels like all the other modeling shows don't speak to them, this is THE show. In a world where people are living healthier lifestyles, getting married and having kids later and making the choice to stay in business longer rather than retire, why does the picture of what it looks like to be beautiful still show the image of a woman who is 20? Women want to see someone who look more their own age! She's Got The Look will resonate with audiences. It has such positive messaging and it is amazing to see how these women have transformed themselves and gained more confidence. These 10 women are all gorgeous but they also

have some interesting life experiences – some have some have overcome adversity, others have made it through debilitating depths of insecurity and others have now just become brave enough to use their bonds with family and kids to charge forward. Looking at these women, it's clear to see that there is no such thing as a mid-life crisis.

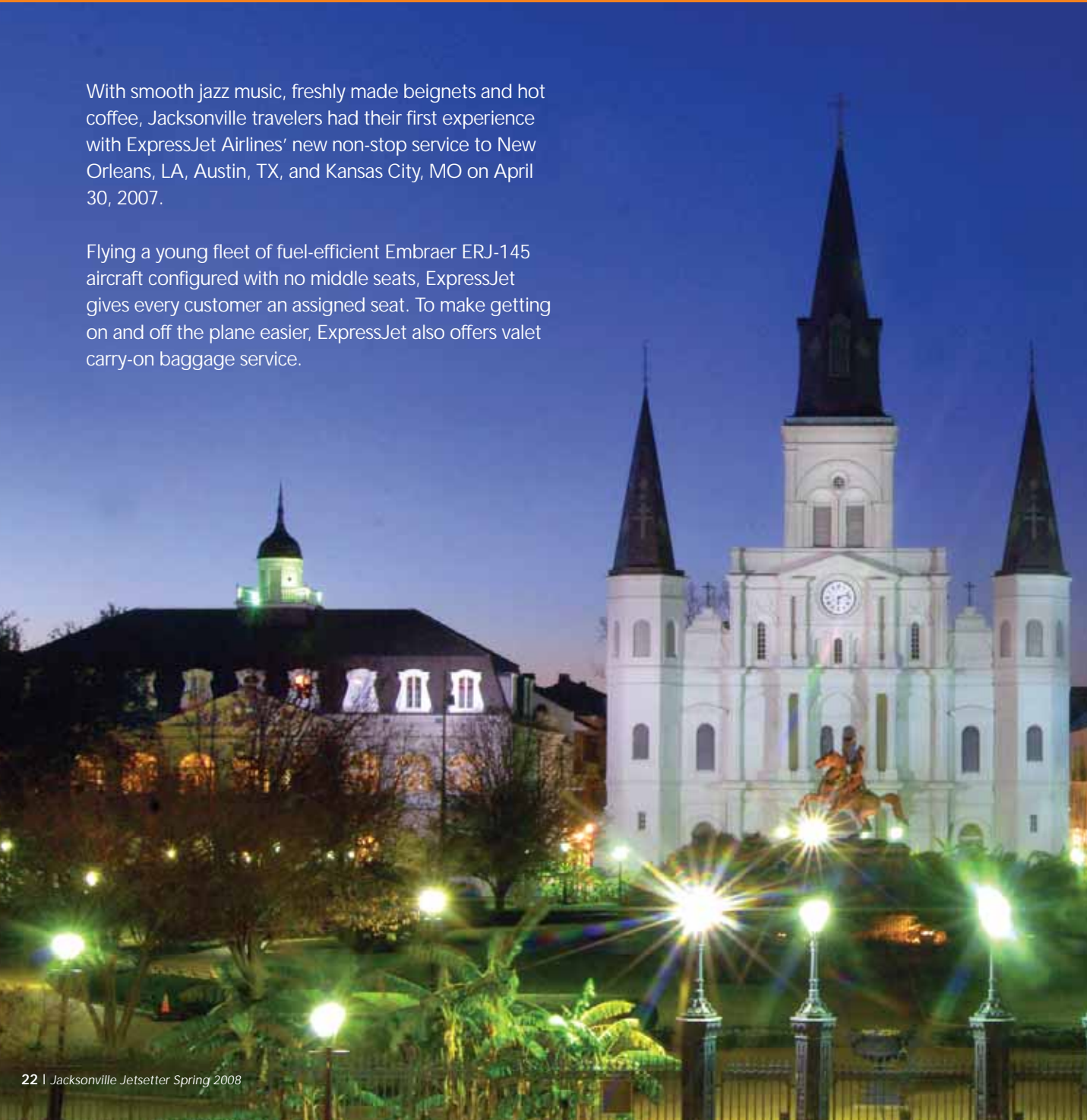
As I mentioned, Kim Alexis, who has graced the cover of over 500 magazines, is our host and the judges are celeb stylist Robert Verdi, supermodel Beverly Johnson and Wilhelmina president Sean Patterson. The three of them together are a dream team with their constructive feedback, years of industry experience and vibrant personalities.



# Express Jet Non-Stop To New Orleans

With smooth jazz music, freshly made beignets and hot coffee, Jacksonville travelers had their first experience with ExpressJet Airlines' new non-stop service to New Orleans, LA, Austin, TX, and Kansas City, MO on April 30, 2007.

Flying a young fleet of fuel-efficient Embraer ERJ-145 aircraft configured with no middle seats, ExpressJet gives every customer an assigned seat. To make getting on and off the plane easier, ExpressJet also offers valet carry-on baggage service.



# Events in The Big Easy



## New Orleans Schedule of Events

**March 2- June 8, 2008**

### New Orleans Museum of Art (NOMA)

Beginning March 2, 2008, the New Orleans Museum of Art (NOMA) will host a retrospective featuring the work of famed Louisiana artist George Rodrigue, best known for his now-iconic Blue Dog series. The exhibition, which will run until June 8, will feature over forty years of Rodrigue's work showcasing his evolution as Louisiana's most famous contemporary artist. Contact: Anna Whitlow, call 504-949-3999 or email [awhitlow@deveney.com](mailto:awhitlow@deveney.com)

**May 23-25, 2008**

### Greek Festival New Orleans

A three day celebration of Greek culture, including food, music, dancing and shopping. For more information call: 504-282-0259 or Visit our website at: [www.greekfestnola.com](http://www.greekfestnola.com)

**May 21-25, 2008**

### New Orleans Food and Wine Experience

The New Orleans Wine & Food Experience (NOWFE), one of the most prestigious festivals of its kind, celebrates 17 years of wine and food with a four-day extravaganza, May 21- 25. The 2008 event brings together world-renowned winemakers, celebrated chefs and industry insiders in a showcase of signature events and one-of-a-kind seminars designed to entertain, educate and inspire. Contact: Liz Goliwas Bodet call 504-583-5550 or email [egoliwas@bellsouth.net](mailto:egoliwas@bellsouth.net)

**June 7-10, 2008**

### New Orleans Seafood Festival, Cajun Zydeco Music Festival and French Market Creole Tomato Festival

All three are on the same weekend. Contact: Dottie Boletto call 504-888-7608 or visit [www.neworleansseafoodfestival.com](http://www.neworleansseafoodfestival.com)

**July 4-6, 2008**

### Essence Music Festival

Known as "the party with a purpose" for its hip-hop, rhythm and blues and soul performances at the Louisiana Superdome by night, and inspirational "empowerment seminars" by day. With the festival's confirmed return to New Orleans for the next three years, Essence fans can count on what they've come to expect-- three days of great music in a city with world-class restaurants and a rich cultural fabric-a place that doesn't holler "last call" when the party's just getting started. Contact: Tanya Malcolm call 212-522-2424 or email [tmalcolm@essence.com](mailto:tmalcolm@essence.com)

**July 16-20, 2008**

### Tails of the Cocktail

For mor information visit [www.talesofthecocktail.com/2008](http://www.talesofthecocktail.com/2008) or contact Sara Gootee Media Relations. [sara@talesofthecocktail.com](mailto:sara@talesofthecocktail.com) 504-914-3252 cell

**August 1-3, 2008**

### Satchmo SummerFest

"What a Wonderful World" you'll discover during an entertaining and educating weekend in the French Quarter honoring New Orleans' native son, Louis "Satchmo" Armstrong. The Satchmo-inspired program includes musical performances, lively discussions, jazz exhibits, a jazz mass, activities for budding young jazz fans, a club crawl, "red beans and ricely yours" foods and a star-studded line-up of performances that would have made Louis smile.

Contact: Marci Schramm at [director@fqfi.org](mailto:director@fqfi.org) or visit online at [www.frenchquarterfestivals.org](http://www.frenchquarterfestivals.org)

**August 2, 2008**

### White Linen Night

Annual open-air event where guests visit the wonderful galleries throughout the Warehouse/ Arts District. There is fabulous New Orleans cuisine from local restaurants and cool drinks to sip on as well as stages and live entertainment provided by some of New Orleans' most eclectic and talented musicians. For more information call 504-528-3805 or visit [www.cacno.org](http://www.cacno.org)

**August 9, 2008**

### Dirty Linen Night

Similar to "White Linen Night," French Quarter business and gallery owners invite patrons to spend the evening in the Vieux Carre.

**April -June, 2008**

### Wednesdays at the Square

Free concerts weekly in Lafayette Square compliments of the Young Leadership Council. For more information call 504-585-1500 or visit [www.youngleadershipcouncil.org](http://www.youngleadershipcouncil.org)





# SILVERTON CASINO LODGE OFFERS AN ECONOMIC ALTERNATIVE FOR VISITORS TO LAS VEGAS THIS SUMMER



## LAS VEGAS— Silverton Casino Lodge, a contemporary, luxury lodge-themed property, offers amenities of a world-class resort for a lower cost than most Strip properties.

Vacationers looking to make the journey to Las Vegas this summer do not have to shell out their life-savings for Strip accommodations thanks to Silverton Casino Lodge. Guests of Silverton Casino Lodge enjoy affordable room rates, an array of gaming and dining options, outdoor pool for fun in the desert sun and an excellent location. Located just three miles south of Mandalay Bay, Silverton Casino Lodge also offers free shuttle service for those looking to experience the Strip.

Silverton Casino Lodge boasts 300 spacious, newly remodeled rooms and suites. All rooms and suites feature plush pillow-top beds, mini-bars, Bath & Body Works products, upscale cabin décor, 24-hour room service, full-service valet and bell staff, access to a fitness room, high-speed Internet and in-room movies.

Players will delight at 60,000-square feet of gaming excitement with over 1,400 slot machines and 30 table games. At Silverton Casino Lodge, guests can find the latest in gaming entertainment, including state-of-the-art slots, great odds table games and a race and sports book. The casino's player's club boasts a highly aggressive monthly

reward incentive program while the poker room features five plasma televisions, a high-hand progressive jackpot and weekly tournaments. Silverton Casino Lodge features a 117,000-gallon aquarium housing over 4,000 tropical fish from all over the world, four species of stingrays and six species of sharks. The aquarium is home to an interactive fish feeding show where one of the property's marine biologists dives in the aquarium with a full-face communication mask that allows him or her to interact with guests while feeding the animals. There is also a question and answer portion where onlookers can ask the diver questions.

Several restaurants offer a variety of choices for any mood that may strike. The latest addition to Silverton Casino Lodge's dining options, Twin Creeks, boasts an innovative new menu, signature boutique bourbons, extensive wine list and beautiful interior and exterior. Designer lighting throughout three distinct dining areas produces the ideal ambiance to enjoy a multitude of delectable creations. High top tables in the bar area provide the ideal atmosphere for casual dining and conversation, while custom designed booths offer seclusion and privacy. New finishes throughout the restaurant such as wood floors, ceiling beams, sheers and candle niches are all part of the reason Twin Creeks is one of the best dining options in Las Vegas.

Attached to Silverton Casino Lodge is a 165,000 square foot Bass Pro Shops Outdoor World. Upon walking through the casino and entering Bass Pro Shops, patrons cross over a beautiful 18,000-gallon water feature simulating local rock formations at Red Rock Canyon. This water feature houses over 100 strikingly unique Koi. Bass Pro Shops also houses three freshwater aquariums.



For more information on specific room rates or to make a reservation, please call (866) 946-4373 or visit [www.silvertoncasino.com](http://www.silvertoncasino.com).

Voted "Best Locals Casino" in AOL CityGuide's 2007 City's Best awards, Silverton Casino Lodge is located three miles south of Mandalay Bay at I-15 and Blue Diamond Rd./Dean Martin Dr. The renovated property boasts a revamped interior and exterior, and offers all-inclusive amenities characteristic of an upscale, contemporary luxury lodge-themed property.

Silverton's attractions include the world-class, live action Seasons buffet, Sundance Grill, a terrific 24-hour restaurant/grill, the 2007 Zagat Las Vegas Nightlife listed Shady Grove Lounge, the innovative Twin Creeks featuring boutique bourbons, wine and food and the new, Mexican-inspired Mi Casa Grill Cantina as well as 300 newly renovated deluxe rooms and suites that offer luxurious amenities. In addition to the 165,000 square foot Bass Pro Shops Outdoor World, Silverton offers 60,000 square feet of gaming with 1,400 slot machines and 30 table games, an intimate poker room and the Mermaid Restaurant & Lounge, featuring a 117,000 gallon saltwater aquarium with more than 5,000 sharks, stingrays and tropical fish.



**SOUTHWEST.COM<sup>®</sup>**  
**Announces**  
 Nonstop Service to  
**Las Vegas**



Southwest Airlines is celebrating one new daily nonstop flight between Jacksonville and Las Vegas, beginning on May 10, 2008. To help ring in this momentous occasion, Southwest Airlines will bring in the one and only Elvis Presley-impersonator and a Las Vegas showgirl! Southwest will also giveaway special treats to all Customers onboard the inaugural flight.

The addition of this new destination not only connects Jacksonville with another nonstop western destination, but a connection to another international hub," said Michael Stewart, JAA's Director of External Affairs. "Providing this new service moves us forward in our mission to meet the growing demand of our leisure and business travelers."

The daily flight will leave Jacksonville at 8:00 a.m. and arrive in Las Vegas at 9:40 a.m.. Return flights from Las Vegas leave at 3:20 p.m., arriving in Jacksonville at 10:50 p.m.

**Service begins May 10, so book your travel today!**

*Jacksonville Jetsetter Spring 2008 | 25*



# Endless Summer in Orlando



Photo: Walt Disney World's Dolphin and Swan Resort

ORLANDO, Fla. – Squeeze in one more "summer" getaway without breaking the bank through Orlando's second annual Endless Summer promotion. Running from August 15 through November 15, travelers can keep summer alive with "Get One Free" accommodations offers. Created by the Orlando/Orange County Convention & Visitors Bureau, Inc. (Orlando CVB) for the long-weekend getaway traveler, the program provides such deals as "Stay 2 Nights, Get the 3rd Night Free," "Stay 3 Nights, Get the 4th Night Free" with more offers available as the kick-off date approaches. The availability runs through a time when Orlando enjoys 70-degree temperatures, lighter crowds, and a variety of outdoor activities and special events.

"Get One Free" offers are available at a wide range of accommodations from value to luxury including: Orlando World Center Marriott; Loews Portofino Bay Hotel, Loews Royal Pacific Resort and Hard Rock Hotel at Universal Orlando Resort; Summer Bay Resort and Radisson World Gate, to name a few.

"No matter your age, summer evokes feelings of fun, whimsy and a carefree attitude. And while the calendar may say fall, we can still embrace the opportunity to hold on to those summer feelings a little longer through a quick-break getaway," said Gary C. Sain, president and CEO of the Orlando CVB. "Whether you want to take the grandkids to world-class attractions, hit the road with the guys for a golf-filled weekend, take that long overdue romantic getaway or relax in a spa with your best friends, Endless Summer in Orlando appeals to all and puts a little money back in your wallet in the process."

In addition, visitors can peg their travel dates to a blockbuster Endless Summer special events calendar filled with more than 15 culinary, cultural and sporting events and one of the world's largest destination-wide Halloween celebrations. In September, the Orlando CVB launches the 3rd Annual "Magical Dining Month" to showcase Central Florida's ever-expanding dining universe. From Sept. 1 – 30, 2008, participating

restaurants will offer three-course prix-fixe dinners for \$19.00 or \$29.00 (excluding beverage, tax and gratuity) allowing locals and visitors alike to enjoy exceptional values at some of Orlando's most popular restaurants including Emeril's Tchoup Chop, Le Coq au Vin, Bice Ristorante and Doc's Restaurant. Additional events include: the 13th Annual Epcot International Food and Wine Festival featuring hundreds of wine, beer and culinary seminars and tastings; the Children's Miracle Network Golf Classic, bringing together nearly 150 top PGA Tour players in early November; the 35th Annual Winter Park Autumn Art Festival, a juried art show featuring Florida artists and live entertainment; and a wide-variety of haunted happenings from Halloween Horror Nights at Universal Orlando to SeaWorld Orlando's Halloween Spooktacular.

Orlando's thriving arts community also rolls out a new season of cultural entertainment with Broadway-series shows at the Bob Carr Performing Arts Center; professional-ensemble plays at the Orlando Shakespeare Theatre; family audience plays at the Orlando Repertory Theatre; and performances by the Orlando Ballet, the Orlando Opera and the Orlando Philharmonic Orchestra.

More information on all Endless Summer "Get One Free" offers, participating establishments and special events is available at [orlandoinfo.com/endlesssummer](http://orlandoinfo.com/endlesssummer) or by calling 1-888-ORL4-FUN (888-675-4386). While in Orlando, visitors can stop by the Official Visitor Center located at 8723 International Drive, at the southeast corner of International Drive and Austrian Row. The Visitors Center is open daily from 8:30 a.m. to 6:30 p.m. (closes at 4 p.m. on Thanksgiving, Dec. 24 and Dec. 31 and is closed Dec. 25).

# The Award-Winning Walt Disney World Swan and Dolphin Resort



In the heart of the Walt Disney World® Resort, the award-winning Walt Disney World Swan and Dolphin is your gateway to Central Florida's greatest theme parks and attractions. Come discover our magical surroundings, superior service, luxurious facilities and redesigned guest rooms featuring the Heavenly Bed®. Enjoy the new Mandara Spa, 17 spectacular restaurants and lounges, five pools, white sand beach, two health clubs, tennis, nearby golf and many special Disney benefits, including complimentary transportation to all Walt Disney World® Theme Parks and Attractions and the enhanced Extra Magic Hours benefit.

A recipient of the prestigious Meetings & Conventions Hall of Fame Award, the Walt Disney World Swan and Dolphin Resort is a nationally respected and recognized leader in the convention resort arena. Ideally located in the heart of Walt Disney World, the resort offers 2,265 guest rooms and over 329,000 square feet of meeting space. Features consist of 84 meeting rooms, including two executive boardrooms, four ballroom options, 110,500 square feet of contiguous convention/exhibit space, outdoor function areas, two business centers. The resort offers unique Disney Differences with character appearances, theme park events, Disney Institute seminars, and much more.

The sophisticated guest rooms were designed by world-renowned architect, Michael Graves, and feature Westin Heavenly Beds®. Enjoy 17 world-class restaurants and lounges, including steak, seafood, Italian, sushi, poolside dining venues, and 24-hour room service. Other amenities consist of stylishly redesigned lobbies, the luxurious Mandara Spa, five pools, two health clubs, whirlpools and saunas, four lighted tennis courts, jogging trails, and a supervised children's activity center.

Guests receive many special Disney benefits, including complimentary transportation to all Walt Disney World® Theme Parks and Attractions, the enhanced Extra Magic Hours benefit, and advance tee times on nearby championship Walt Disney World® golf courses.





# FOUR MOBIL STARS FOR THE PEABODY ORLANDO

## – 19th IN A ROW



For the 19th consecutive year, The Peabody Orlando, a property of Peabody Hotels within the portfolio of Peabody Hotel Group, Memphis, Tennessee, has been honored with the *Mobil Travel Guide* Four-Star award. In this, the 50th anniversary of the *Mobil Travel Guide*, The Peabody Orlando is one of just two area hotels to have earned such status. This is a most coveted rating, supported by the fact that out of 70,000 hotels in the USA and Canada, only 125 of them merit a Mobil Travel Guide Four-Star rating.

"The Peabody Orlando's continuing success is due to our consistent, hotel wide commitment to providing our guests an unprecedented level of service and comfort, a blend of meticulous attention to all aspects of operations, and the extraordinary level of Peabody Service Excellence® provided by our associates," said Alan C. Villaverde, executive vice president, Peabody Hotels, and general manager of the luxury, landmark hotel on International Drive.

Villaverde also announced that The Peabody Memphis, the "mother" property of Peabody Hotels, has re-emerged in elegant grandeur after a multi-million-dollar renovation, redecoration and elevated service through Peabody Service Excellence®, with its Mobil Travel Guide Four Star rating. "This is high tribute to Doug Browne, the hotel's general manager, and his entire team. Out of such a huge field, to have two Peabody Hotels with these ratings is a phenomenal achievement."

"The commitment to excellence and the tireless efforts of both the management teams and staff from The Peabody Orlando and The Peabody Memphis on a day-to-day basis, is remarkable. These distinctions reflect their dedication to consistently improving upon the guest experience that we recognize and honor today," said Shane O'Flaherty, president and CEO for Mobil Travel Guide. "We are thrilled to share this landmark year with travelers across the world and look forward to another fantastic 50 years."

Mobil Travel Guide ratings are based on inspections by field representatives, anonymous visits by senior staff evaluators, published reviews and thousands of letters from Guide users. Winners are rated for hotel facilities and amenities, impeccable housekeeping, ambiance, décor, flawless guest service and the very best of restaurants, F+B.

The Peabody Orlando offers a variety of accommodations, including 891 guest rooms, two Presidential Suites, several VIP suites, private-access Peabody Club Level and 57,000 square feet of flexible function space. There are three award-winning restaurants, Dux, Capriccio™ Grill and the B-Line Diner. The Peabody Athletic Club provides state-of-the-art exercise equipment, sauna and therapeutic massage treatments. There's also an Olympic style swimming pool, children's pool, large Jacuzzi pool, four lighted tennis courts, Shala Salon, shops and boutiques, Captain's Choice Golf Services, Hertz Car Rentals, Executive Business Center.



*Celebrating*  
**7**  
*years*

The Peabody Ducks



# THE POINT ORLANDO RESORT



A new all-suites hotel in Orlando, Premier Resorts' The Point Orlando ([www.thepoint-orlando.com](http://www.thepoint-orlando.com)), has opened its doors to discerning business and family travelers who want the convenience and comfort of a condominium-style suite that's just minutes from central Florida's world famous attractions. To make it even more enticing, now through August 2008, the hotel is offering an introductory family package that will save you up to 18 percent off regular rates.

The resort, in the heart of the International Drive retail, dining and entertainment district at the corner of Universal Blvd. and Carrier Drive, is an all-suites resort, featuring all the amenities and services of a hotel, yet with more space, more comfort, and more privacy than a typical hotel room.

Each 12-story tower of the development features traditional Mediterranean architecture, a contemporary, European-designed lobby, and an expanded continental breakfast that is served daily.

One- and two-bedroom interior finishes include European cabinetry, granite countertops, state-of-the-art appliances, whirlpool tubs, flat screen televisions and a washer/dryer. Each room also offers free Internet service to complement the free WiFi available in the lobby.

The property's four-star amenities include an outdoor heated swimming pool and hot tub, business center, fitness center with state-of-the-art cardio and strength equipment, and a three-story clubhouse. The property is centrally located 1.5 miles from the Orange County

Convention Center, less than two miles from Universal Orlando® Resort, Wet 'n Wild®, SeaWorld® Orlando and just minutes from WALT DISNEY WORLD®. Eighteen-hole golf courses and money-saving golf packages are also just minutes away.

The I•Ride Trolley Green Line stops every 30 minutes just outside the front door and provides direct transportation to local attractions, including brand name outlet malls, for a fare of \$1.00

The Point Orlando's family package, valid through Aug. 31, 2008, includes a one-bedroom executive suite with over 700 square feet of tastefully appointed elegance. The spacious living/dining area offers a queen size leather sleeper sofa, comfortable chairs and a dining table. There's a king bed in the bedroom, and a fully equipped kitchen with full-size appliances and washer/dryer offer all the conveniences of home. The Family Package also includes free high speed Internet in each room, and an expanded daily continental breakfast free to the first two guests per room. Rates start at \$179 per one-bedroom suite per night (a more than 18 percent savings off the average rate from May through August). The Point Orlando Resort is located at 6039 Carrier Drive, Orlando, FL, 32819. (866 956 2015; [www.thepoint-orlando.com](http://www.thepoint-orlando.com)).

The Point Orlando Resort is managed by Premier Resorts International, the Park City, Utah-based beach, mountain and golf resort property management company located in nine states plus Mexico ([www.premier-resorts.com](http://www.premier-resorts.com)).



# Dining and Entertainment in O-Town



A traditional 1800s English manor from the outside, Village Tavern features modern restorations and a swank, upbeat vibe within. Natural light and natural wood exude simple elegance and warmth, while the chic space with shades of espresso, chocolate and red emits an air of sophistication blended with comfort. Established in 1984 near Wake Forest University in Winston-Salem, N.C., Village Tavern was built on the tradition of the Old World tavern, viewed as the heart of the community and a place for information, entertainment and nourishment. The restaurant has elevated traditional tavern standards with a spectacular, wide-ranging menu, stellar service and an award-winning wine list. Bringing people together, Village Tavern celebrates classic American food.



With a notable culinary background built from working in prestigious kitchens across the nation, Executive Chef Mary Grace Viado's recipes have earned her a Governor's Award in Alabama as well as her own television cooking segment, "Cooking with Grace," on Living Birmingham, a home and lifestyle television show. She has created a wide-ranging menu of inventive American food with categories including Appetizers & Small Plates, Soups & Appetizer Salads, Large Salads, Steakhouse Steaks, Fish Market Fresh Fish, Tavern Specialties, Pasta, Chicken, Burgers, Wood Oven Pizzas & Whole Wheat Flatbreads, Sandwiches and Desserts. Only the finest ingredients are incorporated into each dish, including fresh produce, made-from-scratch pizza dough and Certified Angus beef that is cut and aged to exclusive specifications. Village Tavern serves appetizer favorites including Bacon-Wrapped Scallops, Fried Oysters, Italian Meatball Sliders and Steamed Mussels. Sample entrees include Low Country Jumbo Shrimp Salad, 14 oz. Ribeye Steak, Black Cod with Acacia Honey, Cold Water Lobster Tails, Braised Short Ribs, Tavern Burger, Gruyere & Bacon Flatbread and much more. Never forgetting dessert, guests are advised to save room for Apple Cobbler, Strawberry Parfait, Banana Crepes and World's Smallest Sundae.

With extreme attention to detail and superior service, bartenders pour a large selection of unique, handcrafted and micro-brewed bottled and draft beers, as well as crafting a variety of specialty cocktails and special recipe martinis. From Village Tavern's signature V-Tea and Plantation Punch to the mysterious Absinthe Drip and enchanting Violet Fields, a variety of innovative concoctions are served from a chic bar adorned with Mondrian stained glass panels making for the ultimate space to people watch. And for those watching their waistline, Village Tavern also offers several of their specialties without the sugar including the Skinny Appleton Mojito, Skinny Village Margarita and Skinny VT White Chocolate-tini. Organic White and Red Sangria satisfy eco-friendly drinkers. Village Tavern also offers an award-winning list of premium wines available by the glass, bottle or in tasting portions. Recognized by receiving the Wine Spectator Award of Excellence, each guest is sure to find the ideal complement to their meal and palate.

Village Tavern Orlando is located at The Mall at Millenia at 4157 Conroy Road, Orlando, FL 32839. The restaurant serves lunch Monday through Friday and dinner seven days a week and Sunday brunch.

For more information, please call 407.581.1740 or visit [www.villagetavern.com](http://www.villagetavern.com).

Coming soon to Jacksonville!

# ROSEN SHINGLE CREEK



## A Land Remembered

### 'A Land Remembered' Classic Steakhouse Now Serving Unforgettable Meals at Orlando's Rosen Shingle Creek

When guests dine at A Land Remembered, they're served a meal they won't soon forget. The classic American steakhouse, named for the famed Patrick Smith novel about Florida's rich history, is now open at Orlando's newest luxury resort, Rosen Shingle Creek.

A Land Remembered operates under the culinary direction of Executive Chef Jorge Oliveira and Chef de Cuisine Rabii Jaouhari. Chef Oliveira has appointed Chef James Slattery, a chemist turned chef, in command as the Restaurant Chef. Chef Slattery honed his culinary skills as the Sous Chef turned Executive Sous Chef for Emeril Lagasse at the legendary chef's second Orlando restaurant, Tchoup Chop.

The long-awaited steakhouse serves Prime Beef. Featured is Harris Ranch Five Diamond Black Angus Prime which has been an industry leader for more than 30 years and was selected by Chef Oliveira for its consistent flavor and marbling. From these top-quality cuts of meat, he and his staff have developed mouth-watering culinary masterpieces such as an 8- or 10 oz. Filet Mignon with Roasted Garlic and Fried Green Tomatoes, a 24-oz. Chiefland Porterhouse with Burgundy Mushrooms and Vidalia Onion Gravy, and a Slow-Roasted 12- or 24-oz. cut of Prime Rib with Fresh Horseradish and Au Jus. Tempting steak toppings like Crab and Rock Shrimp, Oregon Blue Cheese, Béarnaise Sauce, and Sauce Au Poivre turn a delicious steak into the stuff of legends. For a truly unforgettable Surf and Turf, diners can pair the Filet or the New York Strip with a One Pound Cold Water Lobster Tail.

Slattery shows off his intuitive "flavor" for food chemistry with unique and tasty house specialties including Spit Roasted Hacked Duck with Lavender and Honey Glaze, Key West Seafood Au Gratin with Baked Lobster, Scallops and Shrimp and the Tobias Braised Short Ribs served with Roasted Root Vegetables. Meanwhile, seafood lovers will find plenty to rave about among original dishes such as Red Snapper Basted with Cilantro Butter or the Wild Salmon Basted with Herbed Lemon Oil or Pan Seared Diver Scallops with Sweet Potato Polenta.



The restaurant stays true to Florida tradition with starters like the Cajun-Spiced Little Creek Frog Legs in a Mango Rum Glaze and the Cypress Scallops with Kiwi Jam and Crispy Pancetta. Hardly a patron is able to turn away the tempting homemade desserts from the pastry shoppe of award winning Pastry Chef David Ramirez. Chef Ramirez puts a new twist on Banana Cream Pie and a delicious Chocolate Filet which even has grill marks like it was cooked on a grill. Other favorites include Strawberry Cheesecake, Pioneer Neapolitan, Homemade Ice Cream or a savory Cheese Plate.

The upscale, 120-seat restaurant is located at the Shingle Creek Golf Club and provides both golfers and non-golfing patrons with a soothing respite of dark, rich wood, leather banquettes, elegant antiqued brass light fixtures and bronze wildlife sculptures. The stunning yet simple architecture, featuring dramatic wood ceiling beams, floor to ceiling windows and a glass-enclosed wine room steal the spotlight, save for the stunning oversized photos of Florida flora and fauna that adorn the walls, echoing the entrancing view of the golf course and picturesque Shingle Creek.

After reading Patrick Smith's rich historical novel "A Land Remembered," chronicling the dogged determination of three generations of Florida pioneers, Harris Rosen decided, "So treasured is Patrick's book that we have dedicated our entire Shingle Creek theme to it." The cornerstone of Harris Rosen's dream resort is his traditional steakhouse, which brings to life what Smith so artfully penned — the rugged spirit, natural beauty and colorful history of the state in an era when cotton, cattle and citrus were its prime industries.

"Our guests are guaranteed to be tantalized by our melt-in-your-mouth steaks and seafood, especially when paired with our extensive selection of fine wines," said Chef Slattery. "When we toss in appetizers, accompaniments and desserts, all served with that famous Rosen hospitality, it's a recipe for an unforgettable event," said the confident chef.

A Land Remembered is open for lunch from 11 a.m. to 2:30 p.m. and for dinner from 5:30 - 10 p.m. The lounge is open from 11 - 1 a.m. A private dining room seats 30, as does the lounge.

**For reservations, call 407-996-FOOD (3663).**

In addition to A Land Remembered, the hotel boasts a second upscale dining option in Cala Bella™ ("Creek Beautiful"). Cala Bella provides a decidedly different, yet equally impressive menu. This elegant Italian bistro boasts a magnificent private dining room (seats up to 30), a brilliantly stocked wine cellar, and presentation-cooking bar where individuals can comfortably dine alone or enjoy the chefs' companionship as well as their culinary delights.

Guests in search of a more casual dining experience need only head over to Café Osceola & Osceola Bar. With its Spanish revival décor and stunning views through floor to ceiling windows, this buffet restaurant, open for breakfast, lunch and dinner, is an excellent choice. In keeping with the Rosen tradition, the 18 Monroe Street Market offers guests a 24-hour restaurant with quick snacks and quick-to-order meals available for dine-in or take out. Smoooth Java™, located in the main lobby, is the destination of choice for anyone in search of superb coffee, smoothies or pastries. And if all these options still aren't enough, Rosen Shingle Creek also provides 24-hour in-room dining service.

Created as an impressive example of the 1900's Spanish Revival style architecture, the resort's high-carved arches accented by the natural warm earth tones illustrate the sense of casual elegance and the grace of Florida in the early years. Guests are inspired by the 230-acre natural environment, which includes a backdrop of dense oaks and pines along historic Shingle Creek, the headwaters of the Florida Everglades. The nature-themed hotel offers an array of amenities such as The Spa at Shingle Creek, a full-service, 13,000-square-foot spa with nine treatment rooms, a state-of-the-art Fitness Center, Shingle Creek Golf Course, twelve dining/lounging options, four outdoor swimming pools, two lighted tennis courts, basketball, nature trails, fishing, a sand volleyball court, horseshoe pit and more.

Rosen Shingle Creek is located at 9939 Universal Blvd., Orlando, FL, just ten minutes from the Orlando International Airport, one mile from the Orlando/Orange County Convention Center and minutes from the International Drive shopping, dining and attractions district.

**For more information,  
visit [www.rosenshinglecreek.com](http://www.rosenshinglecreek.com)  
or call (866) 996-9939.**





## Ultra-fresh favorites, wild Alaskan salmon and Baked Alaska will be served all summer long.

Ultra-fresh favorites, wild Alaskan salmon and Baked Alaska served all summer long. When the heat turns up outside this summer, think all things Alaska and head to The Oceanaire Seafood Room where the epicurean wonders are cool arctic delights. Feast on ultra-fresh, eco-friendly, wild salmon, brought straight to your plate – sashimi-style, seared-rare or simply-grilled – from the pure, icy waters of Alaska's Copper and Yukon Rivers.

You'll think you've spotted a glacier in the Bering Sea when you finish with The Oceanaire's signature Baked Alaska: the chef's choice of ice-cream with a thin layer of cake beneath a mound of meringue confection, all set a-flame right at your table and guaranteed to melt even the biggest polar ice cap.

From approximately mid-May through mid-September, The Oceanaire will be one of the only places in Orlando to eschew farm-raised salmon in favor of the sustainably-superior and infinitely tastier wild species such as the Chinook (King), Coho (Silver) and Sockeye (Red) salmon. Executive Chef Garey Hiles will feature special menu options with this heart-smart fish, from the beloved simply-grilled and broiled preparations to custom new creations.

The restaurant's inviting, high-energy atmosphere is reminiscent of the great seafood supper clubs of the 1930s and 1940s featuring a spacious and comfortable dining room complete with traditional table-style and half-moon booth seating each adorned with Old Bay Seasoning, sea salt and oyster crackers.

The restaurant's timeless architecture provides a contemporary yet comfortable ambiance including cherry wood paneling, high-backed leather booths, nickel trim and white linen tablecloths. With an intimate private dining room and tantalizing oyster bar, The Oceanaire® caters to every mood.

The Oceanaire's daily-printed promise is to serve only ultra-fresh seafood.

The restaurant offers more than 25 species of seafood and shellfish flown in daily from around the world, tailored to local market tastes. Only top-of-the-catch fish from the world's most reputable suppliers are served and each is carefully coddled to ensure the restaurant's high standards of quality and flavor are exceeded in every dish. The menu is based on market availability, therefore selections change by the day. Traditional favorites include Nantucket Bay Scallops, Yellowfin "Ahi" Tuna, Gulf Red Snapper, Lobster Thermidor, Chesapeake Bay Style Crab Cakes and Grilled Hawaiian Swordfish.

## Dore Zamoff

### General Manager/Operating Partner

Dore Zamoff began his career with The Oceanaire® Seafood Room in Seattle, Washington, as a server in 2003 and was promoted to manager in April 2004. He stayed at the Seattle location for more than a year until June 2005 when he and his wife left the Pacific Northwest for the tropics of South Florida where Zamoff accepted the position of assistant general manager of The Oceanaire®'s Miami location, a position he held from July 2005 to January 2007.

During this time, Zamoff also had the opportunity to travel and work in many of the 12 Oceanaire locations throughout the country. He served on the executive opening team in Baltimore and was instrumental in facilitating The Oceanaire® Seafood Room Orlando endeavor at Pointe Orlando. Last year, he was appointed general manager of the Orlando location and he and his wife made the move to Central Florida.

As an International Guild of Master Sommeliers certified first level sommelier, Zamoff has created a wine list as deep as the sea for The Oceanaire Orlando.

Zamoff is a native of Washington, D.C., and earned his degree at Rutgers University. He has a passion for music and of course, wine. His wife, Kimberly, is a yoga instructor and will soon open a yoga studio in the Orlando area. The move to Central Florida also brought Zamoff closer to his father, Dr. Richard Zamoff, an associate professor with George Washington University in Washington, D.C., who spends six months of the year at his second home in Venice, Florida.



## Garey Hiles

### Executive Chef/Operating Partner

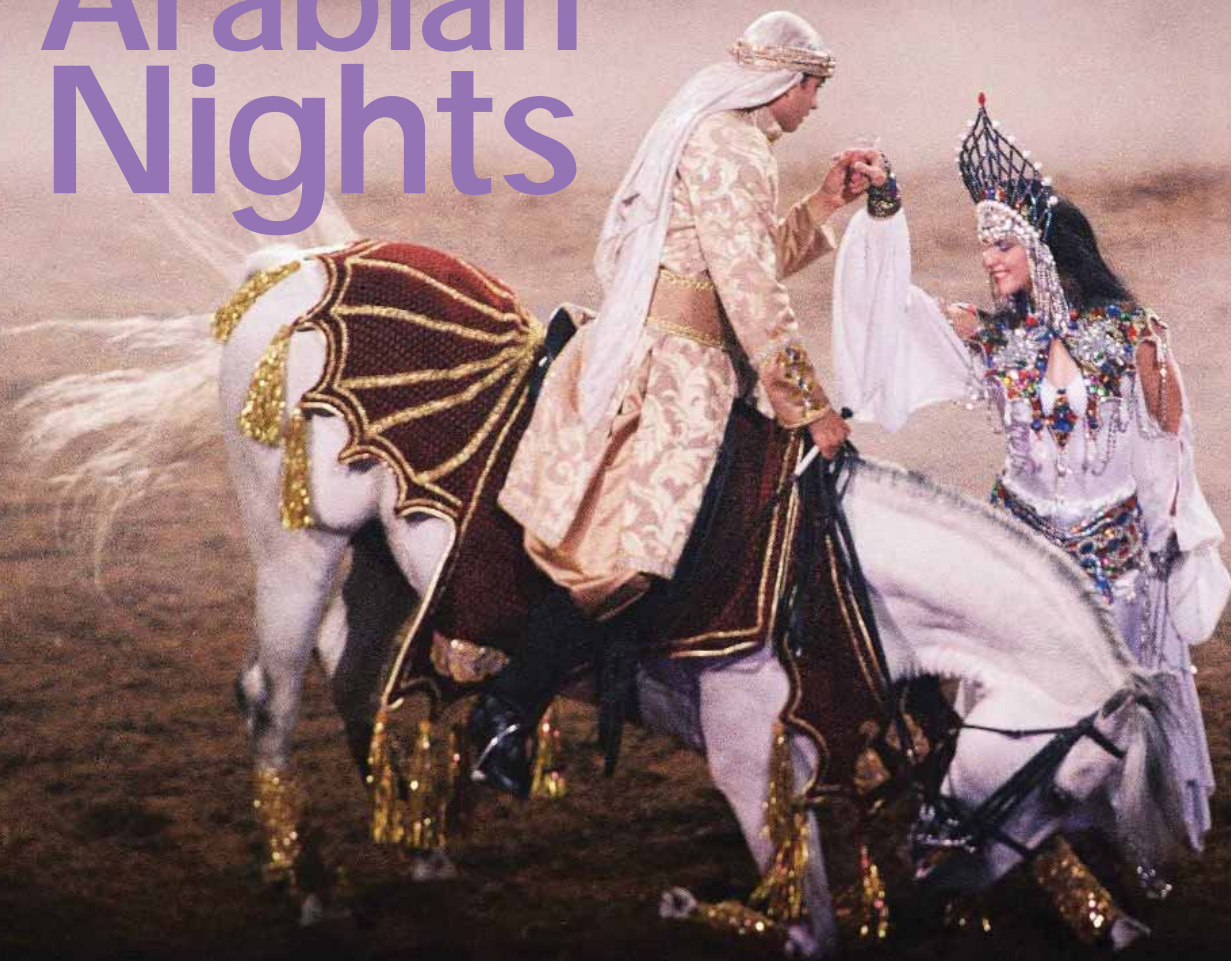
An Ohio native raised in Tennessee, Garey Hiles was formally trained at Disney's Culinary Academy in Orlando. During his apprenticeship at The Grand Floridian Resort and Spa, Hiles honed his craft while studying with Disney's elite culinary regime. Upon graduating, Hiles was recruited to work under Chef Roland Muller at Citricos as first cook and later offered the opportunity to advance at The Coral Reef within Epcot®. Hiles was hand chosen by Walt Disney World® Resorts to work at the renowned Victoria & Albert's, Central Florida's only AAA Five-Diamond and Mobil Four-Star restaurant, and trained under Chef Scott Hunnel, learning European technique and advancing through the kitchen stations before ending up as Saucier.

In early 2004, Hiles packed his bags and set sail to St. Croix in the U.S. Virgin Islands where he was offered the Executive Chef position at Divi Carina Bay Beach Resort & Casino. After a brief stint on the island, he moved to Atlanta to be closer to his son Noah, and took a lead position with The Oceanaire® Seafood Room in Atlanta where he was quickly promoted to Sous Chef. His promotion to the Executive Chef of the Orlando store brings Hiles full-circle on his culinary career path. In bringing The Oceanaire® to Orlando, Hiles blends his appreciation of southern roots cooking styles with the worldly techniques he crafted at the various Walt Disney World® properties.





# Arabian Nights



## Arabian Nights 2008 Show: Truly Something for Everyone

There is something for everyone at Arabian Nights Dinner Attraction in Orlando, FL. From the moment guests enter the magnificent Palace of Horses, they are treated to a variety of entertainment that appeals to all ages.

The journey begins in the Great Hall where guests enjoy the magic of Michael Barron. His 25-minute show has astounded adults and children alike. You might even be asked to participate in some of his tricks! During the pre-show, there is a full cash bar available and guests are welcome to peruse the gift shop.

Once the arena doors open, guests take their seats and choose their dinner from one of our five delectable menu options; New York Strip Steak, Chopped Sirloin with Gravy, Grilled Chicken Breast, Children's Chicken Fingers, and our vegetarian Penne Pasta Primavera. Guests will also enjoy unlimited beer, wine, and Pepsi products throughout the show.

When the show begins, the magic of Arabian Nights comes to life. Adults and children alike enjoy seeing some of the most talented equestrians in the world perform a variety of astounding feats on horseback. Guests will see everything from a western square dance on horseback, to gypsies doing back flips, juggling and even jumping through a flaming hoop! They also experience the magic and excitement of Walter Farley's Black Stallion in a live performance with the Princess Scheherazade.

Audience members of all ages enjoy a fantastic display of riding in the Native American Tribute act, and guests who feel the urge to shout and cheer get their chance during the thrilling Ben Hur Chariot race. It doesn't matter if you are an adult or a child, at Arabian Nights "We'll Win Your Heart!"



For more information call toll free (800) 553-6116  
or visit our Website: [www.Arabian-Nights.com](http://www.Arabian-Nights.com)



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# LA NOUBA

CIRQUE DU SOLEIL®



Once upon a time, a door opened and two worlds collided. Dreams clashed with reality. The mundane mixed with the marvelous. It was no longer possible to tell where one world began and the other ended.

This new place was called La Nouba.

This Cirque du Soleil creation is an unforgettable journey through this universe – at once threatening and exhilarating, frightening and familiar. La Nouba is the story of all stories, the site of all mysteries, where dreams and nightmares sleep side by side. La Nouba is memory, individual and universal. It beckons to us, challenges us to uncover passions we thought we had lost long ago. Here, anything is possible.

La Nouba contains two types of families or groups and throughout the ride the magic and fantasy of the colorful Cirques (circus people) clash with the monochromatic world of the Urbains (urbanites). But as in fables, it is not so much this contrast as the interplay between these two groups, which sparks our curiosity and feeds our imagination.



From this encounter is born fear and ecstasy. From this encounter is born La Nouba.

La Nouba originates from the French phrase "faire la Nouba," which means to party, to live it up.

La Nouba transforms the ordinary into the extraordinary, engaging the imagination from beginning to end with opulent sets, brilliant choreography, theatrical lighting and live music. Featuring mesmerizing high wire and flying trapeze, stunning acro-gymnastic performances and other dynamic displays of coordination and strength, La Nouba promises to surprise, excite and mystify.

With an international cast of more than 65 artists, the Cirque du Soleil theatre, located in the heart of Downtown Disney West Side at Walt Disney World Resort, welcomes more than 1,650 spectators twice daily, five days a week.

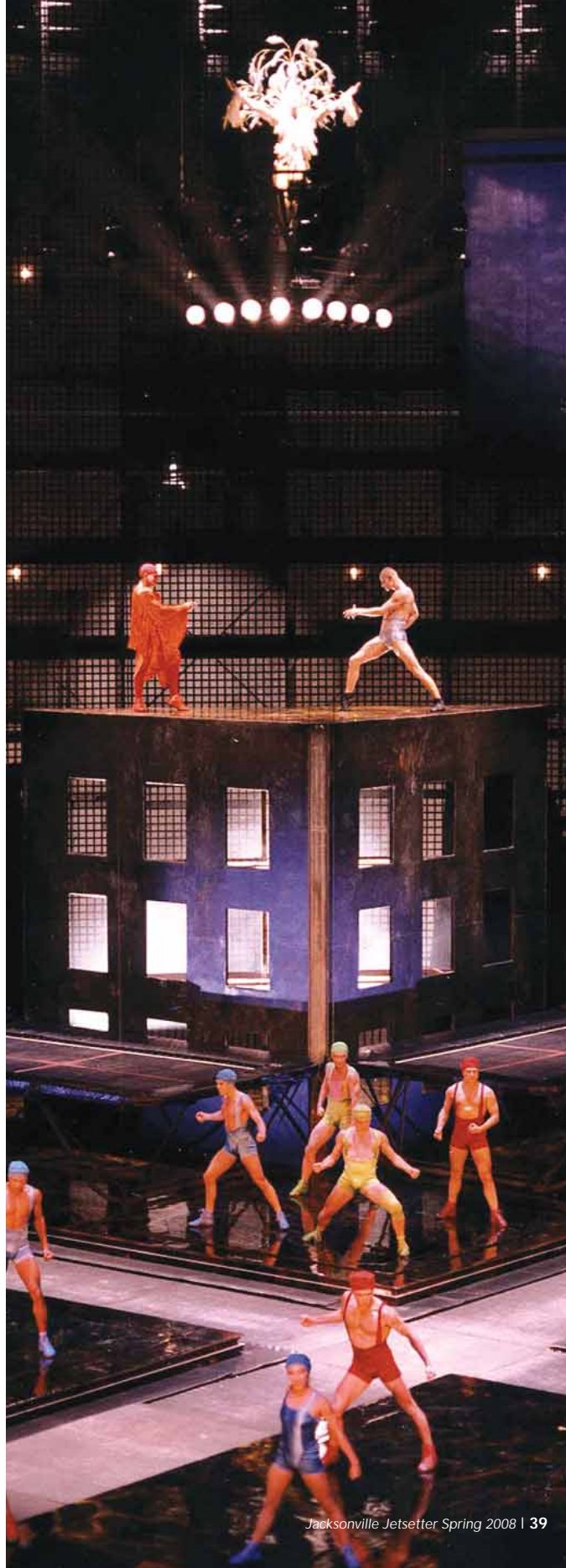
The 1,671-seat showroom is the first free-standing permanent theatre ever built for Cirque du Soleil. Set designer Michel Crête of Cirque du Soleil, Michel Aubé, Design Architect of Scéno Plus, Walt Disney Imagineering and the architects of the Rockwellgroup collaborated on the overall design of the theatre. The dynamic white structure was designed to convey elegance and sensuality with the addition of fabric and tension reminiscent of a Big Top.

The contrasting black showroom interior transports the audience to another world as soon as they enter the theatre. The set on the Elizabethan-style stage is reminiscent of a well-traveled path or trail. Look up and see the seven cloud-like Fabulous Figures that decorate the ceiling of the showroom. The musicians perform on two platforms housed in the 75-foot towers rising on both sides of the stage. The five elevator lifts rise to a maximum height of 16 feet, the center stage lift is capable of descending 16 feet below the stage as well. Two telepheriques (or tracks) installed along the back wall of the stage are capable of moving props, scenery and acrobatic equipment. The retractable power track floors, specially designed by Cirque du Soleil, allow the performers to jump higher and faster than ever.

Founded in 1984 in Quebec, Canada, Cirque du Soleil has become world-renowned for its completely unique brand of theatrical arts presentations. Cirque du Soleil has produced many different shows on five continents. La Nouba represents the first collaboration between Cirque du Soleil and Walt Disney World, offering visitors to Walt Disney World Resort a chance to join the party of more than 50 million spectators worldwide.

Tickets for La Nouba start at \$69 plus tax for adults and \$55 plus tax for children (ages 3-9). Reservations can be made up to 6 months in advance by calling (407)939-7328, at the theater's box office located at the plaza level of the theater, or by logging on to [www.cirquedusoleil.com](http://www.cirquedusoleil.com) or [www.disneyworld.com](http://www.disneyworld.com). Group discounts can be made by calling (702) 352-0197. Two performances are held daily at 6:00 p.m. and 9:00 p.m. Tuesday through Saturday. The theater is dark Sunday and Monday.

**For more information, please visit  
[www.cirquedusoleil.com](http://www.cirquedusoleil.com).**







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# TSA to Pilot Airport Employee Screening at Seven Airports

The Transportation Security Administration (TSA) today announced the seven airports that will take part in airport employee screening pilots as a requirement of the Omnibus Appropriations Act passed by Congress in January 2008. TSA will pilot various screening techniques for 90 days at each airport. The legislation mandates 100 percent employee screening be evaluated at three airports and alternative employee screening at four other airports.

The seven airports are Boston's Logan International, Denver International, Jacksonville (Fla.) International, Kansas City (Mo.) International, Eugene (Ore.), Southwest Oregon Regional (North Bend, Ore.) and Craven Regional (New Bern, N.C.). TSA worked closely with airport stakeholder groups to develop the program and criteria for airport participation. More than 100 airports expressed interest in participating in the pilots scheduled to begin in May. Airports were selected, in part, to ensure that those of different sizes are represented.

## Pilot Locations Length

100 Percent Perimeter Screening - Boston's Logan  
100 percent employee and vehicle screening at airport perimeter entrances. Use of biometric access control

100 Percent Checkpoint Screening - Jacksonville  
100 percent physical employee screening - Craven Regional from the public area to the secure area (known as SIDA)  
90 days (This screening may occur at existing checkpoints or at ones set up specifically for the pilot.)

Enhanced Security Screening - Denver  
Random screening - Kansas City  
Behavior detection programs - Eugene  
Employee security awareness training - Southwest Oregon  
Regional Deployment of portable screening equipment  
Use of biometric access control (Denver only)

"These pilots will give us important information as we evaluate the best way to secure the operations side of the airport," said Kip Hawley, TSA administrator. "We appreciate the support of Congress and our security partners at the airports and look forward to working with them to implement our findings."

Use of multiple security measures will enable TSA to evaluate the most effective manner of screening airport employees. Airport employees and other employees including concession workers who have access to secure areas of the airports will be screened before they can enter those areas.

TSA currently deploys a layered approach to airport employee security that includes random and roving screening, checkpoint screening for certain populations and "surge" inspections. Random screening ensures that at any time airport employees may encounter security on the airport grounds. In addition, TSA has made strides in improving the airport employee badging process. TSA requires all badged airport employees to have a clear security threat assessment before a badge can be issued and audits are underway at airport badging offices across the country to verify adherence to this measure.

The Omnibus Appropriations Act provided up to \$15 million for these employee screening programs. TSA is required to report to Congress before Sept. 1, 2008 on the cost and effectiveness of the pilot programs at each airport.

For more information about TSA visit our Web site at [www.tsa.gov](http://www.tsa.gov). To provide feedback on this or other security issues visit TSA's blog at [www.tsa.gov/blog](http://www.tsa.gov/blog).

# New Measures to Improve Air Travel



U.S. Transportation Secretary Mary E. Peters today announced a series of new aviation measures to strengthen passenger protections, improve consumer choice and reduce congestion, including doubling the limits on compensation airlines must pay flyers bumped from oversold flights and establishing operational improvements to cut delays this summer. "We are taking steps to improve the travel experience, cut delays and lower fares in one of America's busiest aviation markets," Secretary Peters said.

The Department today finalized changes to its so-called bumping rule, which doubles the limit on compensation airlines must pay passengers who are involuntarily bumped from their flight. Under the new rule which goes into effect next month, fliers who are involuntarily bumped would receive up to \$400 if they are rescheduled to reach their destination within two hours of their original arrival time or four hours for international flights, and up to \$800 if they are not rerouted within that timeframe.

The new rule also covers more flights, including those operated with aircraft seating 30 people or more; the current rule covers flights with 60 seats or more. The amount of these payments are determined by the price of the ticket and the length of the delay, and are in addition to the value of the passenger's ticket, which the flyer can use for alternate transportation or have refunded if not used.

"It's hard to compensate for a missed family occasion or business opportunity, but this rule will ensure flyers are more fairly reimbursed for their inconvenience," Secretary Peters said.

The Secretary also announced new air traffic measures designed to help cut delays this summer. The first involves new and greater flexibility for aircraft to use alternative routes in the sky to avoid severe weather. This includes a new routing alternative that provides an "escape route" into Canadian airspace from the New York metropolitan area so airlines can fly around summer thunderstorms and high winds.

In addition, the FAA will open a second westbound route for aircraft, akin to adding another interstate highway lane in the sky. This would in effect provide a parallel route along a heavily-traveled aviation corridor, helping cut westbound delays from the New York area.

"By making better use of our skies, we are working to limit the impact weather has on travelers on the ground," Secretary Peters said.

The Secretary said the Department also is proposing a new way to manage congestion at New York's LaGuardia Airport. Even though this facility has been capped since 1968, it is still consistently one of the top three most

delayed airports in the nation, she said. Under a supplemental rulemaking announced today, the Department is proposing two market-based options that would require a limited number of flights operated by the airlines in a given day, known as slots, to be made available through an auction process. "This proposal increases choices for passengers and adds competition, which is proven to lower fares. It also cuts delays and funds new aviation capacity projects for the region," Secretary Peters said.

Under the first option, all air carriers would be given up to 20 slots a day for the 10 year life of the rule. Meanwhile, over the next five years, 8 percent of the additional slots currently used by an airline would be made available to any carrier via an auction. An additional 2 percent of the slots would be retired to help cut the record delays at the airport. Proceeds from the auction would be invested in new congestion reduction and capacity improvement initiatives in the New York region.

The second option also gives airlines permanent access to up to 20 slots a day for a 10 year period. Beyond those flights, 20 percent of the slots currently used by the airlines would be made available over the next five years to all airlines through an auction. Under this option, the carriers would retain the net proceeds of the auction.

The Secretary said both options provide financial stability to the airlines operating at LaGuardia by providing them with a defined right to operate at the airport for a decade, something they do not have today. These rights are given in recognition of the significant financial investment the airlines have made in the airport's infrastructure, she said.

"Our plan strikes a sound balance between protecting investments by incumbent carriers and ensuring that all airlines have the ability to fly to New York's LaGuardia," Secretary Peters said. "While the status quo at LaGuardia has led to stagnant service, delays and unnecessarily high fares, open access and competition will help give flyers more choices, fewer delays and lower fares."

Overall, the Secretary said improving the passenger experience is central to the Department's efforts and that she wanted to hear directly from travelers how they are being impacted by problems in the air travel industry. To do so, she has launched a series of Aviation Consumer Forums to hear from consumers and help educate air travelers about their rights and responsibilities. The first DOT-hosted forum is scheduled for tomorrow, April 17, in Miami, to be followed by public meetings in Chicago and San Francisco in the near future.



# Use a member of the Florida Association of Mortgage Brokers when buying a home

By John Demps - President, Florida Association of Mortgage Brokers Jacksonville Chapter

Buying a home is the most important financial decision that most people will make. Homeownership provides security, stability and a means to achieve the American Dream. More than 60% of consumers nationwide use a mortgage broker when buying a home because of the choices that brokers provide.

A mortgage broker is recognized as an independent real estate financing professional that specializes in the origination of residential and/or commercial mortgages. A mortgage broker is also an independent contractor who markets and originates loans offered by multiple wholesale lenders. The mortgage brokerage industry plays a significant role in the mortgage lending process and the American economy by increasing competition and driving down costs. Most mortgage brokers are small business owners who live and work in the communities with their customers.



In Florida, consumers benefit from choosing mortgage brokers who belong to the Florida Association of Mortgage Brokers (FAMB) - a nonprofit organization dedicated to advancing the mortgage broker profession through advocacy, education and ethical practice. The FAMB is the oldest state trade mortgage association in the nation and its members strive to attain the highest degree of excellence and customer service available.

FAMB members are experts in analyzing, advising, structuring, underwriting, packaging, presenting and negotiating loan proposals.

FAMB members agree to abide by the FAMB's code of ethics and professional standards for best business practices when joining the Association. When selecting your mortgage professional ask if the broker or originator is a member of FAMB and look for the FAMB logo. Rules and regulations are constantly changing in the housing market on both the federal and state levels. It is important to find a mortgage broker who is well-informed on current legislative issues and rulings. Members of the Florida Association of Mortgage Brokers routinely meet with state and federal legislators to confer with them on policy decisions; making them expert resources.

This expertise will allow you to make the right choice when purchasing your dream home. The Florida Association of Mortgage Brokers has 14 chapters across the state including Jacksonville. For more information, please visit the consumer information section of the [FAMB website www.famb.org](http://www.famb.org).

# First Coast Commuter Services

MAKING IT EASIER TO GET TO WORK



Gas is consistently over three dollars a gallon and is predicted to hit close to four dollars a gallon in the next few months. New subdivisions, condo developments and road projects in the Jacksonville area have increased traffic congestion, which cause longer drive times to work and higher driver stress levels.

The First Coast Metropolitan Planning Organization (First Coast MPO) has a cost effective solution to help reduce your drive time frustration and stress. It's the First Coast Commuter Services car and vanpool program. The program encourages and promotes sharing a ride to work in five Northeast Florida counties.

## Here's how it works:

Carpools are for two to four people who share a general trip route and work schedule. You take turns driving your own vehicles or reimburse a single driver for trips. You only pay for gas and parking (if applicable) the day you drive. The more carpoolers in your group, the more you save. The First Coast Commuter Services program can help you find fellow riders through a matching rideshare service.

A vanpool is a group of commuters (usually 7-15) who ride to and from work in either an employer or employee-sponsored van, available for lease through a national leader in vanpool programs. The First Coast MPO offers a turnkey program including the vans, maintenance, insurance, rider matching and employee communications materials.

All carpool and vanpool participants who register with the First Coast MPO qualify for the Emergency Ride Home program. If an emergency arises and you must leave work before your car or vanpool does you'll get a free taxi ride.

Sharing a ride with others also reduces greenhouse gas emissions (GHG), which directly contribute to air pollution and climate change.

For more information about the benefits of car and vanpools, including how it helps the environment, go to [www.cooltopool.com](http://www.cooltopool.com) or call 904-306-7500.

Use the Driving Costs Calculator on the cool to pool website to see how much you spend on monthly and yearly commute costs. The results may astonish you.

## Did you know?

According to the Automobile Association of America's "Driving Costs of 2007," your cost per day for auto insurance, financing, and depreciation is approximately \$15.47.



*First Coast*  
**MPO** Metropolitan  
Planning  
Organization

The First Coast MPO is an independent regional agency responsible for transportation planning in Duval County and most of Clay, Nassau and St. Johns Counties. The First Coast Commuter Services is funded by the Florida Dept. of Transportation.





# JACKSONVILLE BEACH HOTELS

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