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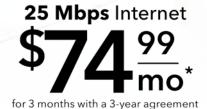


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Editor's Note my two cents on the subject

Kelly Oden Executive Editor

■ HAPPY JULY, LADIES! This month, *Pensacola Magazine* is specially curated just for you. Being a woman is wonderfully complex and I personally wouldn't trade it for the world. Our cover story this month features interviews with six local women who have managed to transform their passions into successful businesses. With interests ranging from engineering and design to baking, community engagement and bar and restaurant ownership, these wonder women entrepreneurs talk with us about the training, planning, dedication and creativity that led them to become their own boss.

Also, in this issue, be sure to check out the hottest hair trends for summer in a gorgeous spread created exclusively for *Pensacola Magazine* by the very talented folks at Volume One Salon. Find out what cuts, colors and styles are hot right now and get great tips for taming your tresses in the Gulf Coast humidity. Special thanks to Katherine Velez for coordinating this spectacular section.

If fashion is your thing, take a peek at Hana Frenette's local shopping guide for the best summer accessories for beach days and downtown nights—all available locally from Pensacola's fantastic selection of independent boutiques. Shop local and look fabulous!

One universally shared and unavoidable aspect of being a woman is our monthly cycle. Both a curse and a blessing at times, our periods greet us every month whether we want them to or not. Why not embrace them and make sure we are using the best possible products? Skip the chemicals, save some money, lessen the mess and save the environment with our compilation of body and eco-friendly period products.

Last but certainly not least, an issue focused on strong, influential and amazing women would not be complete without an interview with one of the coolest women ever—the queen of rockabilly herself, Mrs. Wanda Jackson. I had the great pleasure of speaking with the talented and still sassy musical legend in advance of her show on August 4 at Vinyl Music Hall. Be sure to read about her brief romance with Elvis, the origins of her famous growl and how she transformed fashion for women in country music.

All of this, plus our special real estate section, On The Market, which features all the best homes for sale in the Pensacola area plus informative articles on a variety of real estate topics.

As always, I hope you enjoy the issue. Please send comments, ideas and random thoughts to Kelly@ ballingerpublishing.com.

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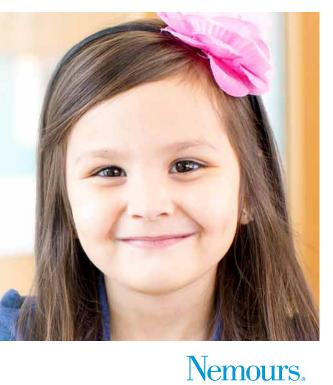
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Pensacola MAGAZINE

JULY 2017

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Pagelo bavis



At this writing, locals are rehearsing for the 9th annual "Life's a Dance" event benefiting Covenant Hospice. These brave souls agree to partner with Fred Astaire dancers and give their best routines to support a most worthy cause.

One of the people who had a lasting and unquestionably significant impact on my life was a young woman named Gardner Ann Garrett. I was six years old and my mother enrolled me in tap and ballet classes in her Montgomery, Ala. studio. I suppose I must have twirled around the house enough that my astute mom thought she might channel that energy into something a bit more

From the time I was three. I owned a pink jewelry box, courtesy of Santa Claus, that was home to a necklace or two. Far more important in that box was the pop-up ballerina that when wound up would spin to The Swan Song. I used to wind and watch her dance for hours at a time, imitating her fixed pose. Dance lessons were a dream come true. I eventually graduated to pointe class and my organized dance days were done. Pointe, for those who haven't experienced this torture, is ballet with shoes that force you on your tippy toes. Childbirth is worse, but not by much.

There is a dancer inside all of us. Network television obviously understands this well, based on the success of the hit show "Dancing With The Stars." It has filtered down to local charities that sponsor their own version of the show in ongoing efforts to raise

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much-needed funds. Granted, it is sometimes painful to watch a contestant who moves like the Tin Man. Lack of rhythm is a deal breaker if you plan to show your best steps to an audience. Someone needs to be honest after a rehearsal or two and then, let the chips fall where they may. It does take guts to perform publicly and all who are willing to sacrifice for a cause should be commended. Gallant efforts, however, are rarely appreciated by the masses.

Different things bring out our inner dancer. Scoring a touchdown or catching a prize fish does it for some. And, under certain social circumstances, many of us have been known to let our hair down and dance as if we were rock stars. It is true that adult beverages may occasionally be involved in casting our inhibitions to the wind. But sometimes raw emotion simply takes over. Think wedding receptions. There is usually so

our little hearts out, looking, I'm sure, as if we were trying to scrape the varnish off the stage. much joy at these events that you can't help but be expressive, especially after one too many glasses of celebratory champagne or a couple of tequila shots. Be honest. Aren't there certain songs that make you move? You can't help it. You simply become one with the music. Of course, there is a huge difference in doing this alone versus in a group setting. If everyone in the crowd is in the mood, you tend to feel invisible when you join in. Line dancing was born this way. However, YouTube is filled with invisible moments, and they

productive. Plus, I was pretty shy and this would

surely get me out of my shell. And did it ever. I

don't know how much dance lessons really did

to make me more outgoing, but I will say this-

one dance recital wearing satin and tulle, not to

mention real makeup, and I was changed forever.

I will never forget being dusted with some kind of

skin glitter before taking the stage with the other

girls in my class and thinking life couldn't be any

better. Pirouettes, chasses, deboules, and jetes. We all felt like prima ballerinas with the Bolshoi Ballet

before switching into our Shirley Temple tap shoes

for the big finale. Shuffle, hop, step! I can still hear

the sounds, not necessarily in unison, of the metal

on our black patent leather shoes as we tapped

ain't pretty.

Dance lessons for adults are currently all the rage. You can sign up for an instruction package at a studio such as our local Fred Astaire Dance Studio and come out with a pretty decent command of basic steps. Pros at these studios can work miracles with even the most challenged of students. Additionally, the physical and psychological benefits are amazing. Obviously there is value because of the exercise. Just look at some of the celebrities who have danced on the television series and you can see how they positively improved their fitness levels. But dancing also relieves anxiety, boosts self-confidence, and provides a social outing.

My pink jewelry box was lost at some point over the years during one of our moves. Last year Santa, aka my sweet husband, gave me a new one that is very similar to the original, only now the ballerina twirls to Lara's Theme from "Dr. Zhivago." It still works the same magic.

For year round great music, stop by Lily Marlene's at Seville Quarter on Tuesday evenings for some of the best jazz you will ever hear.

By the way, if you plan to visit our nation's capital any time soon, get tickets to the newest museum addition. The African American Museum is brand new and is spectacular. My daughter and I went on a museum/ monument tour of the city (while my husband went on a fishing trip) and were so impressed. The music and culture exhibit is phenomenal.

July Birthdays

- 6 Sarah Davis
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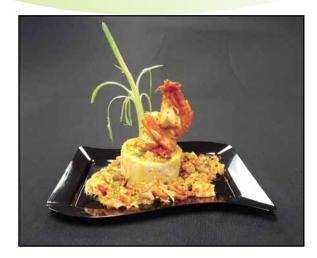


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• Style

SUMMER LOOKS FOR BEACH DAYS AND DOWNTOWN NIGHTS

S UMMER IS A GREAT TIME TO STOCK UP ON ACCESSORIES—the perfect pair of sunnies, a glamorous floppy hat, and metallic everything. The amazing local shops of downtown Pensacola and East Hill make it easy to find the perfect addition to your summer outfit. Between, Gray, Indigeaux, Angel's Garden, The Sequined Magnolia, Duh!, The Mole Hole and SoBo each offer a wide variety of unique apparel and accessories to complete your look, whether you're having a relaxing beach day or planning a night on the town. »

Accessories •



.....

Gold Sam Edelman thong sandals, Indigeaux, \$40
 Sapone d'Olio d'Olivia soap, Duh!, \$25
 Gemstone Flower Ring, The Mole Hole, \$52
 Pom Pom drop earrings, Between Boutique, \$13
 Elk Necklace, Gray Boutique, \$49
 XO Clutch by Sugar Boo, Duh! \$18
 Odeme Nail Polish, Between Boutique, \$13
 Bando Love Potion Tumbler, Indigeaux, \$14
 Light pink knit scarf, SoBo Boutique, \$20
 Bando floral 2018 planner, Indigeaux, \$20
 Quay pink sunglasses, Between Boutique, \$55
 Vitamin Sea beach hat, SoBo Boutique, \$42
 PENSACOLA MAGAZINE

5.

A THE PARTY OF THE P

Chic nighttime summer accessories offer bold pops of saturated hues like turquoise, along with hints of metallic silver and gold, textured leather, fringed accents and the perfect glittering rhinestone earrings.

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1. Tribal print Headbands of Hope, The Sequined Magnolia, \$17 2. Embossed metallic leather clutch by Coastal Road, Gray Boutique, \$139 3. Baubble Bar fringe earrings, Indigeaux, \$38 4. Sapone d'Olio d'Olivia soap, Duh!, \$25 5. Silver metallic sneakers, Gray Boutique, \$174 6. Travel nail file pack, Between Boutique, \$5 7. Rhinestone smiley face earrings, Between Boutique, \$17 8. Teal felt floppy hat, SoBo Boutique, \$40 9. Long modern fringe Wolf and Moon necklace, Between Boutique, \$60 10. Gold braided cuff bracelet, The Mole Hole, \$19 11. Lollia perfume, At Last No. 17, Duh!, \$55 12. Disco ball tumbler by Packed Party, Between Boutique, \$25 13. Silver holographic metallic cross body purse, SoBo Boutique, \$25

12.

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The Bull of the Bu





The cannon blasts and hundreds of feet hit the pavement running. The young and old alike tear off as if their lives depended on it—a blur of white and red. They rush the streets of downtown Pensacola, cutting a swath down East Government Street in a heart-pounding, 2-mile race to the finish. But will they make it? The second cannon sounds—the bulls are coming.

For the past six years this has been the scene at the Pensacola Roller Gurlz' (PRG) annual Running of the Bulls event. Each year, runners must test their skills against the "bulls," portrayed by the wiffle-bat wielding Pensacola Roller Gurlz who give chase on skates and try to tag runners to coax them towards the finish line.

This year marks the seventh annual Running of the Bulls, which is held during Seville Quarter's Fiesta of San Fermin in downtown Pensacola from July 13-15. The proceeds of this family-friendly event will go to the Northwest Florida USO.

As one of the event organizers and former PRG president Susan Carter, a.k.a. Smacker Jack Suzie, is no stranger to the derby scene in Pensacola and has her finger on the pulse of derby both locally and nationally. Passionate and driven, Carter's love for derby hasn't dwindled one bit since her retirement from the sport in 2015.

"PRG will forever remain in my heart," Carter says. She speaks eagerly about her experiences and about the upcoming event, her easy wit and good humor on full display.

Carter began her venture into roller derby in 2008 when she moved to Pensacola with her husband who was re-stationed at NAS while preparing to go into retirement. Once he retired, she started to feel there was just something missing.

"Being military, you have that close knit family in the Chief's nest with the wives and the guys and all that so I needed something to fill that void because we didn't have that anymore," Carter says.

That's where derby came in. Carter noticed a flier at work for an upcoming July 4th event

and immediately took interest. Growing up in the 1970s in Knoxville, Tennessee, Carter was familiar with derby since childhood and knew instantly she had to do it. Attending that initial event was all it took to convince her once and for all.

"I said, 'That's it!' I went in full force; bought my gear; bought my skates, and the first night in I fell in love with it and stuck with it for four years," Carter says.

But derby isn't all sunshine and rainbows. At 41, Carter was the oldest member of the team, which came with its share of challenges. Roller derby is a full contact sport and it takes a great deal of hard work, dedication, discipline, and guts to do it. Derby girls work hard to earn the right to strap on their skates and represent their team. And derby can be brutal. Injuries like strains, sprains, and broken bones all come with the territory. This doesn't seem to dissuade Carter one bit, though.

"My second year in, I tore my ACL and had to have it replaced. We've had broken bones. I've broken my pinky and girls have broken their legs or hurt their shoulders. You figure we're going at a pretty fast pace when we go in to hit somebody and you use your shoulders or your hips to hit somebody. You use what God gave ya," Carter says. "Sometimes I would go away from practice wondering 'Why am I doing this? But eventually you get it. Its muscle memory and you end up doing it. You end up amazing yourself."

And that's the thing about derby that keeps

derby girls like Carter coming back time and time again. It's the thing that ignites such passion and forms the intense bond between all derby girls – in a word, it's empowerment.

"It's a good sport for women to build selfconfidence. I didn't have the confidence that I needed until derby. I have more confidence in myself now than I did years ago. It's a very empowering sport for women. People think it's all staged, but it's not. You have plays, you have offense and defense at the same time. The way we explain it is its like football on skates without the ball. It's a sisterhood type thing," Carter says.

When asked about her hopes for the future of the Running of the Bulls event, Carter says she hopes it will continue to grow. The Pensacola event sees close to 1,000 participants each year, but Carter says she would like it to rival the event in New Orleans — from which they took their cue – which sees approximately 5,000 participants each year. Not only would this give PRG the exposure they so deserve, but it would also help raise money for the charity selected to benefit from the event each year.

"The more participation we have, the more we can give to the USO or whichever charity we choose that year and that's the goal – to get more participation so we can get more to the charity," Carter says.

Last year, the PRG and Seville Quarter raised \$2500 for the USO and they would like to

build on that success this year. Carter places her confidence in Seville Quarter's management for their long history of success with this event.

"Seville Quarter puts the whole thing on. Jack [Williams] is amazing! He does everything that he can to help promote the run," Carter says.

The Running of the Bulls is one of several events taking place during Seville Quarter's Festival of San Fermin from July 13-15. Families are welcome and, in fact, encouraged to attend. If you ask Carter, they're the best part of the whole deal.

"It's a party, but its family oriented because we want families to be involved," Carter says. "My favorite part of the run is the kids. When we do the gauntlet at the end, they just keep coming back in. If we kept that gauntlet open for 4 hours, they would just keep coming back. They love it!"

For those participating in the run on July 15, Carter has a last bit of advice to offer.

"Have fun. Laugh. And, actually, the main number one thing we see is when people put their hands behind their backs to try and cover up – just don't do that," Carter says. "Just take it. You know its coming. Just take it."

And for those still not convinced they want to lock horns with the "bulls" but would still like to attend, fear not! You can still join the fun and run so long as you steer clear of the road and stick to the sidewalks.

FESTIVAL OF SAN FERMIN EVENTS: JULY 13, 2017

WHAT: Spanish Wine Dinner* WHERE: Seville Quarter/Apple Annie's WHEN: 7pm *\$70 a plate, reservations required.

JULY 14, 2017

WHAT: Mini Procession/Party WHERE: Seville Quarter WHEN: 6:30pm

JULY 15, 2017

WHAT: Running of the Bulls* WHERE: Seville Quarter WHEN: 9 am *Registration for the run is still possible from 7-8:30am the morning of the race.

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Classes & Workshops



Actual Model: Brooke W. Makeup/Hair Artist: KaCe Boyer Behind the Scenes with East Hill Photo At Studio One Pensacola

A Period Piece by Kelly Oden

ALRIGHT LADIES, IT'S TIME TO TALK ABOUT THAT TIME OF THE MONTH. No embarrassment here—just some straight talk about our bodies and the obnoxious, yet incredible, process it goes through monthly in an attempt to further our species. Periods can be many things—uncomfortable, messy, and inconvenient come quickly to mind. As you know, the products we use to manage our cycles can be costly and inefficient, but did you know they can also be environmentally unfriendly and full of undesirable chemicals? It's true, but luckily, we live in an age of invention and ingenuity and many companies are cashing in on women's menstrual cycles with new and innovative products that promise to make your period safer, cheaper and much more comfortable.

Flex

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Menstrual cups and discs are flexible products designed to collect, rather than absorb, menstrual blood. Cups and discs are more environmentally friendly than traditional tampons and they can help keep vaginal PH levels balanced. The Diva Cup is a washable, reusable, silicone cup that offers up to 12 hours of leak free protection. Easily removed by pulling the small stem, the eco-friendly Diva Cup can be used for approximately one year. Flex is a disposable, medicalgrade polymer blend menstrual disc that can also be worn for up to 12 hours. Flex warms and molds to your body shape and as an added bonus—it can be worn during intercourse. Flex is a subscription based service, but they do offer a free trial.



Diva Cups



Lola Box

Subscription Boxes

Why worry about making sure you've purchased products in time for your period when you can have them conveniently delivered each month on the date of your choosing? The beautifully packaged organic tampon delivery company Cora offers a free trial and subscriptions that deliver every three months. Plus, the initial box comes with a cute clutch to hold your daily tampons, and for each purchase they donate sustainable pads to women in developing countries. LOLA offers a variety of subscription packages and a number of other organic subscription services are popping up, including Kali, Tampon Tribe and This is L.

Lola Tampons

Luna Pads

Chemical Free Tampons and Pads

Disposable pads and tampons can contain a variety of chemicals and fragrances that can irritate or harm the tender skin of the vagina. Not to mention the fact that approximately twenty billion disposable pads and tampons are thrown out every year—why fill the landfill when you can use reusable or organic products that won't hurt you or the environment? If you prefer tampons, give LOLA's organic 100 percent cotton tampons a try. LOLA's subscription-based service offers applicator and applicator-free tampons as well as organic cotton pads. LOLA promises no toxins, dyes, or synthetic stuff and they list all ingredients on the label. Subscription boxes can be tailored with a variety of sizes to fit your needs.

Lunapads offer three different lines of reusable cloth pads. The Classic Lunapads are adjustable to fit your flow and have a removable, washable liner. The panty liners are their thinnest, most breathable option and they are ideal for light flow days. The Performa line is perfect for average or heavy days. Performa's wicking top layer quickly draws fluid away from your body and is three times as absorbent as a similar disposable product.

Period Underwear

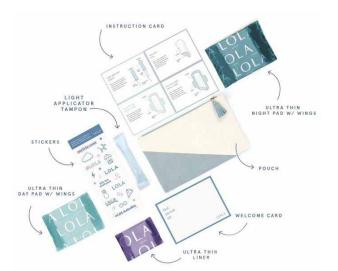
Why ruin your good undies when you can wear special, meant-to-be-bledin-panties created just for your monthly occasion? There are a number of period panties on the market and even more in crowd funding mode, but we think these two hold the most promise. THINX period panties are anti-microbial, moisture-wicking, absorbent, and leak-resistant and claim to hold up to two tampons worth of blood. THINX can be used alone for a light flow and in conjunction with tampons or cups for a heavier flow. The unique design absorbs moisture to keep you feeling dry and fresh. THINX come in a variety of styles and prices ranges. Luna Undies are made of breathable, organic cotton and offer sizes from XS- 3XL. Designed to completely replace disposable pads, tampons, and panty liners, Luna Undies offer built-in linings for lighter flows and removable, reusable inserts for heavier days. Luna Undies also offers a gender-inclusive boxer brief for trans-men and non-binary individuals who menstruate and would prefer a masculine option.



Luna Undies

First Period Kits

Your daughter's first period is likely to be a nervewracking moment for each of you. Why not make it a little easier with a first period box that offers a variety of period products plus educational material and a few fun products, too? These boxes aren't meant to be a substitute for those parent/child discussions. Think of them as ancillary materials they can read and explore on their own terms. Period Packs offers a wide variety of first period kits including organic tampons and pads, menstrual cups, and even a special kit for those with special needs. Kits also include literature for both child and adult as well as fun surprises. LOLA offers a welldesigned first period kit that comes with a straight-talk e-book, diagrams, stickers and other fun products.





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WANDA JACKSON A Conversation with the Queen BY KELLY ODEN

T 79 YEARS OLD, Wanda Jackson's signature growl is as strong as ever. The Queen of Rockabilly got her start as a country musician while still in high school. As a teenager she toured with (and briefly dated) Elvis Presley, who turned her on to rock-n-roll and rockabilly. She quickly found her niche and won over fans with her distinct musical and fashion style. She hasn't stopped since. For over 60 years Jackson has been singing, touring, and recording everything from rockabilly to country and even gospel.

Jackson's "Let's Have a Party" and "Fujiyama Mama" are excellent examples of her rockabilly chops while "Tears Will Be the Chaser For Your Wine" and "The Box It Came In" both hit the Country top 20 in 1966. Jackson is often credited for paving the way for women in rock, and in 2009 she was inducted into the Rock and Roll Hall of Fame as an early influencer. She is also a member of the Oklahoma Music Hall of Fame and the Rockabilly Hall of Fame. She was named one of CMT's 40 Greatest Women In Country Music in 2002 and was presented with the Lifetime Achievement Award for Performance from the Americana Music Honors and Awards in 2010.

Jackson's live shows are a must see for music lovers of any genre. Her sassy spirit and passion for music are alive and well. *Pensacola Magazine* had the distinct pleasure of speaking with Mrs. Jackson in advance of her show at Vinyl Music Hall on August 4. Make sure you get tickets—you won't want to miss it.

WANDA JACKSON

First, let me extend my condolences on the loss of your husband, Wendell Goodman. You have a lot of fans rooting for you. How instrumental was Wendell in shaping the way that your career evolved?

Well, shortly after we were married he decided that we had to go with his career or mine. He had a very good career and it would have been very good. He was at IBM computers. He was a programmer. We got married to be together and I had to go to Vegas shortly after we were married. My dad, Tom, went with me because he had always traveled with me. After about five days, Wendell came out and he never did go back to his job because I gave him the choice and said 'Let's choose either your career or mine. I can quit singing if we want to go with yours." And he said, "No, you and your parents have put in so much effort and time into your career." He said, "Let me try to step in and take Tom's place and as long as I can be helpful to you, we'll keep that arrangement." But he said, "I won't be someone who just follows along, you know. So after about three years, he came to me and said, "You know, we're working kind of a circuit here. I'm out there with you, meeting these people. I think I could take over the booking very easily and we could save that 15 percent to the booking agency." So that's what we did and from that time on, he didn't ever change. He said he'd had the same job for 50 something years and had never gotten a pay raise.

That's a very long marriage. Do you have any secrets to share with our readers and your fans?

Well, I think the fact that we were together. I mean, whether we were in a car, an airplane, a hotel room—it was always just he and I joined at the hip. I found that when I'd come home, if he went to his office, I just couldn't wait for him to get home because I missed being with him all day and he missed being with me. I know everyone has to work these days, you know. I know they have to do it, but it's a shame because I found the more I was with Wendell, the more I wanted to be with him and I've heard other couples say the same thing. Spend every moment that you can together and don't let the world step in between you.

Elvis famously encouraged you to move more towards a Rockabilly sound. What can you tell me about that?

Well, it was a very short window of time. All of us people who played guitar were basically country artists. You know, Jerry Lee and Elvis himself loved country music...and Johnny Cash. Buddy Holly, he had always been –well, Buddy Holly. Hard to put in a pigeon hole. Elvis just took time to talk to me and my dad. He said that this was the new, most popular music. He said "Kids now-a-days have money. They're the ones buying the records. They're the ones that call into the stations and request your music. To sell a lot of records, you're going to need to move in that direction." I said, "Well, I'm just a country singer. I can't sing the stuff that you do." I love it. You know, I was a teenager myself. I had a





WANDA JACKSON CAPITOL RECORDS

crush on him just like all the other girls. He took me to his home and played records and sang to me. He said, "See, if you just take that song and just put that kind of a tempo to it" and he gave me examples and showed me. So, I learned from the best. The first chance I had to kind of start moving in that direction came when a friend of mine here in Oklahoma City wrote a song for me-like a transition song. It's a clever little song called "I Gotta Know." It has a country line or two in it and then it breaks and we go into rock-n-roll, and then it tapers down again into a little country and then back up again. It's a very interesting concept. I did it this past Saturday night on the Grand Ole Opry. Those people loved it. Everyone kind of knows that song. Being able to do that on the stage in Cleveland, Ohio when I was inducted into the Rock and Roll Hall of Fame - my

heart was, once again, just filled with gratitude to Elvis. His career was just exploding around him, yet he took time and was interested in my little career. And I've heard other artists say similar things--he took time with me and things like that.

I've heard that the two of you dated a bit. Now, I don't know if you kiss and tell, but was he a nice boyfriend?

Yeah. Truly he was. He was a southern gentleman. And the only way I could go out with him was if we had a day off somewhere or got in early to a town and maybe if they had a matinee movie, we could go. And after the shows we could grab a hamburger and talk. He wasn't a teenager but he was only about 20, so we had a lot to talk about. Because my dad liked him, he would let me see Elvis – he wouldn't let me date anybody else.

Did you stay friendly throughout his life?

Well, friendly yes, but I think it was about 1957 when he went to Hollywood to start his movie career and at that point our lives just separated totally. And of course Colonel Tom wouldn't let him tour, so I never saw him. I had a chance meeting with him in Las Vegas. He was kind of there on a holiday and so was I with my husband and another couple. We happened to be on the same floor as him. We didn't know it but we came in one evening and the security guard said, "Let me see your keys." And we said, "What's the deal?" He said, "Well, Elvis has this whole floor rented out with the exception of your two rooms." So I told the guy, "Well if you're on duty when Elvis comes in this evening, tell him that Wanda Jackson would like to say hi." And that security guard was pretty impressed. He said, "Oh! I'm a fan of yours can I have an autograph?" That



helped. Sure enough, in about 20 minutes our phone rang and someone said, "Would it be alright if Elvis came to your room to say hi to you?" I said, "That'll be fine." So in a couple of minutes he was at the door and we were really glad to see each other. We were good friends, mostly, you know. My husband saw that we were just friends and from that point on, he was proud of the fact that I worked with Elvis and dated him and things like that, as where before that he wasn't so much.

Part of your sound that you are so well known for is that Wanda Jackson growl and the attitude that comes with it. How did that growl develop and was it difficult to be a tough, strong woman in the 50s and 60s?

I let the song I'm singing dictate how I feel. So the rock-n-roll songs give you attitude where the country ballads don't. The way the growl came about-the best I can remember-I was having trouble pleasing my producer when I was recording "Fujiyama Mama." I kept trying and trying and I was getting frustrated. My daddy always sat in the control room. He came in, pulled me aside and said, "Wanda, this is your song. Your name is going to be on that record. You get over there and rear back and sing it the way you want to sing it." That made me think, 'Hey! It's okay. I can do what I want for a change.' So I went over and I belted out the version you hear. I never thought about it being-well, I knew it was kind of different, especially for a girl. That I did know. But I didn't know I was setting up a style for myself. I sure didn't know that. And I've been asked how I felt about working in a man's world and a man's career. It was all men, practically, that recorded back thenvery few women. I didn't think anything about it. I was going to be a girl singer and that's all there was to it. I didn't think of it as a detriment. I thought of it as an opportunity to be different and my dad had always taught me-he said, "Don't ever try to copy somebody else's way of singing because you want to be known for the way you sing." I took that to heart. And of course I changed the way the girls in country music dressed, too.

Yes! Tell me about that. You wore high heels and sexy dresses and long earrings when nobody else was doing that. How did that look come about? I felt real funny as a 16-year-old girl in these little old frumpy cowboy outfits- full skirt with fringe, cowboy hat, and a scarf around my neck, and cowboy boots. That wasn't me, you know? So my mother had always made clothes for me. My street clothes as well as what I sang in. She was a professional seamstress but she just sewed for me at that point. We got our heads together and I said I wanted to put some glamour into it. I want to be sexy or glamourous at least. We went to work and wound up with silk fringe dresses and high heels and long earrings. I was kind of a Dolly Parton of our era.

You mentioned your Rock and Roll Hall of Fame Award earlier and I read that when Roseanne Cash presented you with your award, she said that you had 'managed to keep your soul intact.' I wonder what you think she meant by that and how did you manage to do that? How did you manage to keep your soul intact? Well, she knew that I was a Christian and so is my husband and we both gave our hearts to Christ at the same time. We just knew we were missing something in life. We didn't know what it was, but in Church one Sunday, I don't know – the Lord spoke to me and I guess to him individually. I said "Excuse me, Wendell. There's something I've got to do." He said, "Just a minute, me too." So we walked the aisle and gave our hearts to Christ and things were different from that moment on. We learned about Christ, we had an evangelistic ministry where we traveled. We'd go to churches for one night and call it an evening of entertainment and inspiration. I would give my testimony and I would introduce Wendell and he would come out. He turned out to be a wonderful public speaker. People just loved him to death! He was leading people to the Lord all over the world. It was a great, very rewarding time. And then the time came when we just felt that this job led back into the secular field where my testimony could go

out to thousands rather than a few in a church. So, I think that's what Roseanne meant by 'managed to keep my soul intact.' When I came home, I was just "mother" to our children. And, I was Mrs. Goodman – Wendell's wife. So that brings you right back down to earth. You don't feel like the queen, like you are treated out on the road. I think that helps if you give into that and nurture that aspect of your life. Do your best to keep it intact. We went to church and were involved in church, always. That's all I can attribute it to – The Lord's presence in our lives.

You mentioned your children – how did you juggle motherhood with a career that had you on the road quite a bit?

You just do the best you can. It was difficult, but of course we had our parents. Wendell's and mine lived three minutes and five minutes away from us. We had a governess that lived with us and took care of the children. Then on weekends, the grandparents would get them and it would give them a sense of family. They had their cousins and aunts and uncles around them. They missed us a lot and we missed them, but this was the life we'd chosen way back when. We couldn't just stop in mid-stream and change our minds. We were doing real well in country music at that point, so I just hope I did well. Our kids turned out great.

I'll bet they think you're a pretty cool mom.

Yeah, actually, now they appreciate it. My daughter works for me now and her daughter, my granddaughter Jordan, travels with me because I'm kind of at a point in my life where I'm getting shorter. I was always short, now I'm shorter. I can hardly reach anything in a hotel room. It's hard to get a towel off of those higher racks. And I fall, you know, like old people do, I guess. I've had two knee replacements and I cannot get on my knees to get myself up. I just can't do it. The beds are so high, I have to take a trashcan, turn it on its side and use it for a step stool.

You've been successful for over 60 years, incredibly successful. Why do you think your music resonates with so many different generations? To what do you owe your longevity?

I think it's the music. This is just my thinking, but I think that young people of today—20, 30, 40 year olds. Their lives are pretty hectic. When you take in the whole scope of their lives, it's a dog-eat-dog world. So I know all of them are super busy, but I kind of feel like they wish they had lived when times were slower and easier than they are today. Our music just falls right in.

What can fans expect to hear at your show at Vinyl Music Hall on August 4 here in Pensacola? I'll be doing everything that I'm known for—some country, quite a bit of rockabilly, and a little gospel.

BARBER AND FINE GOODS

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Look top notch this summer with the latest colors, cuts and styles. Embrace natural texture and bring on the funk with these new trendy looks.

PRODUCED BY VOLUMEONE SALON CREATIVE TEAM Hurst Butts, Katherine Velez, Karla Varley, Brittany Carroll, Becca Wheless, Sarah Peake Written By: Becca Wheless

VOLUMEONESALON.COM, 7 W MAIN PENSACOLA, 850 434.5409 Photography by Lucianne Ungerbuehler , F2F Studios, F2FStudios.com Clothing and Accessories Courtesy of Pure Fitness Apparel at Pure Pilates and Between Boutique

HOT HAIR, COOL SUMMER

Balayage, balayage, balayage... it is not going anywhere, and we like it that way.

We keep hearing this word but what does it mean? Freehand hair painting is a process that showcases highlights and dimension as if the sun had naturally created it. When it comes to balayage, it is applied in a way that creates a softer less noticeable regrowth line, giving a more youthful appearance to the hair. This is such an important trend for a place like the beautiful Gulf Coast. Who doesn't love a sun-kissed blonde, a natural gradient brunette, or a warm touch of copper? Embrace the palette you like best or the colors that suite you, and wear them with ease and peace of mind.

HOW TO KEEP YOUR HAIR Color Looking Fresh And Healthy

COLOR SAFE SHAMPOO AND CONDITIONER

WET HAIR WITH FRESH WATER BEFORE SWIMMING IN POOLS

- ALWAYS USE A HEAT
 PROTECTANT
- UTILIZE A UV PROTECTANT WHEN OUT IN THE SUN



Want to make a statement this summer? We think it is your year to shine!

.....

What if your hair color could replace your finest piece of jewelry, becoming the highlight of your collection? Modern metallics perfectly merge the supernatural fashion aesthetic with the wearability that many women desire. This season, trend forward hair coloring will showcase silver-whites, alongside bronze and muted mauves.







Reflective tones meet modern lines and deceptive movement in this nothing but groundbreaking cut.

Trends are moving fast and forcefully in the direction of "reverse inversion," allowing the hair to move or swing back, opening up the face, cheekbones and neck.

Creative director and master stylist, Hurst Butts, defines this chop as the new European bob. He says, "Look for cuts with a boxier and broomier shape... these kinds of cuts are perfect for elongating the neck and showcasing feminine features in an unforgettable way."

Here's to the previous decade's fan favorite.

The "shag" is back, with a new age revamp and length alternatives that span from chin to collarbone length. This cut embodies volume, texture, and layers like no other. The modern version of this throwback style is less severe than it once was. This cut is the number one choice for thick haired women wanting to decompress their bulk, keeping with it's iconic feathered texture in the crown and throughout.

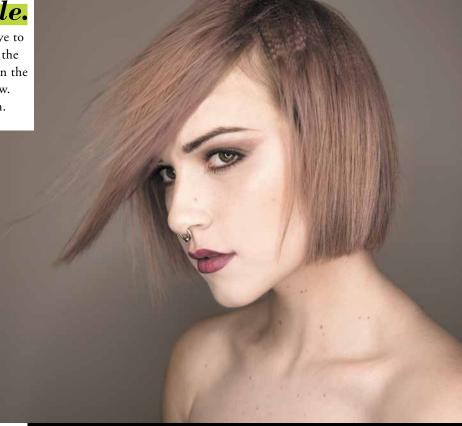


HOT HAIR, COOL SUMMER



It adds instant volume at the root, so say goodbye to the tease comb. Influenced by European trends, the modern crimp uses a slightly visible crimp within the interior. This allows for movable texture and flow. Achieve this look with a small groove crimp iron.













HOW TO DIFFUSE

Learning how to embrace your natural hair texture can be a huge game changer in your style and daily routine. Living on the coast, we battle humidity daily. Instead of fighting it, own it, and love it. Using the correct styling tools and products will help you achieve the perfect natural look you were born with.

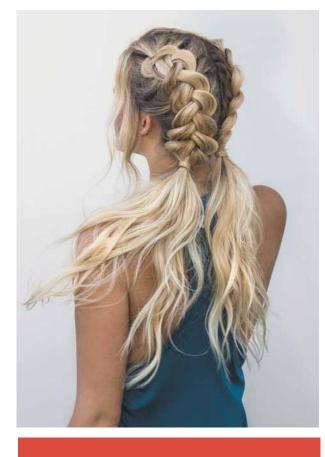
Tools: YSPARK diffuser (shearworld.com) + wide tooth comb

Products: Killer Curls, Motion Lotion, or Hair Resort by Kevin Murphy

1. Apply product on damp hair & comb through with a wide tooth comb for even distribution. 2. Scrunch hair from ends to roots. In sections where hair appears straighter, take a 1/2 in. by 1/2in. section and twist into ringlet shapes. 3. Diffuse hair on high heat. Use circular motions

pointing downward on head. Work from side to side creating even dryness.

4. When hair is completely dry tousle hair to desired look.





Top Knots and dutch braid ponies are the way to beat the heat all summer long.

These trendy yet versatile looks allow for a quick and simple style that wears well through all the day's adventures. From an early morning run and yoga downtown to brunch and bubbly champagne with the girls to after hours on the bay—look and feel gorgeously kept together.













HOW TO Pony

1. For this look, dirty hair or second day texture is best. First start by parting your hair behind your ear and put the back section into a ponytail.

2. Take one of the sections and cross it over the other, on top of the existing ponytail

3. Hold or clip up the existing ponytail and create a second ponytail with the side sections underneath.

4. From the lower ponytail, take a small section and wrap it around both ponytails.

5. Once you have wrapped to the end of the strand, take a bobbie pin, twist the end of the pin with the hair strand and secure in place. This helps hide the bands, secure the hair, and polish the look.6. Ta Da! Gallery Night ready!

Interviews compiled by Kelly Oden, Hana Frenette, and Tanner Yea Photography by Guy Stevens (

FOR MANY WOMEN IN THE WORKFORCE, the decision to trade a steady paycheck as an employee for the uncertain payoff of being a business owner can be terrifying. However, more and more women are choosing to face this fear by turning their passions into companies—and many of them are succeeding beyond their wildest dreams. Whether they are looking for the freedom of being their own boss, a way to sidestep the glass ceiling, or simply crafting a life in which they can do what they love all day, women business owners are on the rise both nationally and locally. This month, we've profiled six incredible local women who have made the switch from employee to owner. Their interests run the gamut, but they all have one thing in common—they followed their passions and created successful companies. We spoke to these wonder women to find out how they did it and why they love what they do.»

WONDER WOMEN

OWNER & CREATIVE DIRECTOR, ROBERT ROBINO PRODUCTIONS

Robin Reshard is an entrepreneur, writer, and documentary filmmaker. She's worked in the television and broadcast field for more than 20 years and recently launched her own company, Robert Robino Productions, in 2009. Since the creation of her company, Reshard has sought to strengthen the local African American community through storytelling, exhibitions, and motivational speaking. She is the creator of the documentary titled, "Belmont-DeVilliers: The Making of a Neighborhood."

Tell me about your business and what you do.

ROBIN

Robert Robino Productions is a production and multi-media company with a vision to communicate relevant issues, encourage thought-provoking dialogue and make a difference. We do this through motivational speaking, training, interviews and writing. For the past five years, our focus has been on storytelling about the African American experience to strengthen this area's community and economic development.

How did you get involved in this field? What pulled you in?

I have a passion for reading, writing and talking. Following graduate school to pursue a degree in community economic development, I had a proverbial mid-life crisis of conscience and confidence that led to better control and ownership of my creative processes and outcomes. I also noted that the stories and images that were being shared about the African American experiences could use a boost in diversity, inclusiveness and depth.

When did you first start your business? Although I have been in this work for almost three decades and in television since 2005, I formally began my company in 2009.

How did you make it happen?

After seeing a show that I pitched was being broadcast on television without me, I quickly drew up a plan and filed my company's paperwork that same day. That experience was a jarring trigger and a fierce wake-up call to do something different.

What are some of the challenges and rewards you've encountered?

Three projects come to mind that have been rewarding in terms of telling and sharing stories: writing and producing the film documentary on Belmont DeVilliers; creating the exhibition "Words and Deeds: Conveying the Stories of Early African American Land Deals;" and developing and producing the new interview television show "Inside Voices." Those same projects show the challenges in narrowing the focus on the vast number of stories awaiting to be discovered and shared.

How have you grown as a business, and as a business owner?

As a business owner, I have narrowed my focus on stories about which I'm passionately curious and that will be impactful to the audience. At this stage, I'm definitely focusing on quality instead of quantity.

How has the Belmont-DeVilliers neighborhood changed since you started your business?

In eight years, we've seen tremendous growth in the number of new businesses opened and homes built. This growth has brought great diversity in terms of the people, products and services. To me this growth means an opportunity to learn new stories, share existing stories, and celebrate the historic stories.

How important is networking to your business?

Networking is super-duper important. It's how I get resources, whether it's a story idea or a contract. I might not need that idea or contract now, but if I don't network, it might not be there later.

Advice for women looking to start their own business or organization?

Conduct informational interviews with women already in your field. Ask them about their journey, including those unspoken rules of the game that they had to learn while in the game. Listen.

Write your vision and mission statements, then write your business and marketing plans. Let a trusted, brutally honest friend read it, and then listen to the feedback.

Finally, I once heard a speaker say when you get to the edge of a cliff, you must jump to fly, not to fall. Starting your own business is, in some regards, an exercise in faith. And yet, faith requires us to walk – or in this case, fly – in the confidence that it will work out for the good. So, my advice is to exercise your faith and jump and fly, sisters!

VERONIQUE ZAYAS

Veronique Zayas is the owner of local branding company, HatchMark. Zayas started the company roughly two years ago as a way to create a more cohesive strategy and brand for her growing freelance work. The boutique design and branding agency specializes in brand development, hand lettering, and creative design and marketing services.

Tell me about your business and what you do. HatchMark Studio is a design studio focused on branding and brand development. We work with clients to discover where their business is going and how to communicate that to their customers - as well as their own team. And of course, to visually get that across that in a unique, authentic way. I believe the way things are going with design is a focus on high customization for each client. I like to pull hand lettering or elements of illustration into brands when it makes sense to get their story across in the most 'them' way possible.

CRAFTED

What pulled you into design? Why this field?

My career has always been in the design field. My education is in it - it was an obvious choice for me. I was always the 'artsy' kid – and as I grew and developed as a creative I fell more into the idea of design thinking and using design plus messaging to solve a problem.

When did you start the company?

HatchMark has officially been "HatchMark" for two years now. It grew out of the need to expand and build a more solid brand when freelance was getting out of control and I needed to enlist some help and really hone in on what I wanted the focus of my work to be.

How did you make it happen?

Mainly, I've learned to let go of the things that I should be letting go of – to bring on help to handle the things that were taking up energy that I didn't need to be focused on. I think this is something that every small business owner learns one way or another. You're so used to doing everything – and you worry that if you're not the one executing every aspect of the work or process, everything will fall apart. Bringing on extra hands to handle those things that someone else can get done – and often in a more efficient way – is the key to really being able to focus on the big picture things, the work you want to be putting your energy into, and produce work that you're proud of and gives clients the best possible result.

What are the challenges and rewards?

Work-life balance has definitely been the biggest challenge for mc. I absolutely love what I do, and it becomes very easy to fall into a pattern where work consumes most hours of the day – then bleeds into nights and weekends. The ability to take on projects and clients that I'm excited about is probably one of the biggest rewards. One of my favorite things to do is work with small businesses that have a brand that may have been piecemealed together over the years, or may not even exist – and help them figure out what the real goals and vision they want to project to the outside world is. And in the end, they walk away as a business that, even though they may be young, can hold their ground and compete against ones that have been in the market for a decade.

How have you grown as a business, and as a business owner?

I've spent the last year really defining what I wanted HatchMark to be known for-and have learned how to share that specifically with the public. And it works. It gets so easy to become distracted and lose track of your mission and messaging when you've got a dozen balls in the air, but keeping that end goal in mind has really allowed me to do what I do for my clients for my own business. I've also learned to identify and surround myself with people who may have a specialty that I don't have. I know exactly who to go to for a specific ask if they can partner on a project to build a better outcome in the end.

How has the design field in Pensacola changed since you started your business?

I can't speak much to the history since I'm fairly new to this market, but I'm really excited about what I currently see going on in the creative industry as a whole. There's been a massive rise in the boutique studios with a specialized niche – and that's really where I believe you get a high-quality product. There's a relationship there between the client and creator that's unique. I see this happening quite a bit in Pensacola – where these partnerships are growing between creatives to service a client's need – and it's producing some top-notch work.

What are some of your favorite projects and/or clients you've worked with?

Honestly we work on a lot of projects I'm proud of on a regular basis so it's hard to call out just a few! On a local level though, I'm really excited about the Perfect Plain Brewing Co. branding that's recently rolled out – as the space finishes out over the next few months and they prepare for opening it'll be exciting to see it all come together in the real world. We're also in the beginning phases of re-branding a group that focuses on creating content and communities to help patients in the rare disease space. They've organically grown over the past few years and are doing some incredible things – they're one of those that makes you feel really good about the type of work you do.

How important is networking to your business?

I think networking is always important, but it doesn't need to be done in a formal setting. Talk to people. Let them know what you do but don't be pushy – be a familiar face and know who is around you in your community. People work with people they like and trust, and I believe that's more effective than any business card dropped by after a 2-minute interaction. When they need you or know someone who does, they'll be in touch. One honest relationship with some history is often more powerful than a referral by someone who may not know you beyond the fact that you do what you do.

Advice for women looking to start their own business?

My advice for anyone – women or men – would be do what you do best, what you know and go all in. The businesses that I see that are most effective have a clear service or product, and they do that one thing better than anyone else, and then they branch out if that's something they really want to do. Quality over quantity – in service, in the number of clients you have... if you're creating a quality product, people will come.

WONDER WOMEN

JUSTINE GUDMUNSON MCCAIN

Originally from the Pensacola area, Justine left five years ago to attend culinary school in the San Francisco Bay Area. There, she was able to indulge in the delicious food scene and learn new skills in some amazing kitchens. When she knew it was time to start her own business, she came back to Pensacola so she could share her knowledge with her home town and add to the growing food scene. Justine has been selling her goods at Palafox Market and through custom orders, but she will soon open a storefront inside the newly renovated Blount Building in downtown Pensacola.

Tell me about your business—what do you offer and how are you unique?

We are a boutique bakery specializing in gourmet desserts. This includes cupcakes, cakes, tarts, macarons, cake pops, truffles, and marshmallows. What really sets us apart, though, are our design standards and our ability to accommodate specialty diets.

When did you open?

I began Bluejay's Bakery at the very beginning of 2016. I had just moved back to Pensacola with the intention of starting my own business and launched it immediately with our first event being at the First City Art Center's Hot Glass Cold Brew. From there we started at the Palafox Market and have grown ever since.

How did you get started at the Palafox Market?

When I first decided to start this business I knew I would need another avenue of sales besides custom orders and pick-ups from our kitchen. The Palafox Market allowed us to have a weekly retail space and interact with more customers. Through our exposure there we have been able to build a regular customer base and provide easy access to our products

Tell me about your upcoming storefront how did that become a reality and when will it open?

Our upcoming storefront is due to open sometime late summer or early fall. This became a reality through a partnership with the owner of Fiore, Shannon Pallin. She suggested that we create a space that provided both sweets and flowers and we found the perfect home for that storefront in the new One Palafox Place building.

Why this field? How did you develop a love for baking and why did you decide to make it a career/business?

I actually did not go to pastry school. I went to culinary school, so most of my pastry knowledge has come from job experience. I realized I was a much better fit for the pastry world after my kitchen experience showed me I was more apt for the early morning hours as opposed to the late night hours. My first pastry job was for a well-renowned wedding cake maker in the Bay Area and from there I was able to grow my knowledge and skills.

How did you make it happen?

Culinary school definitely taught me a lot of what I needed to know about running a kitchen and the long hours one would need to be prepared to put in. But my true business experience came from the opportunity to work with a variety of bakery types while in the Bay Area. I was able to see how a cupcake food truck, a grocery bakery, a boutique cupcakery, and a custom cake shop were run and use that information to create my own bakery style.

What are the challenges and rewards of running your business?

Running your own business definitely has its challenges, most of which revolve around the hours and devotion required to make it successful. But while those can be draining they are the same things that make it rewarding—knowing that you have created something from nothing and watching your hard work pay off.

What is your best product?

My favorite product is our macarons. I could eat them every day! But I think our best products are our cakes. Our attention to detail and design will always ensure we create gorgeous custom cakes.

How important is networking to your business?

While networking is not key in creating products or running a kitchen, it is essential to business growth. Networking with other local business owners has led to our opportunity to move into our first storefront. It has also led to wedding and corporate partnerships where we can ensure that our products are being properly showcased to potential clients.

Do you have any advice for women looking to start their own business?

My best advice to women looking to start their own business always revolves around hustle. You have to work hard to put yourself out there, make your product available, and market your business. You can't expect people to just find you, instead you must make yourself known and that involves a lot of hustle and long hours.

Erica Floyd is the president of Gulf Civil Engineering, an engineering firm with 15 years combined experience in infrastructure, site design and numerous other design services. Since its founding in October of 2012, Gulf Civil Engineering has received certifications such as Disadvantaged Business Enterprise and Woman Owned Small Business. Erica is a Pensacola native who returned to her hometown to create a diverse and growing engineering firm.

Tell me a little about your business. Gulf Civil Engineering (GCE) is a woman-owned and operated business that provides site-civil design and engineering services for clients in the northwest Florida and lower Alabama region. We basically design everything from the roadway down. This includes parking lots, utility services (water-sewer) and

Why did you choose this field?

stormwater management systems.

I always had an interest in art and was a good math student. The field of engineering is a good combination of the two. I first studied computer aided drafting and design at a technical school and went to work at a civil engineering firm. After a short while, and some encouragement from my employer, I decided to continue my education in Civil Engineering at the University of South Alabama in Mobile.

How did you make it happen or first get the business set up?

It wasn't my plan to start a business. After giving birth to my second child in 2011, I decided to resign my position from a local civil engineering firm to stay at home for a while and enjoy some quality time with my children. After a few months of time off, I received a call from a colleague asking if I would assist with a small design. I said yes and proceeded to work out of a small garage at our house. It helped that my husband was savy in the IT field. He created an office space for me and I completed the project from home. One project led to another and before long I realized that I was building a business. A year later I had hired my first employee and moved into an office space on Navy Boulevard.

What are the challenges and rewards of the business?

All experiences in life can come with its share of challenges. As my business has grown and time has passed, I have discovered that a situation, which I may have felt was stressful and worrisome, actually turned out to be an amazing opportunity to learn something new that would help me grow as a business owner and engineer. I strongly feel that challenges and, sometimes, people are placed in your life for a reason. Some may be tough to handle, but if you pray about it, you can overcome anything.

The engineering field is very competitive. There are many good firms in our area and sometimes not enough projects to go around. Being a fairly new engineering company, it can be a struggle to compete for projects due to our company's youth. However, with each year that passes, we are building our resumé with some very exciting and successful projects.

For me, the most rewarding part of owning my business is being my own boss. I have the flexibility to spend time with my family which is extremely important. I still work hard to perform well and provide excellent service to my customers, but my family will always come first.

Other rewards of our business are being able to see our designs come to life. For example, it is exciting to see stormwater runoff successfully being conveyed through the double 60-inch diameter pipes you designed or the five-story building site be constructed.

What are some of the current projects you are working on or excited for?

Currently we have some exciting projects under construction. These include the 78,000 SF Cape Horn Boats Manufacturing Plant in the East Milton Industrial Park, the Children's Hospital at Sacred Heart in Pensacola and the Garden Street Gateway Building located just west of Alcaniz Street in Downtown Pensacola. We also have some large subdivisions being constructed near Navy Federal Credit Union off Nine Mile Road, one off Chumuckla Highway in Pace and another near Avalon Middle School in Milton, which is in design.

How important is networking to your business?

I would say building relationships is more important than networking. I don't go out looking for opportunities to network with people, however I do try to get to know the people I am working with whether it be my client, the contractor, the permitting authority or other engineers. Chances are we will work together and be faced with a project obstacle. Knowing a bit about that person on a friendly level always help to make those situations easier to work through.

Do you have any advice for women looking to start their own business?

Be brave and don't give up! If a light is shining on a path to start your own business, do it. There will be tough moments but if you pray for strength and guidance, you will overcome. Again, every day is a lesson learned. Also, have a good group of people in your life that you can turn to for encouragement and wisdom. I have some wonderful people in my life who are there to pick me up, root for me and are excited about my success.

How would you encourage more women to go into STEM fields?

We have actually participated in some Educational Outreach opportunities in our area recently. Hannah Smith, my assisting project engineer, visited several local elementary schools and spoke about our field to groups of 1st through 5th graders. I think it helps to show how engineering can be exciting! WONDER WOMEN

JESS LAWS & DAISY DOYLE

Daisy Doyle and Jess Laws are the co-owners of chizuko, a bar and Vegan eatery located in the Belmont-DeVilliers neighborhood. After opening in late January, their unique brand of music, atmosphere and libations has proved them to be a popular nightspot no matter the day. Daisy and Jess's experience in the industry along with a supportive community behind them, has helped them build a thriving business that is also helping the effort to revitalize the historical neighborhood.

Tell me a little about your business

We own chizuko; it's a cozy and casual bar in Belmont DeVilliers. We serve beer, wine and sake, late night vegan snacks and host events from live music to comedy.

Why did you choose this field?

We've both been in the industry since we started working and when you are in the industry for so long you are always thinking about what you would do with a place of your own. Last winter, we decided to just go for it and make all of our ideas a reality.

When did you first open?

We signed our lease on December 10, 2016 and opened on January 13, 2017.

How did you make it happen or first get the business set up?

With a lot of help. We had to be very resourceful. We bought everything second hand, enlisted the help of friends and family and went balls to the wall for a month straight.

What are the challenges and rewards of the business?

The biggest challenge is just keeping up with every day tasks. It's a ton of work and it's just the two of us and our chef, Kevin, in the kitchen. However, it's extremely rewarding. We love getting to meet a variety of interesting people and when we're open, it really just feels like hanging out with our friends. It's a party every night.

Is chizuko more a business or a passion project?

Definitely both. Being passionate about chizuko is what gives us the motivation to work so hard every day.

What do you hope makes chizuko stand apart from other bars in the area?

Our vision for chizuko is to make it the most comfortable place to be. Chill people, good vibes and no judgment.

How important is networking to your business?

Networking is important because being new business owners, we need help in areas that aren't familiar to us, like building maintenance, paper work, etc. Luckily, we have made so many talented friends who have graciously extended a hand to help us with these things.

Do you have any advice for women looking to start their own business?

Our advice to anyone who wants to open a business is to just go for it. If you wait until you feel like you're "ready," it won't happen. Don't be afraid to ask for help. Don't be afraid to make mistakes; it's going to happen.

Don't listen to the people who doubt you. Surround yourself with friends who support your vision.

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PLAY/LIVE/GIVE



WWE LIVE SUMMERSLAM HEATWAVE TOUR JULY 6

Come see the finest the WWE has to offer as they slam down into Pensacola Bay Center for a night of clotheslines, pile drivers and suplexes. Featuring AJ Styles, Kevin Owens, Sami Zayn, Shinsuke Nakamura, New Day, The USOs, Naomi, Charlotte Flair, Becky Lynch and more! The action starts at 7:30 pm. For more information and to purchase tickets, visit pensacolabaycenter.com

SUNRISE-SUNSET AT BLUE MORNING GALLERY THROUGH JULY

Come experience and enjoy the art of Jean Tarnok, Mara Viksnins and Elaine Woodward as they feature works that complement their exhibition theme – Sunrise-Sunset. This exhibition is a must see, and is open and free to the public. For more information, visit bluemorninggallery.com

INDEPENDENCE DAY FIREWORKS

Celebrate America's 241st birthday at Casino Beach, as we celebrate our independence and formation of our land of freedom. The fireworks start at 8:30 pm, shot over Santa Rosa Sound and just offshore from Quietwater Beach. The best viewing sports would be from the Portofino Boardwalk or Quietwater Beach. For more information, visit visitpensacolabeach.com

SYMPHONY, SPARKS AND STARS JULY 4

Join Levin Papantonio and the Pensacola Symphony Orchestra for this FREE outdoor concert at the Hunter Amphitheater Lawn. Guests will experience an evening of fabulous patriotic and Pops classics followed by the awesome fireworks display presented by Sertoma and synchronized music broadcast on Cat Country 98.7. A fun-filled evening for family and friends to enjoy the talents of our community and salute our great military and nation! The activities start at 6 pm.

LUMPIA MAKING CLASS JULY 8

Come to Ever'man Cooperative Grocery & Café to learn how to make lumpia. Attendants will make traditional Filipino Lumpia which is kind of like a meat egg roll but wrapped in a thinner wrap. Everyone will get a chance to try their hand at wrapping some and of course the class will eat what we wrap. The cost is complimentary, and the class begins at 2 pm. For more information, visit everman.org.

SAENGER CLASSIC MOVIE SERIES THROUGHOUT JULY

Each summer beginning in July the Saenger screens 10 weeks of classic movies with tickets for only \$5. Sit in the historic Saenger Theatre and enjoy some of the greatest movies of all times on the big screen, the way movies were meant to be seen. Movies this year include *Seven Brides for Seven Brothers, Cool Hand Luke, Whatever Happened to Baby Jane*? and *The Big Sleep.* For more information and show times, visit pensacolasaenger.com

GIVE65 JULY 11-13

The Council of Aging of West Florida is helping to raise funds for AC units and fans to help aging adults regulate their temperature in the hot Florida summer. Their goal is to raise \$10,000, with every donation up to \$5,000 being generously matched by Home Instead Senior Care Foundation. For more information and to make a donation, visit give65.org/ seniorchillout.

RUNNING OF THE BULLS JULY 14-15

For the 7th year, Seville Quarter is recreating the "Running of the Bulls" in historic downtown Pensacola. The tribute to Pensacola's Spanish heritage will be staged in the area surrounding the popular entertainment complex. Run through the streets of Pensacola while being chased by "Bulls" who are Pensacola Roller Gurlz. The event is free to the public but for a entry fee participants will get a Running of the Bulls t-shirt, bandana and beverages at the "spirited" post race party. For more information and to register, visit sevillequarter.com.

METAPHOR AS MANIFESTATION THROUGH AUGUST

An exhibition of works by Jasper Johns (b. 1930) and Robert Motherwell (1915-1991), two very significant and well-known artists of the post-World War II and contemporary periods at the Pensacola Museum of Art. The exhibition features prints produced in cross-disciplinary collaborative efforts between Motherwell and the Spanish poet Rafael Alberti (1902-1999); and Jasper Johns and the avant-garde novelist and poet Samuel Beckett (1906-1989.) For more information, visit pensacolamuseum.org.

PLAY/LIVE/GIVE

PIECE BY PIECE: ART WITH LEGO BRICK BY SEAN KENNEY THROUGH SEPTEMBER

Piece by Piece, an exhibition of art with LEGO® Bricks by NYC-based artist Sean Kenney emphasizes the nostalgic play of childhood created with childhood toys. This interactive exhibition engages the subject matter and aesthetics of the everyday. Rubber ducks, robots, tricycles and bicycles all work together to bring childhood nostalgia back to life. Accompanying the exhibition is an interactive LEGO maker-space that aims to engage visitors of all ages in the process of making by turning the gallery space into an activated lab for creativity. For more information, visit pensacolamuseum.org.

BANDS ON THE BEACH THROUGHOUT JULY

Pensacola Beach's popular outdoor summer concert series, Bands on the Beach, features a lineup of performers sure to please every musical taste. Located in the beautiful Gulfside Pavilion overlooking the Gulf of Mexico, the series features regional artists performing a wide variety of music. Bring your lawn chair and join us every summer for hot music, smooth grooves and a whole lot of good times. Bands on the Beach begin at 7 pm. This month features Jonny Earthquake and The Moondogs on July 4, The Reunion Band on July 11, Hot Sauce Band on July 18 and Modern Eldorados on July 17. For more information, visit visitpensacolabeach.com.

MOVIES UNDER THE STARS THROUGHOUT AUGUST

The Movies Under the Stars Series offers family friendly movies that begin at dusk every Wednesday evening during the summer at LandShark Landing at 165 Ft. Pickens Rd. Just bring your blankets and lawn chairs and we will provide the margaritas and tacos! The show starts at 8pm, and admission to the movie is free and open to the public. For more information, visit margaritavillehotel.com.



2017 PENSACOLA BEACH AIR SHOW JULY 8

This must-see event features the world-famous Blue Angels performing over Pensacola Beach on Santa Rosa Island. Come see the Blues perform death-defying stunts as they roar overhead, all while enjoying beautiful Casino Beach. For more information, visit blueangels.navy.mil.

YOGA AT THE PENSACOLA MUSEUM OF ART JULY 10

Enhance your creative focus and flow. Art and yoga have complimentary and intrinsically valuable benefits and the museum gallery provides the perfect space to awaken your imagination. Join us for Yoga @ the PMoA the first Monday of each month at 5:30 p.m. for a 60-minute session. All levels welcome. For more information and to purchase tickets, visit pensacolamuseum.org.

JULY SLOW RIDE

Pensacola loves riding bicycles! Come join a few hundred like-minded riders as they take to the streets of Pensacola. Riders will spend an hour leisurely touring our beautiful downtown neighborhoods. Afterwards, grab a bite to eat and enjoy a cool beverage with us. The socializing is almost as much fun as the ride. The ride starts at Ride More Bicycles at 6 pm, and the cost to join in is free.

EMERALD COASTKEEPER'S CARPENTER CREEK CLEANUP JULY 15

Carpenter Creek is a beloved waterway in our city that is sadly filled with refuse and trash. Emerald Coastkeeper is striving to help depollute our waterways to make them safe to enjoy their natural beauty for reflection or recreation. The cleanup is focused on the Creek's section behind 9th and 12th Avenue, and the effort begins at 8 am. For more information and to help the cause, visit facebook.com/savecarpentercreek.

BUSDRIVER AT THE HANDLEBAR JULY 15

Legendary underground LA hip-hop artist is coming to Pensacola to perform at The Handlebar. Having been in the music industry since the 90s, Busdriver's famous sound, energy and heady raps will be supported by Zeroh and locals Precubed and Cyborganics. A must-see for any fan of hip-hop. For more information, visit pensacolahandlebar.com.

LIFE'S A BEACH: A CELEBRATION OF JOYCE BENNINKS'S ART THROUGH JULY 18

Displayed at Quayside Art Gallery by her family and friends, Joyce was a Pensacola native. She attended Avebury College, Wilmore, KY, Pensacola State College, and Louisiana Tech University, Ruston LA. She had been a member of the teaching staff at Eastern Shore Art Academy and Escambia County Continuing Education Program in addition to offering private art instruction. She was a member of the Art Study Club and a member of Quayside Art Gallery. Come see her art in her tribute through the middle of July. For more information, visit quaysidegallery.com.

SUMMER BREWFEST 2017 JULY 18

Summer is the perfect time of the year for some great refreshing beers. This time we will be sampling some of the best craft beers available. Join O'Riley's Irish Pub for our seasonal tasting event. Admission fee to the event is \$20 and will have access to all the great beers on offer. You will be able to try all these great beers while supplies last during the event. The kitchen will be open serving our delicious food all day. The tasting start at 5 pm. For more information, visit orileyspub.com.



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CLARK PARTINGTON PRESENTS, A LEAGUE OF THEIR OWN JULY 20

From 5:30 pm to 9 pm, Clark Partington Attorneys at Law will host a special screening of *A League of their Own* at Blue Wahoos Stadium. It promises to be an incredible evening celebrating youth sports and the 25th anniversary of the film's production. Mary Moore, former professional baseball player and actress in "A League of their Own" will speak and sign autographs.

B.O.B AT VINYL MUSIC HALL JULY 21

Of all the rap artists who emerged from Atlanta during the late 2000s, B.O.B —who was only 17 when he signed his first majorlabel record deal – was one of the most unique. His borderline eccentricity and artistic mind, belied by his music's conventional Dirty South sound, raised his stock above his Southern comparisons and welcomed comparisons to OutKast. Doors open at 7 pm, and B.O.B will be supported by London Jae and Jaque Beatz. For more information and to purchase tickets, visit vinylmusichall.com.

SAM'S FUN CITY PICNIC IN THE PARK JULY 22

Bring the family to the Picnic in the Park at Sam's Fun City & Sam's Surf City! For \$40, this deal gives you access to the entire waterpark, access to all the rides in the amusement park, a full meal (your choice of a hamburger or hotdog, bag of chips, and a medium fountain drink), and one free special attraction ticket for the new Emerald Coaster! For more information, visit samsfuncity.com.

COREY FELDMAN AT CLUB LA JULY 27

Held at Club LA in Destin, come see famous child actor Corey Feldman tour for his fifth album, *Angelic 2 the Core.* Whether you are a fan of his countless movies or if you have a love of his music career, the show is sure to dazzle. The doors open at 7 pm, and tickets are \$20 at the door. The event is 18+ only. For more information and to purchase tickets, visit coreyfeldman.net.

VIVE LA FRANCE: A BASTILLE DAY FOOD AND WINE EVENT JULY 13

With Bastille Day serving as the inspiration for the tasting, our own Jean Pierre N'Dione has hand selected four stellar French wines to complement a selection of classic French dishes as prepared by Chef Irv Miller. Bastille Day is the French national holiday, celebrating the French's first constitution and the abolishment of feudalism. The celebration is at Jackson's Steakhouse and starts at 5:30 pm. For more information and to make a reservation, visit greatsouthernrestaurants.com.

BLUE ANGEL MUSIC BLUES ON THE BAY JULY 23 & 30

The waterfront Community Maritime Park Hunter Amphitheater at Pensacola's Community Maritime Park is home to Blues on the Bay throughout the summer. Concerts are held on Sunday nights when our Blue Wahoos baseball team is not playing a home game at the park. Concerts are familyfriendly and concessions are available. Bring coolers, blankets and lawn chairs but leave glass containers and pets at home. Concerts begin at 6 p.m. and are free and open to the public. July's concerts include The Mulligans on July 23 and The Astronauts on July 30.



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HISTORIC HURRICANES



TURRICANES have a prominent place in Pensacola's history, dating back to the first settlement attempt by Tristán de Luna y Arellano in 1559, to Hurricane Ivan, which made landfall on the Gulf Coast in September 2004 and left over \$25 billion in devastation across the southeast and Atlantic states in its wake. Pictured here are photos taken in the aftermath of the hurricanes that hit Pensacola in 1916 and 1926. The photos taken in 1916 show the damage sustained by the lumber yard on Tarragona Street, L&N Railroad, and the Commendencia and Tarragona Street wharves. Beyond the overturned train, Old Christ Church is visible. The 1926 photographs show a damaged house on Government Street and a business on Palafox Street. Many of the buildings in Pensacola were still wooden constructions and were unable to withstand the strong winds and heavy rain.

Hurricane season began on June 1. Make sure you are ready. Information about hurricane preparedness can be found at the National Hurricane Center's website: www.nhc.noaa.gov/ prepare/ready.php

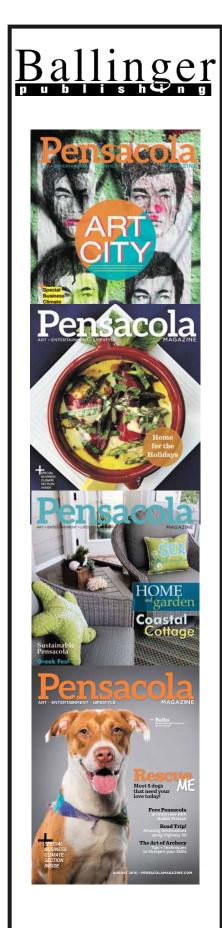


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Technology Bootcamp

The Invictus Knowledge Institute is set to start classes in September, offering the latest courses in technology and computing for those who want to compete into today's high speed industries



<u>The Economic Impact of</u> <u>Women's Businesses in</u> Escambia County

Since the great recession, women-owned businesses have seen a boom and in Escambia County that boom outpaces the national trend.



Around the Region

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Technology Bubuca

AS OUR WORLD EVOLVES TECHNOLOGICALLY, THE SKILLS WE NEED TO SUCCEED EVOLVE TOO. It is no longer enough to have a general education – you need skills in communication, computers, programs and the latest cutting-edge technology. However, colleges are often behind on their curricula, and those in need often don't have the resources to compete in these fast moving fields.

The Invictus Knowledge Institute hopes that it can alleviate some of these worries in the Gulf Coast as it readies its first classes in September. Vickie Patterson is the founder and CEO of the Institute, and she found inspiration for the start-up fairly close to home.

By Tanner Yea

"I was born in Pensacola but currently live in Austin, though a lot of my family still lives here. I grew up in pretty poor conditions and got out of them, but when I came back to visit I saw most of my family hadn't," said Patterson. "Many of them don't have the skills to compete in today's economy."

This led Patterson to want to start mentoring both her family and others in the skill sets that many employers are looking for – things like the latest computing methods and simple communication skills. "We want to help give people the light at the end of the tunnel and help them every step of the way."

Patterson said that what separates Invictus from other technical workshops or schools is that they intend to lead students through every step of the process – from learning soft communication skills and basic computer technology, to advanced concepts like cloud computing, all the way through job help, internship placement and other aid. Their target for job placement by their third year is for 85 percent of students to have employment related to their training.

"Not many other organizations or schools follow through with their students," said David Costales, the Institute's director of technology education.

"Traditional degrees and training force you into a tunnel where you can only go towards certain careers. We want to provide options."»

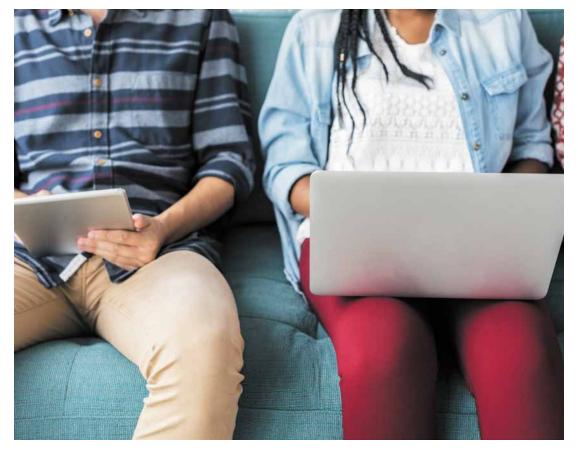
Technology Bootcamp

The actual teaching portion that the Institute offers will be based around building blocks, which are discrete pieces for each training type that are customized by skill level, experience and computer knowledge. Students will have a career and aptitude test that will place them in an appropriate level. Communication and basic computer skills will always be on offer, but the first classes in September will focus on cloud computing – a typical training track is set to last no longer than a year.

"We have three targets: the underprivileged who want to learn, those who want to brush up on their skills, and businesses who want to train their employees," said Patterson. Invictus is partnering with local businesses for internship placement in order to guarantee a rapid turnaround, and also secure sources of expertise and other resources. They've also officially partnered with Pathways for Change, a local nonprofit dedicated to helping the underprivileged through addiction treatment, family support and other programs.

While Patterson promotes college education, she says traditional university settings don't provide everything: curriculum boards take long periods of time to alter their courses, and by that time the technology or methods are outdated or being phased out. Invictus will have a rotating and ever evolving curricula that changes with the industry.

Another issue is the reliance on pre-recorded classes, which are often ineffective and hard to pay attention to. Patterson said any online classes would either be live or active workshops – absolutely no



pre-recording for later viewing.

"There is a huge technical skill gap between America and the rest of the world, because the skill set keeps evolving," said Patterson. One focus she wants to bring to Pensacola is high-performance computer is integrating Pepper, a prototype companion robot from SoftBanks Robotics, with IBM's Watson to serve as a teaching assistant to be tested in local classrooms. "We have full support from IBM, as well as help from UWF

<u>"We have three targets: the underprivileged</u> who want to learn, those who want to brush up on their skills, and businesses who want to train their employees,"

training for supercomputers such as the IBM Roadrunner or the Oak Ridge National Laboratory Jaguar. Patterson's 16-year history with IBM will help bring that expertise to the area.

Invictus will also be serving as more than an educational center. Costales said they will also be forming a research arm of the Institute for differing tech projects. Their first proposed project and the Institute for Human & Machine Cognition," said Patterson.

Samantha Weaver, the director of communications at Invictus, said the Institute is non-profit, focusing only on the project and helping others.

"We are still a start-up, though," said Weaver. "We are actively looking for sponsors for the Institute. We need hardware for classrooms and people or companies that could sponsor events or scholarships. We also need people who would offer internships, or just any person who is willing to lend their expertise and knowledge on the subjects we cover."

Patterson said that despite offers to spread Invictus to other locations, the Institute will stay local to the Pensacola area. "It means we don't have to relocate, and it's great timing for the tech industry in Pensacola."

Invictus is currently located in the Pathways for Change building, but they plan to open at the cowork@nnex at 13 North Palafox Place. The first classes will be held in September. A high school diploma or GED is required to enroll. For more information on the Invictus Knowledge Institute, visit invictuski.com or send an email to info@ invictuski.com.







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The Ronald Solution of the Ronald House Solution of the Ronald House Solution of the Reach Solution of the Rea

By the summer of 2019, families of sick and injured children will able to sleep, eat, shower, do laundry, use a computer and relax mere steps away from the hospital bedside of their loved one. thanks to the **Ronald McDonald Family Room** coming to the new **Studer Family** Children's Hospital at Sacred Heart.

The Ronald McDonald House Charities of Northwest Florida strives to provide the best home-away-from-home and source of a respite for children and the families of children suffering a medical crisis. Since opening its doors in 1984, the Ronald McDonald House of Northwest Florida has been a lifeline of hope for families.

Construction of the new fourstory children's hospital began in June on the Sacred Heart Hospital Pensacola campus. The new children's hospital is expected to open in 2019. In addition to the Ronald McDonald House currently on the Sacred Heart campus, the Ronald McDonald Family Room inside the new children's hospital will feature a large, open living room and dining room, full kitchen, shower room, laundry room, computer area, quiet room for families who receive upsetting news and need privacy for processing a diagnosis or making a phone call, and a playroom specifically for patients' siblings.

The new space will also feature three bedrooms and bathrooms to provide overnight accommodations in emergency situations when families need to be seconds away from children who are in critical condition.

"Ronald McDonald House has been a vital partner of The Children's Hospital since the first House opened in 1984," said Henry Stovall, president of Sacred Heart Hospital Pensacola and The Studer Family Children's Hospital at Sacred Heart. "They provide an integral part in care for children and families."

The Studer Family Children's Hospital at Sacred Heart is a 117-bed facility that serves as the only children's hospital in Northwest Florida. The Children's Hospital offers a wide range of services to meet all of a child's medical needs, from a pediatric emergency room and neonatal intensive care unit to pediatric intensive care, cancer care, rehabilitation and a medical staff of more than 120 boardcertified physicians across 28 pediatric specialties. The Children's Hospital provides quality, compassionate care to children, regardless of their parents' ability to pay.





Above:Judy Burns, Executive Director of Ronald McDonald House Charities of Northwest Florida Left: A rendering of future Ronald McDonald room inside Studer Family Children's Hospital at Sacred Heart

"The new Family Room is the next step in our relationship, and it is a much-needed resource, since the current House is often at capacity. Plus, parents of our most severely ill children - those who have been in a traumatic accident, need emergency surgery, are experiencing medical complications or are undergoing treatment for cancer - often don't want to leave the bedside or the unit," Stovall said. "They want to be steps away from their child. Thanks to the new Family Room, parents will have that peace of mind while being able to tend to their own needs and the needs of other children."

As the regional pediatric trauma referral center and the region's only children's hospital, The Children's Hospital sees patients from across Northwest Florida, South Alabama and South Georgia.

"Having access to specialized care is critical, and our partnership with The Studer Family Children's Hospital at Sacred Heart underscores how important it is to also have a refuge that keeps families with seriously ill children together," said Ronald McDonald House Charities Executive Director Judy Burns. "Something as simple as a warm meal or a hot shower can provide a sense of normalcy that means the world to our families. We are very proud to work together on a project that will bring comfort and support to many more families and allow them to focus on what is most important - the health of their child."

The new 2,800 square-foot family room will be located next to the Neonatal Intensive Care Unit on the second floor of the new children's hospital. The new children's hospital will connect to the front of the existing children's hospital and will include a pediatric emergency room and trauma center, new procedure rooms dedicated to pediatric surgery, an expanded neonatal intensive care unit, a pediatric oncology unit, a medical/surgical unit, observation

"Having access to specialized care is critical, and our partnership with The Studer Family Children's Hospital at Sacred Heart underscores how important it is to also have a refuge that keeps families with seriously ill children together,"

beds and a pediatric rehabilitation gym.

Upon opening, the new children's hospital is expected to add 100

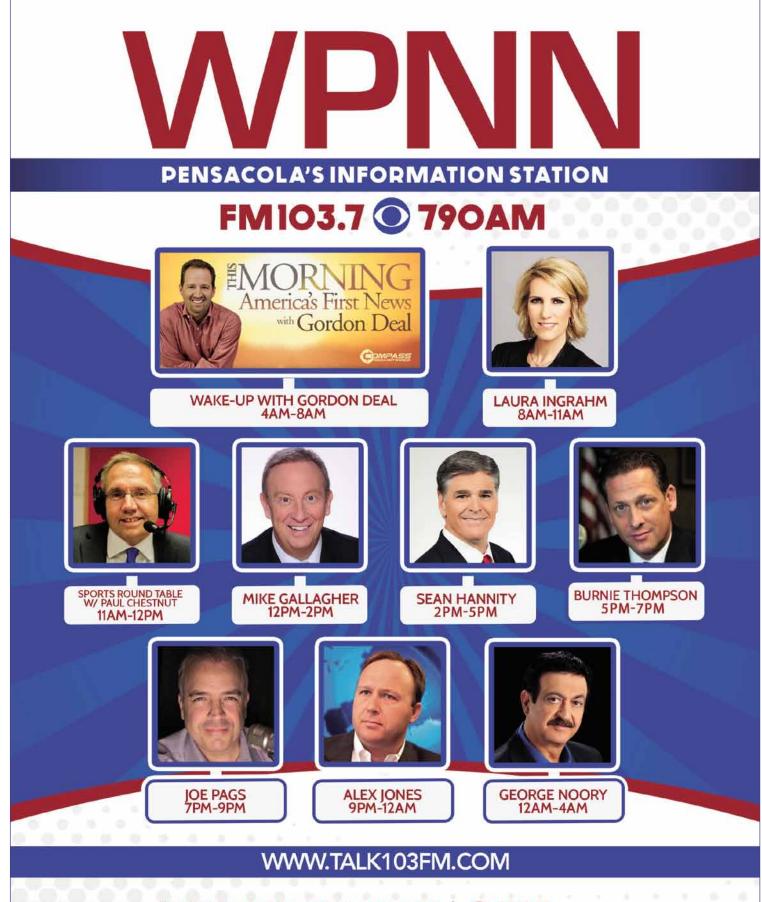
Sacred Heart jobs for the local community. This growth of healthcare services will also enable recruitment of new pediatric specialists.

While the Studer Family Children's Hospital will maintain the space, the Ronald McDonald House will continue to provide the expert staff and trained volunteers to work within the new facility.

"We are amazing at taking care of high risk, severely ill and criticallyinjured children, but when it comes to managing the service and comfort of families, we have a partner that knows how to do this better than we do—and that's the Ronald McDonald House," Stovall said. "This place is intended to compliment what's already available at the Ronald McDonald House down the hill, so that in their moment of need or distress, they can have that warm safe feeling."

Stovall noted the new facility wasn't just an amenity, but an absolute necessity for the continued growth of the hospital and the quality of care for their patients and families.

"This new space is in the 'must have' category, not the 'nice to have' category," he added. "Studer Family Children's hospital is the pediatric trauma center for the region, and as the complexity of the sicknesses we encounter goes up, we have to think differently about how we take care of these children and families and what their needs are. These families can go through a set of doors and enter a place that feels totally different from the rest of the hospital. If they need to take a nap or a shower, make a call in a quiet place, or just be alone to compose themselveswhatever the need may be-we will have that available to them 24 hours a day, seven days a week."



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The Economic Impact of Women's Businesses In Escambia County

Since the recession of 2007-2009, the United States economy has been making a slow but steady recovery. New data from Womanable and American Express OPEN's 2016 State of Women-Owned Businesses Report suggests that women-owned businesses are at the forefront of this recovery and play a key role in the overall health and welfare of the national economy.

According to the report, since 2007 there have been 1,072 net new women-owned businesses started each day. Currently, there are approximately 11.3 million women owned businesses in the United States which employ nearly nine million people and generate 1.6 trillion in revenue. Furthermore, women-owned businesses have grown at a rate that is five times the national average for the past nine years. While nationally, the total number of businesses has had a meager nine percent increase, the number of womenowned businesses is up by 45 percent. This upward trend is even more plainly seen when comparing gains and losses in the percentage of people these businesses employ. In fact, there has been an 18 percent increase in employment in women-owned businesses since recession while a one percent decrease in employment has been observed overall. This means that employment opportunities in women-owned businesses are steadily on the rise.

Just as these trends can be observed nationally, they are even more clearly marked at the state level. Florida is leader among the top 10 states to show the fastest rate of growth in women owned businesses. Between 2007 and 2016, Florida showed a 67 percent increase in the number of women owned businesses. When you compare that number to the 45 percent increase nationally, Florida is exceeding national growth by 10 percent.

Interestingly, a great many of the businesses booming in Florida are quite new. According to the U.S. Census Bureau's inaugural Annual Survey of Entrepreneurs, 37 percent of businesses in Florida have been operative for five years or less. 19.4 percent of Florida businesses are womenowned businesses, and of those 10.8 percent have been operative for less than two years. This data points to positive conditions for start-up businesses. Florida's recovery from the recession seems to be accelerating, evidenced by the continued growth of existing businesses and with the creation of new ones in the past two years. This makes it an ideal climate for the emergence of more women-owned businesses.

These same trends can be observed in Escambia County. Data from the 2012 Census ' Survey of Business Owners the most current data available until next the 2017 numbers come in sometime next year – shows that the percentage of women owned businesses in Pensacola was 38.6 percent compared to the 35.8 percent nationally. Likewise, the revenue

Economy

"Looking at the historical data between the 2007 and 2012 the number of female owned businesses in the MSA (Metropolitan Statistical Area) increased by 6.8 percent, meanwhile the total number of firms regardless of ownership declined 13.9 percent"

generated by women-owned businesses in Escambia County is 7.3 percent compared to the 4.2 percent nationally. To put it another way, there are 21,327 businesses total in Escambia county, and of those businesses, 8,390 are women-owned businesses.

The majority of women-owned businesses in Escambia County fall into traditional industry sectors, as they do nationally. According to the 2016 State of Women-Owned Businesses Report, the top four sectors are as follows:

1. Other services (home to hair and nail salons and pet care)

2. Health care and social assistance

3. Professional/scientific/ technical services

4. Administrative, support, and waste management services

In Escambia County, the distribution is similar, with only a few minor changes.

Other services
 Health care and social

assistance

3. Administrative, support, and waste management services

4. Retail/Trade

So at face value, it appears that Escambia County offers a



microcosmic view of the state of women-owned businesses both nationally and at the state level, at least based on the current available data. Allison Romer, the Economic Development Coordinator at the UWF Haas Center who specializes in economic impact analysis and community development, asserts that there are yet other things to take into consideration as well.

"Looking at the historical data between 2007 and 2012, the number of female owned businesses in the MSA (Metropolitan Statistical Area) increased by 6.8 percent, meanwhile the total number of firms regardless of ownership declined 13.9 percent," Romer says. "During the same time period male-owned businesses dropped 7.8 percent. However, the 2007 data is right before the Great Recession and the 2012 data is from the peak of the economic recovery period. Male dominated industries like construction were some of the hardest hit. The percentage of

all construction firms dropped 40.7 percent between 2007 and 2012."

In other words, the growth tracked in this statistical data was pulled from a window of time spanning from a very low point in our economy in 2007 to the peak of its boom and recovery in 2012, making the growth appear more dramatic. All the same, Romer asserts that there are still parallels to be drawn between Escambia County and the larger picture.

"With all of that said, the 2012 data on female owned businesses in the Pensacola MSA does seem to track closely to state and national trends, so I imagine that it would continue to follow that trajectory but a more in depth study would need to be conducted to say for sure," Romer says.

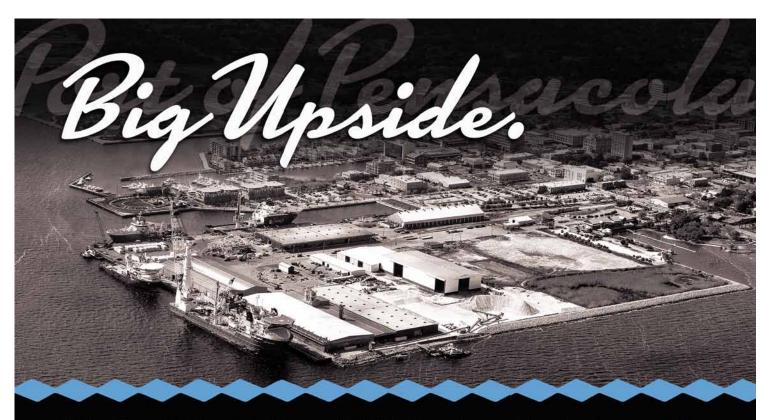
Even with this boom, womenowned businesses in Escambia County will continue to face the same pitfalls as its national and

state counterparts. According to the 2016 State of Small Business Report presented by Florida's SBDC, the primary issue with these start-up businesses is access to capital. This problem was cited by 28 percent of businesses surveyed by the SBDC. A recent article in Forbes reported that the White House proposed a \$43.2 million cut from the Small Businesses Administration budget. This would drastically reduce the amount of loan guarantees to small-business owners and have a disproportionate impact on women-owned businesses. That could spell trouble for the future of women-owned businesses on a large scale.

For now, it appears that womenowned businesses are starting to thrive and have a real potential for greater economic impact all around. The exact trajectory these businesses will take remains to be seen but the next year's release of the 2017 Survey of Business Owners data will offer more clarity to that end.



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Around the Region

Mary Lee Coble PhD Joins Catalyst CRE

Catalyst CRE is pleased to announce that Mary Lee Coble, PhD has joined the healthcare real estate team as Senior Vice President of Business Development. With more than 25 years of experience over several healthcare industry segments, Dr. Coble's primary focus at Catalyst CRE will be advancing the Company's geographic expansion through corporate development.

"I've known Mary Lee as a partner, developing solutions for hospital systems," said Catalyst CRE Founder and CEO Chad Henderson. "Mary Lee is an outstanding addition to our team and we are delighted to welcome her to Catalyst. Her relationships and industry knowledge will help us cultivate new opportunities in markets with health systems that seek innovative approaches to expanding their outpatient facilities."

Prior to joining Catalyst CRE, Dr. Coble held development roles at Adeptus Health, Health Integrated and Optum, a United Health Group company. Most recently, she served as the Senior Vice President of Corporate Development at Adeptus Health, where she worked directly with hospital and health systems to develop strategic partnerships to increase patient access and provide the highest quality medical care to the communities served.

"The future of healthcare delivery is changing rapidly with more hospitals seeking integrated patient care through the expansion of outpatient services," said Mary Lee Coble. "Catalyst is focused on developing the facilities solutions to meet that evolving need, and I am excited to introduce their capabilities to healthcare providers and hospital systems seeking more effective approaches to delivering patients' services."

Dr. Coble holds a PhD from the University of Memphis and a B.A. in Psychology from Loyola University. Mary Lee, originally from New Orleans, lives in St. Pete Beach, Florida with her family and will be based in Tampa.

United Way Announces Resignation of President/CEO Krieger and Her Transition to a New Role with Pensacola State College

United Way announces that Andrea Krieger, President/ CEO has resigned to further her service in the community as the Executive Director of the Pensacola State College Foundation. Krieger has served as the President of the local United Way for six years, during which the local community has benefitted from a strengthened commitment to working together to improve lives locally.

"Andrea has been a driving force for the United Way for many years and it is bittersweet to see her go," said David Peaden, Chair of the United Way Board of Directors. "On one hand, we are excited for her new opportunity, but on the other, we are losing a consummate professional who has truly shined in her role as the leader of the United Way. She put our United Way on the map in Florida and nationally as well for her effective leadership and collaboration with our partner agencies. Her commitment and dedication to the overall betterment of our community is unmatched. We certainly wish her well."

Because of a successful community campaign, community investments will be made in 44 nonprofit programs that will receive checks on Thursday, June 15 from 4:30 p.m. – 7:00 p.m. at Sanders Beach-Corinne Jones Community Center. While the focus of the event is centered on the impacts generated by partners working together, Krieger will also share her belief that the future of United Way and the community has never looked brighter.

This will be evident as United Way supporters celebrate this year's success by announcing grant awards and program support that represent a commitment to creating measurable change together. Grants awarded for the next year will total a \$1 million investment and close to a \$2 million commitment when adding funds committed for the next three years.

Krieger believes, the team leading United Way will continue to demonstrate innovation and creativity as they focus on partnerships where United Way's total annual investment exceeds \$1.6 million. Local work is being leveraged to create the measurable change the community needs in education, health, and financial stability outcomes. She is confident that recent successes will inspire the right professional to seek the leadership opportunity that her resignation creates.

A search committee is being led by Yvette McLellan, Chair-Elect of the United Way Board of Directors. When Krieger transitions to the Pensacola State College Foundation position, United Way's Vice President, Laura Hill, will serve as the Interim President of the organization. Candidates interested in being considered for the position as President/CEO of United Way of Escambia County should review the job description at unitedwayescambia.org/careeropportunities.

In her new role as the Executive Director of the Pensacola State Foundation, Krieger is excited by the potential for positive change that exists when individuals have access to avenues for personal improvement. She believes her time at United Way blends naturally with her new role at the College and recognizes the expanded opportunities for positive change that her new role offers to the community. Krieger believes the college is uniquely positioned to improve community outcomes by empowering students to secure the future they desire.

Pensacola State President Edward Meadows said he is delighted that Krieger will be leading the College Foundation.

"Ms. Krieger's innovative leadership at United Way has positively impacted many in our local area, and we welcome her new ideas as we seek to improve lives through education," Dr. Meadows said.

Re/Max on the Coast Welcomes Two New Agents

Re/Max on the Coast welcomes Lorraine Palma Brackin to their team. Lorraine is from Bayport, New York and attended the University of Alabama where she studied political science.

As the owner of several local retail stores and boutiques, including World Winds in Cordova Mall and Ethereal in downtown Pensacola, she has maintained her love of sales throughout her 24 years in the area. Real estate has been an easy and natural transition to her, and she is enthusiastic about embarking on her new career assisting buyers in finding their dream home as well as helping sellers move on to their next chapter.

Re/Max on the Coast is also proud to present another great new agent, Julie Linander. Julie began frequently visiting the Gulf Coast area in 2011 and quickly fell in love with the coastal lifestyle and all the area had to offer.

In 2012 she made the decision to relocate from her longtime home

city of Atlanta, Georgia to Gulf Breeze. Her background includes 22 years in the hospitality industry with 12 of those years primarily focused on sales and marketing. She received her B.S. degree in Public Relations from Florida State University, as well as a minor in psychology. Julie brings hard work, integrity, and honest customer care into every interaction with her clients. Whether you're looking for a starter home, a vacation home, or your dream home she will make the process an effortless and enjoyable one for you!





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ON THE MARKET A Real Estate Section



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MODERN DESIGN CLASSIC STYLE



Local developers A Door Properties proudly merge classic neighborhoods with modern design. Their goal is to make their new construction houses look like they have always been there by blending seamlessly into the surrounding neighborhood. When Steven Sebold. A Door's director of real estate operations, designed his home at 918 DeSoto, it was no different. Sebold wanted to mix the character and craftsmanship of East Hill with a more functional floor plan and a modern take on a craftsman design, while using durable construction materials.

From the moment you arrive at this designer home, the unique details are hard to miss. Sebold used Hardi Board with a thick grain on the exterior of the house to give the illusion of real wood while maintaining the protection and low maintenance of manufactured wood. He used real wooden batts and casing around the windows and doors-the perfectly imperfect knots and grains of the real wood give the house an authentic look. The garage door appears to be a richly-stained wood, but is actually a metal door with a faux stain that combines durability with easy maintenance. The extra

918 East De Soto Street

3 Bedroom | 2 Bath | Office | Media Room | 1,735 sq ft

parking pad eliminates the need for street parking, adding functionality to the already impressive curb appeal. A paved walkway leads to the solid wood and glass entry door, which offers a glimpse of what is inside. The welcoming porch boasts a bead-board tongue and groove wood ceiling that is painted pool blue (a nostalgic reminder of an old wives' tale that a blue ceiling kept bugs from making nests and kept evil spirits away) and decorative wooden shutters covering the impact windows.

Inside, visitors are greeted by a shiplap foyer painted in a bold

blue—a popular color throughout the home. Sebold employed bold pops of color combined with lighter furnishings and other materials throughout the house. The main living area of this shotgun-style house makes use of wood tiles for the floors. These tiles give the illusion of hardwood floors but offer the durability of tile. The vaulted ceiling in the living room and the tray ceiling in the master bedroom make the house feel much bigger and open then just the traditional nine-foot ceilings.

The white shaker style cabinets, real split brick backsplash and









grey marble countertops not only ground the space, but brighten up the area as well. Additionally, the brick surrounding the fireplace gives the look of an old chimney, which is typically found in this style of home. As you look towards the back of the house you will see two matching solid wood and glass doors, one leading to the almost 300 square foot covered patio, and the other leading to another room that utilizes the shiplap and bold blue color. Sebold designed this as a media room-a space big enough to hold a sectional couch, ottoman, and large TV. It's a great space for rainy days when you just want to hang out and relax. The shotgun style of the house means visitors can see the entire living area upon entering, which is why it was important for Sebold to have a separate living area that can be closed off when not "guest ready," while still entertaining in the rest of the home.

Off of the living area are two impressive, eight-foot solid doors on a barn door track that open to the "foyer" of the master bedroom. Sebold wanted to make a grand entrance into the master while also making it feel separate from the main living room. In the master bedroom, you will find the bold blue again—carried up into the tray ceiling. The linen seven-foot tall headboard adds a touch of warmth to this bold space. Attached is the master bathroom with white matte subway tile and a large vanity with a custom full-wall mirror. Once again, white details brighten the bold blue, and the space looks larger because of the oversized mirror. To the other side of the bedroom there is a small 75 square foot office. When designing homes, Sebold often includes flexible spaces. This office space allows for a small landing pad to work in without dedicating one of the two other bedrooms as an office or shared guest room. This room is perfect for a home office—big enough for a desk and file cabinet with access to the outside patio through another wooden door. This space could also be used as a nursery or a walk-in closet.

About A Door Properties

A Door Properties is a boutique real estate firm representing buyers, sellers and investors in Northwest Florida. Not content with simply matching homes with people, the team at A Door Properties is changing the way real estate is sold in the Florida Panhandle. The firm tackles breathtaking, period-appropriate restorations of historic homes both large and small in beautiful neighborhoods across the Pensacola area, transforming neglected properties into buzz-worthy gems that become showplaces in their communities. By combining the reusable, recyclable on-site materials with historically accurate, yet modern amenities and finishes, A Door Properties is uniquely equipped to find, or create, the perfect custom home for each of their discerning buyers. For more information on A Door Properties, visit adoorproperties.com.



Steven Sebold Homeowner

A Door Properties Designer & Director of Real Estate Operations

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BY THE NUMBERS A LOOK AT MAY'S MARKET HIGHLIGHTS

THE PENSACOLA REAL ESTATE MARKET IS HOT. Sales numbers are up and the number of days houses stay on the market is holding steady. The average sales price is the highest it's been in nearly a decade, which makes now a great time to consider putting your home on the market.

MARKET HIGHLIGHTS

May sales were up 7 percent compared to the same month last year and 15 percent over April of this year.

Median sales price for May remained just shy of \$180,000 for the second month in a row.

May's Days on the Market (DOM) inched up 11 days from last month to 86.

The \$160k to \$199k price range saw the most sales activity in May.









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1047 San Sebastian Circle \$848,500 | MLS# 509374

This Stunning Custom Waterfront home boasts over 200 ft of Perdido Bay views! The exceptional attention to detail is evident upon entry of this 3 bedroom 4 and a half bath 4,050 square foot home. The incredible kitchen includes stainless appliances, granite countertops, and a built-in kitchen office.



Seventh floor "Heaven"....Unit 702 is there to sooth your soul! This 2 bedroom 3 and a half bath features Tray Ceilings, Crown Molding Black Granite Counters and Top of the line appliances. Portofino Resort offers tennis, exercise room, dining, watersport entertainment, an inside pool and five outdoor pools. So much "To Do"!

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This lovely 4 bedroom 3 bathroom home is located in Nature Trail. This subdivision offers a 6,000 square foot community center with swimming pools, tennis courts, playground equipment, fitness center and over 5 miles of walking trails through the 400 acres of the Conservancy area. This home features an open floor plan with a spacious great room, formal dining and a generous master suite with large walk-in closet.

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Rob Bell • 850.232-2587 • robert.bell@penfedrealty.com

HOW DO REALTORS GET PAID?

OVER MY YEARS OF WORKING AS A LICENSED REAL ESTATE AGENT, I've come to realize that many people don't understand how real estate agents actually get paid. Some people believe realtors are salaried, paid hourly or have some "draw against commission" arrangement. Much to the contrary, in almost all cases, realtors are self-employed independent contractors working under a licensed real estate broker. Because they are independent contractors, they are paid entirely on commissions earned. No sale, no groceries.

> When a realtor lists a home for sale, the brokerage listing the property and the seller of the property agree to a professional fee, or commission, which is usually represented as a percentage of the sales price of the home.

At closing, the listing fee is split between the listing brokerage and the buyer's brokerage who, in turn, pay the agents involved in the transaction according to the terms of their independent contractor agreements.

An easy example might be, on a \$4,000 commission, \$2,000 would be paid to each brokerage at closing, then perhaps \$1,400 each to the listing and buyers' agent. The agents would need to set aside 25 percent or so for income taxes, netting them about \$1,050 before expenses.

Because they are independent contractors (small business owners in their own right), real estate agents must pay their overhead—everything from websites to advertising costs to fuel, insurance, licensing, signage, professional

by Nancy Humphrey

membership dues, office fees, marketing and postage—out of their portion. Keep in mind that many of these costs are realized well in advance and without guarantee of any actual sale. Realtors must also guard against and plan for seasonal or market-driven lulls during which business may be more erratic than usual.

11

So, given the volatility of the industry, why would anyone work as a realtor? Because we love what we do. The privilege of helping people realize their home ownership dreams, or transition to the next stage of their lives, is our greatest reward. Over the years, my real estate business has forged lasting relationships and friendships that I treasure – and has given me opportunities that I never could have imagined. It is a hard business that has tremendous rewards for those who can stay the course and who are focused on and driven by serving their clients, above all else.

My plea would be, if you are working with a realtor or have a friend or family member that is a realtor, please respect the service and time they give you—it is time they will not recoup. If you have an urgent need that they cannot meet, give your realtor a chance to get someone to help you—and remember, they are not salaried or paid by the hour. They are all small business owners working hard to serve you and the local market with pride!



Licensed since 2013 and specializing in residential real estate, Nancy Humphrey is a Broker Associate with BHGRE/Main Street Properties, putting her 35+ years of administrative and sales experience to work for her clients. Feel free to call Nancy with any questions on the Pensacola real estate market.



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1044 AQUAMARINE DR. | GULF BREEZE \$589,500

3BD/2.5BA, 2,483 SF, MLS# 518363 300 ft. of deep water canal frontage, complete with a boat lift and 3 deep water slips- Plus a sparkling enclosed saltwater pool, hot tub and sauna. Large, private, cul-de-sac lot in the desirable Villa Venyce area- minutes from Pensacola beaches and downtown.

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CORPORATE ART: a WIN-WIN for Clients and Staff



Building a corporate art collection can visually communicate your branding, values and vision before you even shake your client's hand.

Establishing a culture of creativity for your company, the right artwork can be the "power suit" of your office space, yet is it worth the expense? Today, more than ever, businesses are implementing art purchases and rentals as a common line item on their budget spreadsheet - made even more appealing as it is tax-deductible.

INCREASE STAFF PRODUCTIVITY

Studies have proven that artwork can increase employee productivity and engagement while decreasing stress. Valuing your team's wellbeing means elevating their day-to-day office experience. This equates to more than just upgrading the coffee brand in the break room. It means inspiring staff and creating a comfortable work environment through carefully chosen colors, media, textures and themes of artwork.

IMPRESS YOUR CLIENTS

A pop of color in a vibrant abstract painting or a calming black and white landscape can set the mood of a room and influence the behavior of the individuals within it – including your clients. Customer experience is shaped by the tone you set within your reception areas, conference room, hallways, offices and beyond. Let your walls help your receptionist in creating a warm and welcoming space to engage client's creativity and conversation.

EXPAND YOUR COMPANY'S IDENTITY

Incorporating artwork into your workplace goes beyond boosting

employee and client satisfaction – it can also expand your identity within the community. Business leaders are in a unique position to support local and regional artists by exhibiting, purchasing and commissioning work to add to their collection.

Corporate support increases that artist's visibility within their area and the exposure of their work may generate future collectors. Working artists are a vital and dynamic force within a community. Engaging their talent creates a dialogue and sends the message that your company partners with and supports area artists.

HIRE A PROFESSIONAL

Before any investment is made into your office art program, you will want to form a plan. Artwork can make or break a space – but no pressure. Luckily, there is assistance available to ensure that you find the right works to convey your corporate identity and brand.

The most reliable means of guidance can often be found through art consultants. Many have strong local and national artist connections from which to select and have a long established history in organizing corporate art rentals, acquisitions and commissions. Using interior designers who deal directly with the local art community is another option in sourcing artwork and building a collection plan that fits your space and budget.

CALL ARTISTS YOURSELF

If you are confident in your collection plan and have a natural eye for aesthetics, you may consider curating your space without professional assistance. If so, start regularly visiting local commercial art galleries within your area or while you are away on business. Be sure to introduce yourself to gallery staff to gain the inside track on new and upcoming available works.

Take advantage of local university galleries. Purchasing works from emerging student artists is a fantastic way to add original works of art to your collection and at reasonable price points. Your purchase and show of support can fuel a student artist's dedication to his or her degree and trade.

INVEST WISELY

In sourcing artwork, remain focused on your collection plan. It is easy to become swayed by a spectacular sculpture you happen upon in a gallery or an oversized painting you



located on an artist's social media page. Too often new collectors lose focus and risk making costly mistakes.

Consider durability and conservation when purchasing work. Is it a high traffic area? Lean towards works on paper under glass. Seeking a solution for a boardroom with plenty of sunlight? Show your individuality with a unique glass installation to catch the light.

Remain mindful when you begin installing your new works to guard against fading from direct sunlight due to office windows. This is particularly true of watercolors, photography and works on paper.

BUILD YOUR ART COLLECTION

If the right artwork is the power suit of your office space, you need to make sure that your company is wearing it correctly. You may have to try on a few pieces first. Start small and build slowly or opt to lease artwork so that the pieces can be rotated frequently to keep things fresh.

Above all, explore your own creative side through this process. Involve your staff for their opinions on potential works. Discover new artists. Inspire an innovative atmosphere with each new work.

Whether you invest in an artwork program purely for décor or for its proven impact on staff and clients, it is a visible sign that your company cares about its employee and visitor experience.

Alexis Leader is an art consultant and owner of Leader Art Consultants LLC - a fine art advisory firm based in Pensacola, FL. Leader seeks to "curate the coast" by connecting regional artists to collectors. The firm provides corporate art sales and rental programs, residential art consulting and professional advisory services to artists, museums and cultural organizations.

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7241 Lafitte Reef Perdido Key 90x140 Waterfront Lot MLS#511518 \$225,000



5485 Soundside Dr. Gulf Breeze 2 BR - 2BA - 1,895 SF MLS#511518 \$499,900



918 Caterpillar Lane Cantonment 4BR - 3 BA - Pool - 3,553 SF MLS#507490 \$349,900



1197 Tiger Trace Blvd. Gulf Breeze 4BR - 3BA - 2,992 SF MLS#517345 \$425,000



428 E. Government Street Pensacola 1,870 SF Office Space MLS#516928 \$485,000



1000 S. K Street Pensacola 13,608 SF Commercial Space MLS#509427 \$1,750,000



3400 Wimbledon Drive - SOLD! Pensacola 3BR - 2.5 BA - 2,195 SF MLS#516568 \$164,000



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5049 Soundside Drive - PENDING Gulf Breeze 80x331 Sound Front Lot MLS#509975 \$229,000



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120 Firethron Road - PENDING Gulf Breeze 3BR - 2BA - 1,916 SF MLS#517118 \$325,000



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ON THE MARKET

EXAMPLE 1 AND IN THE POINT OF THE POINT OF

TRIED TO HANDLE THIS YOURSELF BUT HAVE RUN INTO ALL KINDS OF HURDLES. YOU ARE CONSTANTLY INTERRUPTED WITH CALLS ABOUT THE BUILDING. YOU HAVE SHOWN IT SEVERAL TIMES, BUT NO ONE ACTUALLY MADE AN OFFER. YOU DECIDE THAT YOU WILL LIST WITH A REAL ESTATE COMPANY TO GET THE JOB DONE. **SO WHERE DO YOU GO FROM HERE?**

It is probably best that you don't choose a real estate company based primarily on family ties. Cousin Susie may be your favorite relative, but this is business.

If you have commercial property to move, choose a commercial real estate company to work with. The difference is night and day between commercial and residential real estate. Would you want a dentist to set your broken arm? Probably not, though they both have impressive medical training.

Review the reputation of the company you are considering. It is perfectly reasonable to ask for references. Most people in a community have a pretty good idea of what businesses are known for being reputable, honest and experienced.

Talk to other people who have used commercial companies and consider their evaluations. Plenty of real estate agents will say anything to get your listing, put a sign in the yard, load the information into MLS and then you never hear from them again. Ask people you trust why they chose the company they did and if they were happy with the service. From your first contact with the company, were they organized? Did they come across as professional?

Pay attention to the communication skills. Everyone in the office works as a team on real estate deals so the administrative assistant answering the phone, the marketing department working on promoting your property and the agent who will go to bat to find your tenant or buyer all need to be professional and competent.

Check out the company's website. Do you like the way properties are represented? When you talk to a potential agent about representing you, be specific about things you do and don't like in the marketing.

Ask the agent for comparables and take this information to heart. You may have paid more than what the market says your property is worth. You may have improved your property at great cost. But the market is what it is and it is a rare occasion when a buyer or tenant will pay more than market value. List it too high and it will sit there. Pay careful attention to what the numbers, not your emotions, say it is worth. See #4 above. An agent who lists your property at far higher value than what comparables show is doing you no favor. And if you insist on a higher list price, don't be frustrated or angry when it doesn't move.

Choosing the right commercial real estate company is every bit as important as choosing the right lawyer, accountant or any other professional you need. A little bit of homework will deliver far better results.

DeeDee Davis is a graduate of Auburn University and then received her Master's Degree from the University of Nevada, Las Vegas. Her successful teaching career resulted in her being named Florida's Teacher of the Year. Following a year as Florida's Ambassador for Education, she was elected to the Florida House of Representatives. She began a career in commercial real estate in 2004 when she joined the firm of NAI Halford.

She has been active in community affairs for many years. She has been president of the Gulf Coast Economics Club, the Professional Women's Opera Board, the Aragon Group that oversees a neo traditional development, and the Board of Directors for the Council on Aging. She served on the Pensacola Charter Review Commission and also served as Chair of the Pensacola Redistricting Commission. She is currently on the Downtown Improvement Board and the University of West Florida Foundation Board of Directors.

She is married to Corbett Davis, Jr. and has two children.



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NEIGHBORHOOD SPOTLIGHT

GULF BREEZE PROPER

BY TANNER YEA

It is always exciting to live in the heart of a city: the flashing lights, the events, the proximity to everything and the hustleand-bustle. Sometimes though, you long to get away to somewhere quieter and more relaxed – still close to the fun of the city, but at a place of easy living where a yellow light still means slow down, not speed up.

That's why we are shining our Neighborhood Spotlight on such a slice of calm: Gulf Breeze, or more appropriately Gulf Breeze Proper. It's compact area, high quality schools and central location makes it a perfect place to raise a family or just get away from the frantic pace of city living.

History of the Neighborhood

Gulf Breeze Proper shares a similar history to the history of Pensacola and the Gulf Coast region in general. Tristan de Luna helped establish the area in 1559, but the initial colony was abandoned after several disasters. In the late 1700s the British, who named the area 'Town Point', occupied the area.

In the mid-1800s, Gulf Breeze began to grow due to the yellow pine lumber industry and the construction of the Pensacola and Atlantic Railroad. In 1828, President John Quincy Adams established the country's first



experimental tree farm with the Naval Live Oaks Reservation. It was originally established to serve as a source of raw materials for shipbuilding for local Navy forces, but has since then become a protected area under the National Park Service.

In the early 1930s, both Pensacola Bay Bridge and Highway 98 were completed, allowing Gulf Breeze to formally connect with Pensacola. In 1936, the Gulf Breeze Cottages and Store opened a post office branch in modern-day Live Oaks Plaza, giving the city its current name. The City of Gulf Breeze finally became incorporated in 1961.

Properties and Prices

Gulf Breeze is divided into two pieces: Gulf Breeze Proper and Midway, which are the unincorporated communities that lie along Highway 98. Gulf Breeze Proper is a fairly small piece of land, running from the western tip of the Fairpoint Peninsula to roughly the Naval Live Oaks Nature Preserve. Proper is only about 23.5 square miles in total, with a population of around 6,500. Despite its small land area, Gulf Breeze Proper does boast some affordable real estate. According to Trulia, the median sales price is around \$213k. Larger and more elaborate homes can be found along Pensacola Bay or Santa Rosa Sound, and these can go from between \$750k to upwards of \$2 million. Many properties in Proper are around 3000 square feet, and many are family housing with three bedrooms and two or more bathrooms - one bedroom houses are a rarity. Gulf Breeze is fairly modern, as most of its houses were built in the 80s and began booming in the early 2000s. Most homes are ranch style or neo-eclectic, as well as a few Gulf Coast style houses. Though rental properties are sparse, median rent is about \$1300 for a 2/2.

Gulf Breeze Proper is a town for families, through and through. 79 percent of the residents are homeowners, 70 percent are married, 51 percent have college education, and the median income is around \$66k. Though Highway 98 can be congested with traffic,

ON THE MARKET





numerous traffic lights alleviate a lot of the problems. For utilities, water and waste are provided by the city, electricity by Gulf Power, and AT&T or Cox provides internet and cable.

Local Attractions

There are several schools in the Gulf Breeze Proper area. The biggest and most well known is Gulf Breeze Elementary, Middle and High School. These three schools are part of one large complex, allowing school age children to transfer through the years without losing friends or favorite teachers. These schools are highly recognized in the Santa Rosa County School District as well as the whole state, and the Dolphins are known for athletic excellence.

Gulf Breeze Proper may be small in area, but it contains an abundance of natural spaces. In addition o the Naval Live Oaks Nature Preserve, there is also the Gulf Islands National Seashore, which helps preserve the natural wonder and beauty that Gulf Coast beaches provide. Along Gulf Breeze Parkway, there are a large variety of casual dining restaurants you can enjoy on a casual weekend or just dining out with the family. Aegean Breeze offers unique Greek and Mediterranean fare, while the nearby Rotolo's Pizza offers a relaxing location and delicious loaded pizza. The Fishing Hole delivers great seafood we've come to expect from the Gulf, and the Fuji Steakhouse & Sushi Bar brings more formal Japanese experience.

The two biggest grocery stores in the area are Publix and a Walmart Neighborhood Market. If you are willing to take a short drive into Midway, there is also the nearby Winn-Dixie and a larger Walmart Super Center.

Gulf Breeze Proper is most suburban homes, and so the nightlife is not so hectic here. That doesn't mean you can't enjoy it – only a 10 minute ride across the Pensacola Bay Bridge lands you in Downtown Pensacola, and a similar ride south gets you to the bars, beach and balmy weather of Pensacola Beach. Gulf Breeze Proper's main strength is its central location, letting you have fun but return to a quiet home at the end of the night.

Summary

Gulf Breeze Proper has always been a small suburban town, and it seems like there is no sign of that changing anytime soon.

Whether you want to raise a family in a safe neighborhood with good schools, or if you just want to be centrally located to all the best the Pensacola area has to offer, Proper is a place for you.

For more information on Gulf Breeze Proper and the surrounding areas, visit the City of Gulf Breeze at cityofgulfbreeze.us or speak to your realtor to see what makes Proper stand out.■



BL#CRC1330146 LS (05/2017)

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How to use color psychology to influence the mood of your home

LOOKING TO MAKE A FEW CHANGES

AROUND THE HOUSE? A fresh coat of paint can make a big difference on the look of your home and how you feel living in it. But unless you're a color expert, it's hard to know what colors are best among the endless array of options. A great place to start is by understanding the psychology behind various colors, so that you can achieve the look and create the effect you want in each room.

"Color is such an important factor in setting or improving our moods; it greatly influences human emotion and behavior," says Dr. Sally Augustin, a color psychologist who applies science-based insights to how we experience colors. "The brain interacts with color in a variety of ways, from calming to energizing. By applying color psychology to your paint selections, you can make each room evoke the emotions you desire."

Most people talk about neutrals like black and white, according to a new color study conducted online by Harris Poll on behalf of Sherwin-Williams through listening to social media conversation about colors mentioned with areas of the home. But when asked directly, the majority of participants say more vibrant colors should be used throughout the home, such as blue, red and green.

Based on this new research and Dr. Augustin's insights on color psychology, here are some ideas on choosing colors for painting projects:

In the mood for blue: If you're drawn in by beautiful blues, you're in good company. Sixty-two



percent of Americans select blue as one of the colors they like the most. This strong preference for blue is consistent across genders, locations and age, making a blue like Adriatic Sea SW 6790 a good choice if you're considering more vibrant colors, or if you're painting a room in a home that you plan to sell soon.

"No matter where you go on the planet, people are most likely to say that their favorite color is blue. In our primordial past, blue was linked to good things in our lives. It is the color of the sky on a fair weather day and also a color of a watering hole seen from a distance," Dr. Augustin says.

Black comes back: It may be surprising that black is the second most popular color (32 percent), and is especially liked among millennials, at 41 percent. Many have fallen in love with darker tones again, and dark black like Tricorn Black SW 6258 and even charcoal, navy and deep jewel tones are all gaining in popularity, adding urban sophistication to a wide range of spaces, from living rooms to kitchens.

What green really means: Generations see green hues differently. Millennials associate it with energy (33 percent compared to 24 percent of Gen Xers and baby boomers.) Boomers are more likely than millennials to associate green with calmness (26 percent vs. 20 percent.) When it comes to the psychology of green, the color seems to enhance creative thinking, making a green such as Derbyshire SW 6741 a good option for a study or for a stimulating playroom.

Raving for red: According to Dr. Augustin, since red is also the color of many fine wines, painting a wall Rave Red SW 6608 in a dining room can appropriately call wine to mind. Red also offers people a burst of strength, making it an effective color choice for spaces like laundry rooms, where "heavy lifting" is done. According to the survey, almost half of Americans (49 percent) said the most associated emotion with the color red is excitement.

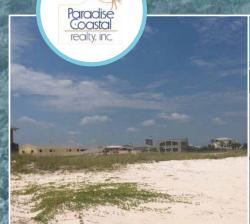
Cheery vibes with yellow: Forty-two percent of Americans associate yellow with happiness. The color yellow is also psychologically linked to physical warmth. Other golden colors that are a bit darker, such as Cut the Mustard SW 6384, would work in a kitchen dining area, as warm colors stimulate appetite and can make a space seem cozy.

What's right about white: The top feeling most Americans associate with white is calmness (34 percent.) In color psychology, white also signals cleanliness, so shades of white can be good choices for the bath, laundry or anywhere in your home that you want to add brightness.

For more tips and ideas on how to spruce up your home with paint color, visit swpaintingweek.com.

About The National Painting Week Color Psychology Study: This survey was conducted online within the United States between March 23-27, 2017 among 2,201 adults (aged 18 and over) by Harris Poll on behalf of Sherwin-Williams via its Quick Query omnibus product. Figures for age, sex, race/ethnicity, education, region, and household income were weighted where necessary to bring them in line with their actual proportions in the surveyed populations. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. Social results were obtained by harvesting 12,089 public geo-tagged social media posts in the U.S. between January 1 - April 13, 2017 where selected colors appear within two words of areas of the home.

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907 ARIOLA DR - MLS#519644 \$484,375 - Call Kimberlee Today!

Nice large sized lot across the street from the Gulf just steps away from the water and waiting for you to build your dream or investment home. Gulf of Mexico and Pensacola Sound views possible from upper floors of new home. Unobstructed view, as rear of property sits adjacent to recreational area for local elementary school, public tennis courts and local church.

1111 FT PICKENS RD - MLS#503618 \$618,000 - Call Kimberlee Today!

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across the street.Two bedrooms downstairs and two upstairs. All
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has a two car garage and its own private entrance.Build your dream
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across the street.Plans are available
is an excellent opp
Pensacola Beach.Plans are available
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1730 ENSENADA UNO - MLS#487387 \$224,500 - Call Kimberlee Today!

Build your dream home on this quiet corner lot on a cul-de-sac. Beautiful views of the sound directly across the street. Steps from the sound and the gulf. Plans are available for a 2428 Sq Ft 4BR/3.5BA home with numerous decks from Architect Doug Whitfield. Plans are available in office and on the website. This is an excellent opportunity to build on a large lot on Pensacola Beach.



1307 ARIOLA DR - MLS#517679 \$\$1,100.000 - Call Jennifer Today!

This awesome home boasts panoramic views of the Gulf and Sound. Built with all the latest technology for storms including solid concrete pilings running through all floors. Home has Anderson windows and doors. Beautiful Travertine marble tile graces the living area, kitchen and outside decks. Maple bookcases flank the gas fireplace in the Great Room with a 22 foot recessed ceiling.

303 ARIOLA DR - MLS#502291 \$895,000 - Call Jennifer Today!

Extraordinary brand new constructed beach home with undeniably the most gorgeous views. This contemporary home brings in the colors of the sky, water, and beautiful sand of Pensacola Beach. This custom built home will not disappoint. Marble/ granite kitchen counter tops with glass backsplash with all Viking appliances and gas stove and extra feature of a tankless hot water heater.

4170 MADURA FOUR - MLS#518084 \$359,000 - Call Jennifer Today!

This residence is beautifully designed with immaculate attention to detail. As you walk through this home, you will notice the contemporary floor plan with spacious bedrooms and high ceilings. The kitchen offers a glass tile backsplash, stainless steel appliances, and a breakfast area. The spacious master bedroom features a trey ceiling, ceiling fan, and French doors leading out to the pool area.



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Jennifer McCrary

Agent jennsellsfl@yahoo.com (850) 501-7738

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What should I do to get my home ready for sale? Should I make repairs, have it professionally staged and/or make upgrades? The short answer is yes, however, competition, price-

Bruce Baker, MBA

range and sellers' availability of funds must also be considered in totality.

1. Exterior: Homes with fresh looking curb appeal will sell faster and for more money. Make it look appealing from the curb.

a. Trim the bushes (especially those by the front windows! Place some clean colorful flowers, fresh mulch in the beds, de-weed the groundcover. b. Power wash driveways, walkways, and other areas of the home that may have mold in the grout; clean screens, clean around the front door, porches, etc., even, perhaps, a fresh coat of paint on the front door along with new front door hardware.

c. Does the home need a new coat of paint?

d. Are screens broken?

2. Interior:

a. DECLUTTER, DEPERSONALIZE and UNDECORATE: Neutralize the decor of the home. This includes taking items off plant ledges, leaving no more than three items on any surface, put away your collections, and if the home has a "Theme" take it down a notch or two. b. If you have a small home, don't have items cluttering every cupboard, space and closet. Get a storage unit. If you don't have room for your things, the buyer may believe he or she won't have room either. c. Find a purpose for EVERY room. Stage that room with intent. Stage a back patio with outside furniture. Show how each space can be used. Many buyers don't have the imagination needed.

d. Touch up paint, paint non-neutral rooms, touch up baseboards.

e. CLEAN, CLEAN and then CLEAN AGAIN!

3. REPAIRS: You need to discuss with your Realtor your individual needs and situation. However, there are some basics here as well:

a. If you feel the market for your home will be VA or other Govt loan buyers, it may be best to do repairs that will stick out in their minds and to do repairs that will appeal to the largest pool of buyers. When you sell a house in AS-IS condition, you create speculation as to what is wrong with the house - it may only need \$500 worth of repairs but the buyer will wonder if it needs \$20,000 and pass on it without even looking.

b. Have many of the homes in your area been remodeled? Is it in an area where home values for the remodeled homes are increasing quickly? If everyone in the neighborhood has upgraded their 1990's countertops to granite, your old blue or pink laminate countertops will most likely have a buyer taking money off the price right up front. That 80's wallpaper may cost you \$15k off the price, but may only cost you \$1500 to take it down! A professional Realtor will help you determine which "upgrades" are most important. We always use a professional stager at our expense if we feel we need third party professional.

4. Marketing and Presentation:

a. Once you have done all this work (and maybe told yourself you should have done this YEARS ago!) make sure you find a REALTOR who will market your home professionally as well.

A question that has come up in the current sellers' market: Should I go to this trouble to stage my home when I expect it will sell within the first week?

The answer is that it depends on the sellers' motivation as it relates to time vs money. Even within a Sellers' market, homes that are more updated/professionally presented tend to seller faster and for more money than those that are not properly staged/spruced up. Ultimately, each seller must decide his or her unique position within the market based on personal circumstance.

Kathy Batterton and Bruce Baker, MBA are top RE/MAX agents servicing the Northwest Florida areas. Kathy is a RE/MAX Lifetime Achievement Award Winner, Real Trends Top 100 Influential Agents in Florida, Top 20 RE/MAX Agent in Florida for sales 3 years running. Bruce is a 27-year Greater Pensacola real estate veteran, holds both an MBA as well as a Master of Accountancy, is a RE/MAX Hall of Fame award winner and a Top five in number of transactions for RE/MAX Florida in 2016.

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Kathy Batterton

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