Celebrating
10 Years
of
Involved People.
Important Issues.

Year in Review Report
2010-2011
A message from your Chair...

This past year marked JCCI’s 35th year and the 10th anniversary year of JCCI Forward. As a member of Forward since 2006, it was an honor to be a part of the leadership team as we together celebrated 10 years of getting young professionals and citizens Involved, Engaged and Connected. During the past year, our organization has continued to grow, both in members and activity. It was important for us to continue to offer skills training seminars, networking opportunities and a platform to study and tackle issues that our generation found interesting, even during these challenging economic circumstances. We even did something a little different -- we had an event with no public dialogue. Why?, you ask? Our membership wanted an event where we celebrated the 10 years of success of being a YPO and our efforts in the Jacksonville community for the last 10 years.

I welcome the 2011-2012 Chair, Jennifer Mansfield, and her team as they set the stage for the next decade. There are many opportunities ahead to make our organization even more effective as well as ways to make our city an even better place to live, work and play. The report will provide rich testimony to our vigor. We hope you enjoy reading about Forward’s recent accomplishments and all of the ways we are helping the Forward generation prepare for what’s ahead.

All the Best,

[Signature]

Elexia Coleman Moss
JCCI Forward, Chair
2010-2011
About JCCI Forward

JCCI Forward was established in July 2000 and is an initiative of JCCI (Jacksonville Community Council Inc.). Forward seeks to engage men and women ages 25 to 45 in civic involvement and provides them with the training and skills needed to become community leaders. This program provides these young professionals a way to engage with existing city leaders, to experience leadership development and to build a network of friends and associates who all share the common goal of bettering the quality of life in Jacksonville and Northeast Florida. This year marks JCCI Forward’s 10th Anniversary Celebration.

For 10 years Forward has helped Jacksonville’s Young Professionals...Involve. Engage. Connect.

Our Vision:
To empower emerging leaders and community-minded individuals to affect positive change in Northeast Florida through a platform of results-oriented issue forums and leadership development programs.

Forward Executive Committee
Elexia Coleman Moss, Chair
Jennifer Mansfield, Chair-elect
Lee Brown, Immediate Past Chair
Crystal Jones, JCCI Forward Board Liaison
Preston Callison, Recruitment Chair
Leah Donelan, Issue Forums Chair
Jacquelyn Lowe, Training and Seminar Chair
Lee Poechmann, Action Plan Chair

Committee Members:
Mickee Brown           Circe LeNoble
Adrienne Cartagena     William Magevney
Mi-Lim Chun            Antoinette McKenzie
Broderick Green        Eric Parker
Christy Jackson         Edward J. Schmalfeld
William Jackson         Justin Sims
                        Felicia Wright

Staff
Michelle Simkulet, Director
Amanda Gazaleh, Coordinator
A Special Thanks to Our...

10th Anniversary Title Sponsor

Waste Management

And Supporters of JCCI Forward

stellar

Assessment Technologies Group

Jacksonville Aviation Authority

Fidelity Investments

Florida Coastal School of Law

grassroots Natural Market

Green Erth Bistro

City Kidz Ice Cream Café

OMNI Hotels

Farah's Pita Stop Café & Catering
Forward Members are what make this organization work!

Without the attendance and participation of our members, our mission as an organization would be unreachable.

We'd like to thank...

Douglas Adkins  Chad Burns  Debbie Delgado
Scott Allen  James Busch  Susan Demato
John Allmand  Tammy Butler  Julius Demsp
Benjamin Arab  Austin Calhoun  Damien Dempsey
Sandy Arts  Preston Callison  Laurie DeWitt
Benjamin Baeker  Adam Canada  Nick Dodaro
Jennifer Bailey  Michael Carignan  Leah Donelan
Tabatha Ball  Caroline Carignan  Stephanie Donelan
Denise Balthis  Matt Carlucci  Sara Dougherty
Karen Barakat  Emily Carrier  Jarret Dreicer
Oliver Barakat  Adrienne Cartagena  Tiffany Duhart
Michael Barile  Tuesday Cetin  Brenna Durden
Kristanna Barnes  Minor Chamblin  Kara Ebright
Michelle Barth  Paula Chao  Pegine Echevarria
Ronald Barton  James Charles  Chrissy Edmonds
Lester Bass  Mi Lim Chun  Martin Edwards
Tiffany Bateh  James Clark  Frances Elia
Joshua Bean  Kristin Clements  Stephen Elkins
Charleen Bearup  Sharon Cobb  Kirk Elmore
Ashley Bizzarri  Laurence Cobb  Sherry English
Blair Blackard  Joshua Cockrell  Janlynn Ertrachter
Edward Blakely  Lara Cody  Alberta Espie
Daniel Blanchard  Daphne Colbert  Anne-Marie Esser
Heather Blume  Vincent Collignon  Bobby Evans
Brant Boatright  James Conner  Jason Fey
Patricia Booker  Cara Connolly  Christopher Fey
Sarah Boren  Michael Connolly  Meg Folds
Yadira Botero  Michelle Cook-Lowinger  Ronald Foster
Richard Bowers 
Vanessa Boyer  Jim Crooks  Gabrielle Franks
Randall Briley  Laura Crooks  Jerry Friley
Carol Brock  Frank Csar  Brian Fuller
Jeremy Bromm  Nelson Cuba  Meg Gaffney
Nicole Brose  Sherry  Tiffany Galvin
Lisa Broward  Czerniejewski  Green
Sherri Brown  Eugene Damaso  Matthew Garman
Henry Brown  Kim D'Ambrosio  Amanda Gazaleh
Benjamin Brown  Jill Dame  Fionnuala
Gregory Bruce  Peter Dame  Geoghegan
Christine Buckley  Christopher Davis  Amy German
Heather Burk  Gardner Davis  Sonya Gettinger
Steve Burnett  Julia Davis  Michael Giel
Julia Burns  Stephanie Decker  Dawn Gilman
Ben Warner  Delores Weaver  James Gilman

Sponsors-For-A-Day
Introducing our newest fundraising effort...
JCCI Forward Sponsor for a Day!
Choose your special day, do it for your birthday, your kid's birthday or even your anniversary!
Pick your day today!
Once secured you will be listed on Forward's webpage, Facebook page and Tweeted throughout the land as our Sponsor for a Day!

Chris Arab
Richard Bowers
Mickee Brown
Lee Brown
Preston & Anna Callison
Community First Credit Union of Florida
Skip Cramer
Jordan Crane
Jim & Laura Crooks
Leah Donelan
Fidelity Investments
Fionnuala Geoghegan
Tanya Gleeson
Marcus Haile
Chris Hand
Pat Hannon
Christy Jackson
William Jackson
Ali Korman Shelton
Laura Lane
Circe LeNoble
Joshua Lief
Alex Low
Jacqui Lowe
Jennifer Mansfield
Carla Marlher
Bill & Julie Mason
Elexia Moss
Jakey Moss
Lashun Parker
Pamela Paul
Lee Poechmann
Michelle Simkalet
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Issue Forums

JCCI Forward Issue Forums present Forward participants the opportunity to brainstorm with community leaders, key resource speakers and other Forward members on issues of concern to Jacksonville and the Northeast Florida region. Participants explore issues critical to the community with the goal of seeking understanding and coming to consensus on proposed action plans to be implemented for positive change.

Since 2000, JCCI Forward has held 38 different Issue Forums. A complete listing of all of the forums can be viewed online. www.jcciforward.org

This year, JCCI Forward's Issue Forums covered two timely and important topics to the Jacksonville Community.

The Winter Issue Forum, Ethics and the Public Servant: People, Politics and Public Policy, chaired by Didi Wells, kicked off on September 30 and helped JCCI Forward members examine ethical realities and perceptions in public service from the perspective of our community leaders. The forum helped to determine the role of ethics in making public policy decisions. Participants heard from key resource speakers and discussed the topic of interest, finally coming to consensus and a plan of action for moving forward. Participants of this forum were very vocal and dedicated in helping to pass a City of Jacksonville Ethics Bill. Thank you to all of the participants of this forum for helping to make Jacksonville a better community!

Resource Speakers:

- **September 30**: Glorious Johnson, Jack Webb
- **October 7**: John Libby, Ron Littlepage
- **October 14**: Carla Miller and Kirby Oberdorfer
- **October 21**: Cheryl Grymes and Sharon Copeland
- **October 28**: Suzanne Jenkins and Reggie Fullwood
Key findings of the committee included:

- Lack of education and understanding the definition and expectation of public servant ethics reduces clarity and increases opportunity for ethical challenges;

- Regardless of the multiple stages of public service (candidate, campaign worker, elected official or staff) high standards of ethics is expected. With trainings offered through the Supervisor of Elections office, there should be no reason not to know better;

- Currently, our local legislation and ethics procedures lack sufficient funding, independent oversight, easily understood guidelines, clearly articulated enforcement and consequences when unethical behavior is proven; and

- Currently, public perception of our government and elected officials is at an all-time low. The recent elections process included citizens exposed to negative campaigning by phone, internet, mail and media. Negative campaigning does not have to be accurate or fact-based, appears to influence voters, and encourages apathy and disengagement of citizens. Access to reliable and factual candidate information continues to be a challenge.

Action plan undertaken by the committee includes:

- Support for the Ethics in Charter Bill 2010-616, as written and approved by the Ethics Office, Ethics Commission, and Rules Committee. The committee rejects the amendments proposed by the Finance Committee, and has decided to move forward with the following actions :
  - Prepare a letter on behalf of the Forum Committee and send to all City Council members via USPS;
  - Personally outreach to City Council members via phone/email/in person;
  - Speak when agendas allow for community input at upcoming Finance, City Council and Ethics Commission meetings; and
  - Share with their personal circles about the pending bill and results of the forum.

- The committee determined that a letter on behalf of the Forum Committee should be sent to all new and re-elected officials about citizen expectations and requesting their support of higher standards of ethics by all public servants.
The Spring Issue Forum, *Sun, Fun and Stress: Attacking Lifestyle Health Issues*, chaired by Adrienne Cartagena and Brooks Terry, allowed participants to discuss ways of becoming a healthier community. The forum examined the lifestyle choices made by the *Forward* generation and the effects those choices will have on an individual’s health.

The Kick-Off Social event was held at *Green Erth Bistro* in San Marco, where participants were able to learn about Organic Living and taste several Middle Eastern organic dishes. The forum continued with intense discussion throughout the months of January and February.

**Resource Speakers:**

**January 27:** Dawn Emerick, Duval County Health Planning Council  
*Our Health by the Numbers*

**February 3:** Dr. Sami Beg, U.S. Preventive Medicine; Dr. David McInnes, Physician  
*Reality Check: What is healthy?*

**February 10:** Shannon Miller, U.S. Olympian  
*Getting Real: Inactivity in Northeast Florida: Is It Possible?*

**February 17:** Jessica Bright, Chef; Kerri Napoleon, Dietician  
*Upending the Food Pyramid: Diet and Food for Our Generation*

**February 24:** Denise Marzullo, Mental Health America; Alexis Lewis, Coach  
*Stress: Another Silent Killer*

**March 3:** Dorette Nysewander and George Swisher  
*Exploring First Coast Wellness*

**March 10:** Action Planning  
*OMG! Your Real Age Survey and Wellness Plans*

**Key findings and Action Plans by the committee included:**

**Perceptions of Health**

Health is composed of four broad factors: Behaviors (30 percent), Clinical Care (20 percent), Social/Economic (40 percent) and the Physical Environment (10 percent). Most people in the *Forward* generation think of health in terms of Behavior – diet and exercise – and Clinical Care. Of the four health factors, the only one over which individuals have substantial control is Behavior, which accounts for only 30 percent. The remaining 70 percent can be influenced, but individuals must rely on external forces to do so.

Similarly, there are six Dimensions of Wellness: Physical, Occupational, Intellectual, Spiritual, Emotional and Social. Most associate wellness with only the Physical dimension. This makes it more critical that each individual take the time, effort and resources necessary, and at their disposal, to ensure their behaviors promote good health.
JAX Jeopardy: An Evening of Competitive Trivia  
May 10, 2011

**JAX Jeopardy: an evening of Competitive Trivia** was a one-day issue forum that allowed participants of JCCI and JCCI *Forward* to test their knowledge of Jacksonville.

The questions were focused on Jacksonville quality of life, its history and future, including *Business, Places, Notable Names, Civic & Law, Sports, and Planes, Trains and Automobiles.*

**Sounds easy?** Test your knowledge...

**Science and Technology:**
*What contraption, built in 1890 and sitting atop the Waterworks Building at First and Main, has been called the City’s hardest-working employee?*

(Answer on bottom of page 6)

More than 70 trivia buffs gathered at the newly renovated Florida Coastal School of Law with host Frank Gazaleh and were put to the test by questions related to Jacksonville’s history and downtown Jacksonville. The questions were designed by *Forward* member Beth Slater. The teams earned points and wagered to win bonus points in an effort to win hundreds of dollars in prizes, all donated to the event. Thank you to everyone who participated and helped make this evening a great one.

This is an event that will definitely be back!
Leadership Skills Trainings offer JCCI Forward members the opportunity to learn and improve their community leadership skills. Each leadership skills training allows members to hear from key resource speakers and engage in training activities, in efforts of providing tomorrow’s leaders with the skills and tools needed to excel in their community.

**July 27, 2010**

*What’s Your Leadership Style?*

Guest Speakers: Alisa Jacobs, Project Manager, Learning & Educating, PriceWaterhouse Coopers

**August 17, 2010**

*Making Community Decisions: Consensus and Facilitation Skills Training*

Skip Cramer, JCCI, President and CEO, and Dawn Gilman, Executive Director of the Emergency Services and Homeless Coalition of Jacksonville

**September 14, 2010**

*Running Effective Meetings*

Skip Cramer, JCCI, President and CEO and Mickee Brown, Special Project Partners

**October 12, 2010**

*Getting Involved-Community Engagement*

Dr. Laura Lane of Jacksonville Children’s Commission and Ben Warner, JCCI, Deputy Director
**Forward** programs provide the resources, information and tools needed to help Jacksonville’s young professionals develop into strong community leaders. With these skills, members bring positive change to the community. Like JCCI, Forward hosts several formats, all with the aim of focusing on the issues central to our community’s growth, providing an opportunity to meet and interact with our community’s current leadership, and focusing on the skills necessary to obtaining a leadership role.

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**Food for Thought**

JCCI Forward’s Food for Thought series gives participants the opportunity to network and discuss topics timely to the community. Topics this year focused on actual food, all the while exploring the GoLo: Going Local concepts.

- **Let’s talk about Beer!**
  - Bold City Brewery
  - September 16
- **Kidz Foods and Nutrition**
  - City Kidz Café
  - October 28
- **Living Organic**
  - Grass Roots Natural Market
  - January 13
- **Middle Eastern Cuisine and its Journey to Jacksonville**
  - Farah’s Pita Stop Café
  - March 15

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**New Member Minutes**

NMM provides participants the opportunity to meet with existing members and learn about our offerings. They are hosted by a Forward recruitment committee member in various locations.

- July 22 – Planet Smoothie
- September 23 – La Nopolera
- February 22 – Hurricane Wings
- May 5 – Seven Bridges

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**Mystery Guest Lunches**

Mystery Guest Lunches provide participants the opportunity to engage with local leaders in public education for an intimate lunch, hosted by a JCCI Forward member. This year, we focused on JCCI Forward mentors as the guest speaker. At each event, Forward participants were able to learn more about being a mentor and finding a mentor.

Ray Purvis, YMCA
Jim Citrano, CB Richard Ellis
Mary Marx, PACE Center for Girls
Jim Overton, Property Appraiser
Anthony Butler, E3 Business Group

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**Socials**

Socials provide networking opportunities or events to introduce the larger program offerings as they occur throughout the year. Participants have the opportunity to meet with existing community and Forward Executive Committee leaders.

They are hosted by varying sponsors, in multiple locations.

- **July 7 - 10th Anniversary Year** Kick-off at Southlight Gallery, Downtown ArtWalk
- **September 30 - Oktoberfest** Kick-off for the Ethics Forum at St. James Building, City Hall
- **December 3 – Happy Holiday** Party, Chez Mansfield
- **January 20 – Eating Right** Kick-off for the Sun, Fun & Stress Forum at Green Erth, San Marco
- **June 11 - 10th Anniversary Year** Prom at The Hall at 1100 Stockton, Riverside
JCCI Forward’s Urban Safari offers members and participants an opportunity to take a walking tour of a certain area of Jacksonville and discuss topics of importance to the community. This year, Forward trekked through Downtown Jacksonville and Downtown’s art district, learning more about the core of Downtown and the importance of Downtown Revitalization.

Beth Slater, JCCI member and tour guide for AdLib Luxury Tour's "Jacksonville Top to Bottom" weekly tour, led the group through an exciting tour of Jacksonville’s Downtown Library, Hemming Plaza, and a trip on the Skyway over to the Museum of Science and History. Participants also visited art galleries along the route and at the Jacksonville Landing.

Thank you to all of the volunteers and participants who worked to make this year’s Urban Safari a success!
The JAXFacts Seminar Series focuses on the priority issues affecting our community’s quality of life. In the 2010-2011 year, JCCI Forward held two JAXFacts Series, bringing out nearly 100 participants and focusing in on two timely topics: *Speed Dating with Your Mayoral and Council At-Large Candidates*, and *Speed Dating with Education Innovators*.

**February 1**  
**Speed Dating with Mayoral and Council At-Large Candidates:**  
Getting to know your candidates  
**Candidate Participants:** Alvin Brown, Andy Bryan, David Crosby, Chris Hill, Steve Irvine, Warren Lee, Greg Anderson, Sean Hall, Tom Patton and Jim Robinson

**April 12**  
**Speed Dating with Education Innovators: The 2nd Shift**  
Highlight the innovative people, programs and results that serve middle school students in Duval County Public Schools before or after the regular school hours.  
Out with the Old...and In with the New!

JCCI Forward’s
10th Anniversary Celebration:
It’s Your Prom

June 11, 2011
THE HALL at 1100 Stockton Street

On June 11, JCCI Forward celebrated its 10th Anniversary with 300 close friends, family and members. The decade-themed prom brought in several JCCI participants, old and new, and their nostalgic outfits. A huge thank you goes out to all of the sponsors, supporters and attendees of the event, and congratulations on 10 great years of success!