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San Marco & San Jose

MARCH 2019



## Catullo's New Italian Restaurant

Rivals the Best  
In Jacksonville

**HOW TO PLAN THE  
PERFECT GOLF VACATION  
TO THE UK & IRELAND**

**GUY RAZ,**  
HOST OF NPR'S  
"HOW I BUILT THIS,"  
ON ENTREPRENEURSHIP & BUSINESS





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# HAIRSTYLE TRENDS FOR 2019

*With ghd ambassador Zoe Irwin*

Entering the last year of the 2010's might seem slightly terrifying to some - we swear it was the '90s like, yesterday?! But we're determined to end the decade with a bang and what better way than with a new hairstyle? We caught up with ghd ambassador Zoe Irwin for some predictions on what trends you can expect to see rocking the catwalks and streets alike in 2019.

## BLUNTER BOBS

"For 2019, I think we will see a move away from shattered and layered hair towards a blunter, sharper finish. I envision it being a shift away from the mid length boyfriend bob, which was so popular last season, to something more precise and above the shoulder; roughly halfway between your ears and the nape of the neck. Done correctly, it will do wonders for your bone structure and is often the gateway to an even shorter do.



Short hair can need more styling maintenance than longer hair but remember that short hair takes less time to dry so you can dedicate those

extra minutes that you've saved on drying to styling your hair each day. This blunt cut suits all face shapes and looks great on all hair types! The length of the cut can be adjusted and personalized to flatter your face and the bluntness of the chop can help thicken up thin hair and soften thick hair depending upon the way it's styled.

This shift towards blunter and bolder bobs is totally inspired by the '70s and thanks to models and celebrities including Kendall Jenner, Karlie Kloss and Dua Lipa, the look has already started owning red carpets and salon appointments. The whole movement towards shorter hair stemmed from when Cara Delevingne went for the buzz cut – igniting women everywhere to challenge their hair comfort zone and embrace shorter hair."

## ULTRA GLOSS



"Hair that looks great and healthy but effortless is always something that people aspire to have! Whether you add a soft and tousled wave, a loose modern kick instead of a curl, or go for a perfectly polished sleek do, the mirror like shine is something that will be key for 2019.



## ADULT ACCESSORIES



“One of the strongest looks I feel will dominate 2019 is adorning hair with adult accessories. I think it has really started over the summer months where the heat was extreme and so people were wearing their hair up and accessorising to add elements of glam and edge to their looks. Syd Hayes launched his big pins which I love and Ashley Williamson launched the diamante clips too - both of which have been key. Plus Alexander Wang owned the runway with his executive new take on power look crocodile clips. Although all of the accessories differ in shape and style, they all can be adapted to a multitude of looks which is why I think it will be key for 2019.”

## BRAIDED BABES

“I’m obsessed with the braid press, a lightly crimped hair look with a strong center parting. Create this look by starting to braid the hair from roughly 2 inches down from your part. Braid until the end of the hair piece and then lightly clamp your ghd platinum+ styler along the hair and brush out the finished look for extra volume and texture. I’ve really been loving taking inspiration from Teen Vogue and their super shiny, almost wet look hair finish and



how they too are focusing on the added element of adornment and accessories.

Also micro braids are set to be big and were seen across multiple SS19 shows including Dion Lee, Preen and Bora Aksu. Whether positioned delicately and intricately under the hairline to add volume, or carefully constructed across the parting, braids were big across the catwalks this season. Usually seen as romantic and delicate, this season they were used to add tension and attitude to the overall look.”



# Spinach Stuffed Portobello Mushrooms

*www.allrecipes.com*



Mushrooms are a guilt-free way to enjoy your favorite cheesy comfort foods.

## Ingredients

- 4 large portobello mushroom caps, stems and gills removed
- 1 tablespoon reduced-fat Italian salad dressing
- 1 egg
- 1 clove garlic, minced
- salt and ground black pepper to taste
- 1 (10 ounce) bag fresh spinach, chopped
- 1/4 cup chopped pepperoni
- 1/4 cup grated Parmesan cheese
- 1/4 cup shredded mozzarella cheese, divided
- 3 tablespoons seasoned bread crumbs, divided

## Directions

1. Preheat oven to 350 degrees F (175 degrees C).
2. Brush both sides of each portobello mushroom cap with Italian dressing. Arrange mushroom on a baking sheet, gill sides up.
3. Bake mushrooms in the preheated oven until tender, about 12 minutes. Drain any juice that has formed in the mushrooms.
4. Beat egg, garlic, salt, and black pepper together in a large bowl.
5. Stir spinach, pepperoni, Parmesan cheese, 3 tablespoons mozzarella cheese, and 3 tablespoons bread crumbs into the eggs until evenly mixed.
6. Divide spinach mixture over mushroom caps; sprinkle mushrooms with remaining 1 tablespoon mozzarella cheese and 1 tablespoon bread crumbs. Return mushrooms to the oven.
7. Continue baking until topping is golden brown and cheese is melted, about 10 minutes more.

# Trust Is About Perspective

"I have been serving affluent retirees and to-be retirees in North Florida for over 20 years. I love working with 3 and 4 generations of our clients' families, while providing guidance about investments, tax-efficient strategies, estate strategies, social security and other custom planning needs. My father-in-law began our practice over 33 years ago and I am honored to carry on our tradition of serving some of the same families he began helping in 1984. We were both professional accountants before beginning in Wealth Management; so we bring a technical, professional and most importantly a personal approach to our advice and fiduciary responsibilities."



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*Senior Vice President - Investment Officer,  
Senior Fundamental Choice Portfolio Manager*

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# TOP TIPS FOR PROTECTING YOUR ASSETS IN 2019

By Beth Braverman



Fantasizing about all the great things that could happen in the future is the fun part of financial planning. You get to imagine yourself relaxing on a beach in retirement or finally buying the house of your dreams—and then start taking steps to make those dreams happen.

In order to maintain that path toward financial security, however, you also need to have a plan for those things that could go wrong. There's no need to dwell on the details of personal finance nightmares—or even the small events that could push you off course—but you do need to be aware that things won't always go exactly as planned. So, let's do this. Take some time to focus on protecting yourself in the new year—and for the years that follow.

## **INSURE YOUR STUFF ...**

Having adequate insurance can not only protect your finances but also make it slightly easier to deal with highly stressful situations. We all need health insurance, auto insurance (if you have a car) and homeowners' or renters' insurance for your stuff.

When shopping for policies, look not only at the monthly or quarterly premiums, but also at deductibles to get a sense of the true cost of a plan. Shop around being sure to ask what types of discounts are available. Many companies will reduce your rates, for example, if you purchase more than one insurance policy from them, or if you sign up for new programs like pay-as-you-go auto insurance.

## **... AND YOURSELF PROPERLY**

Anyone with dependents who rely on their income also needs life insurance. While needs vary, Carla Dearing, CEO of online financial planning service SUM180, suggests that most people consider a 20-year term life insurance plan that will cover children through their college years as well as service any extraordinary debts (like a mortgage) that would transfer to family members. "It's very inexpensive to put this in place when you're young," Dearing says. "You can [gener-

ally] put it in place for \$300 or \$400 per year [depending on how much coverage you need], and that's just the very best way to protect your family over that period."

## **BUILD YOUR EMERGENCY FUND**

Having three- to six-months' worth of expenses set aside in a liquid account can act as your own insurance policy against unexpected bills like a leaky roof or a broken washing machine. "If you don't have money set aside in an emergency fund, you're going to have to borrow for those kinds of expenses," says Cary Carbonaro, CFP and managing director of United Capital of NY and author of "The Money Queen's Guide for Women Who Want to Build Wealth and Banish Fear." "It's literally there to make your life go more smoothly."

An emergency fund can also tide you over if you lose your job or experience an income cut. Keep in mind that small, regular deposits into a designated account can add up over time, so it's worth it to start a rainy day fund, even if that three to six months' goal seems overly ambitious. Begin by setting up automatic deposits from your checking account to a savings account. Once you get used to not seeing that money in your account, you'll get used to not spending it.

## **CREATE AN ESTATE PLAN**

If you're among the 60% of Americans who don't have a will—particularly if you're a parent—make it your resolution to create one this year. And while you're at it, make sure you've got other essential estate planning documents, such as a living will (which lays out your wishes for things like life support) and health care proxy (which appoints someone to make decisions on your behalf if a medical issue leaves you unable to do so yourself). "It's about having control over how you die, and making sure that someone has the power to carry out your wishes," says Steve Parrish, director of the Retirement Income Center at the American College of Financial Services. While a lawyer can help you with the process, if you have an uncomplicated estate, you also draw up your own estate documents online.



# Catullo's New Italian Restaurant Rivals the Best In Jacksonville

Written by Jerry Watterson, photography by Lisa Watterson, [jaxrestaurantreviews.com](http://jaxrestaurantreviews.com)

We got a first look at the new Catullo's Italian restaurant during their friends and family night. Often we get super hyped for a new restaurant opening we expect to be amazing and then we walk in for the media preview or opening night and it's a let down. That makes sense, right? When you build things up if it's not amazing it feels like a let down and really it's often not fair to the restaurant but it's also just human nature. Soooooooo we were over the moon excited for the new Catullo's brick and mortar opening...maybe unfairly so. Annnndddd not only did it live up to the hype but it far surpassed our expectations.

First off the space has a certain magic to it. Located at Atlantic Blvd and San Pablo Rd., sandwiched between a Walmart Neighborhood Grocery and a dry cleaner storefront, it has a way of making you forget you're in a strip mall and transports you to somewhere else entirely. With Sinatra playing you walk in the door and are greeted by people who genuinely care about making you feel welcome and you're struck by the beautiful faces of Italian Americans of yesteryear on the wall. I couldn't get over how striking the photographs were and how each seemed to spur a different emotion in me. When the Catullo brothers shared with me that each of the photographs was a photo of someone in their family it added another level of significance and intrigue.

When we dove into the appetizer we ordered, Spice Meatballs with Garlic Sauce, from the first bite I knew these were meatballs that would rival any I have ever eaten. They possessed a depth of flavor that is rare in this dish and each bite finished with a subtle taste of anise which worked perfectly and really hit for my taste buds in spite of the fact that I am an avowed anise hater. The meatballs sat atop a garlic sauce that I could absolutely drink. Although it's too thick to drink so I'll stick to smothering the meatballs in it.

The first pasta we dove into was my favorite from the Catullo's food truck, the Creamy Chicken Pesto. My wife was disappointed with this choice because we have both had this plenty of times before, but I've always been a sucker for a good pesto sauce. I couldn't pass this up. I'll try something new next time, maybe. The sauce in this dish was actually better than I recalled (the truck has been off the road since 2017 so I hadn't eaten it since then). The pasta is a little different than what they used to serve on their truck. We talked with Dave Catullo, who told us they have decided to make some of their pastas in house (all the ravioli, most of the pappardelle), and source others as fresh pastas, which means they are never dried and they have a short shelf life. The pasta in the creamy chicken pesto is not made in house, but Dave told

us exactly where in Italy it was made by hand and shipped directly to the restaurant.



## Catullo's Italian – Creamy Chicken Pesto

The other pasta dish we indulged in was the Pear and Goat Cheese Ravioli. Good God! This is without a doubt one of the best pasta dishes I've ever eaten. With each bite we couldn't quite believe a dish could taste this good. The ravioli is stuffed with pear and goat cheese, and the ravioli are in a pear and gorgonzola sauce. Each involved flavor either beautifully layered or contrasted with the others in the dish. My wife who has spent time in Italy just about shed a tear and swears it rivals the best dishes she's ever been served on her travels. All of the entrees are served with a nice rustic white bread baked in house so you can sop up the gravy along the way.



## Catullo's Pear and Goat Cheese Ravioli

For dessert we tried the Limoncello Mascarpone Cake and the NY Cheesecake. The limoncello cake was subtle and light, it's definitely the dessert to try if you're a little full. The cheese-



cake was a generous size, rather tall and heavier than the limoncello cake. It was an excellent cheesecake topped with Italian Amarena cherries. This is a perfect option for sharing, or if you can't get enough cheesecake in your life. We enjoyed just about every bite of both desserts.

Catullo's Italian serves beer and wine, and wine based cocktails. Wine based cocktails are a newer concept in the restaurant industry and are becoming more and more popular. Restaurants with a beer and wine license can serve these new wine based spirits, and the resulting cocktails are tasty. Catullo's has a fun cocktail menu with whiskey, vodka, gin, and more wine based cocktails, plus red and white sangria. They have four local beers on tap, and a fairly extensive wine list for a small restaurant. Most of their wines are Italian, but a handful are from other regions. The house white and house red are both Italian wines and are a perfect place to start your meal.



**Catullo's Italian – House Red Wine  
and Jerry Perusing The Menu**

From top to bottom our Catullo's experience was the kind of Italian restaurant dining experience I've always dreamed of having in Jax. Every single aspect of the restaurant has been thought out, from what is and isn't in the space and what is and isn't on the menu. The space is gorgeous, the staff is warm and friendly, and the food is divine. I can't wait to go back and try more of the menu. Can a restaurant be the best of its kind on day one? I'll let you be the judge.



**Catullo's Italian – Bar**



**Catullo's Italian – Housemade Rustic White Bread**



**Catullo's Italian – Spicy Meatballs Appetizer**



**Catullo's Italian – NY Cheesecake**



# 5 Streaming TV Devices Compared

Kimkomando.com

This year could be the year of the streaming service. Netflix, Amazon Prime and Hulu have comfortably held the top three spots for streaming services, but this year they're going to see some serious brands looking to take a bite out of the streaming pie.

The consumer allure to switch to streaming is undeniable. Monthly subscription prices cost less than the price of two movie tickets, and subscribers get access to original programming, box-office hits and award-winning TV shows. But, buyer beware: Those subscriptions can quickly add up; streaming isn't always cheaper than cable.

Not only do you have many choices for streaming services, but you've also got multiple choices for streaming devices, which is what I want to talk about today. I get asked this a lot – which devices are best for streaming services?

## 1. Apple TV 4K



**Pros:** Apple TV is simple, versatile, and ideal for people who already prefer Apple products. The device works great with iPhones, iPads and Macs, and it's compatible with Airplay content streaming, Apple Music and other HomeKit ap-

pliances. If you're already knee-deep in the Apple ecosystem, the Apple TV is a no-brainer.

But the real winner is Apple TV 4K, which currently has the best hardware available in a streaming box, designed to effortlessly handle 60 fps 4K, Dolby Atmos and HDR content. It also has the cleanest and smoothest interface among the lot, delivering a minimal but polished experience all around. The system is already connected to iTunes, but you also have access to all the essentials like Netflix, YouTube, Amazon Prime Video, Vudu, Hulu, Plex, HBO, DirecTV Now, AT&T Watch TV and Sling TV. If you already own digital movies across multiple services, they can all be synced via Movies Anywhere.

Even if you don't have a 4K TV yet, I recommend picking the Apple TV 4K over the 4th-gen Apple TV. For just \$30 more, you're pretty much future-proofing your system for the inevitable 4K TV you're going to get down the road.

**Cons:** True to Apple's reputation, these devices are relatively expensive. The latest Roku and Amazon Fire TV boxes are capable of streaming 4K, and they cost far less. The included Siri touch remote can also be clunky and unwieldy. There aren't many benefits if you're not already invested in Apple products.

**Price:** \$179 for 32GB, \$199 for 64GB

## 2. Roku Ultra



**Pros:** Roku can access apps from almost every content provider on the market (except for Apple and iTunes). This connectivity alone is one reason Roku remains the most popular brand in streaming players. That, and they continue to add premium channels to

their offerings. Roku has apps for Netflix, YouTube, Google Play Movies, Amazon Prime Video, Vudu, Hulu, Plex, HBO, DirecTV Now and Sling TV. (So far, no AT&T Watch TV app, but that may change).

Roku also handles hundreds of third-party video apps that offer free movies and TV shows. If you want to access the most content from various services available, then the Roku is the one for you. The Roku Ultra supports 4K, HDR and Dolby Atmos, the device is even bundled with a pair of JBL earphones. You can connect these earphones to the Roku remote, giving you wireless audio.

**Cons:** The only real downside to Roku is its interface, and that includes the Roku Ultra: The controls can be slow at times, the graphics look dated. Additionally, Roku is paring away its third-party apps. Since they update apps automatically, some of your installed apps may be deactivated without prior warning.

**Price:** \$99

## 3. Amazon Fire TV Cube



**Pros:** The Cube is the latest product to emerge from the Amazon Fire line, and if you want to expand your voice-controlled smart home, this is the device you want. The Fire TV Cube has built-in Alexa

functions, which means you can dim your smart bulbs, control your smart appliances, ask questions, set timers – pretty



much anything a regular Amazon Echo can do.

You can also use your voice to search, play, pause, fast-forward and handle all the things you would typically do with a remote.

If your TV is compatible with HDMI-CEC, you can switch it on or off and adjust its volume. But don't worry if you have an older TV; the Cube has a built-in IR transmitter, so you can use the device as a universal remote and control almost any TV by using your voice.

The Cube can also connect to your Echo Show, mirroring its small display on your big screen. With an Alexa voice command, the Cube can provide you with detailed weather forecasts, display lyrics to songs and show you live video feeds from Alexa-compatible security cameras.

Amazon favors its own content on Fire TV, but you can also access apps like Netflix, Vudu, Hulu, Plex, HBO, DirecTV Now, AT&T Watch TV and Sling TV. For video, the Fire TV Cube has support for 4K content, HDR, Dolby Atmos.

**Cons:** Like its apps, Amazon's Fire TV interface is cluttered, filled with promoted content and is a pain to navigate. Alexa Fire TV integration is still occasionally frustrating and voice controlling a TV through the Fire TV Cube can be painfully slow.

Also, despite the many apps available, Amazon Fire products can't access YouTube, which is becoming an ever-greater loss.

#### 4. Chromecast Ultra



**Pros:** If you've ever owned a Chromecast, you'll know that they can be extra useful around the house. With this unobtrusive little gadget, you can cast or stream content from your iOS or Android smartphone or

Chrome browser to your TV. You can even cast your whole desktop if you want to.

However, it's not a traditional streaming box like the others. Chromecast doesn't come with its own remote; instead, you use your smartphone to find compatible apps like Netflix, Hulu, HBO Now, Sling TV, Plex and Vudu straight to your TV.

Better yet, you can also integrate Chromecasts with the Google Home, and with HDMI-CEC compatible TVs, you can have usable (but limited) hands-free voice control. The Chromecast Ultra can cast 4K and HDR content, as well. At

\$70, it's one of the cheapest streaming gadgets on the market.

**Cons:** Again, there no actual physical remote. You will always depend on your smartphone or tablet to operate it. Not all content can be cast (notably Amazon and iTunes).

**Price:** \$69

#### 5. Nvidia Shield



**Pros:** The Nvidia Shield is the clear outlier because it was originally designed as an Android gaming gadget. Still, the Shield can stream all kinds of entertainment, and the device has excellent hardware, which can output 4K, HDR and Dolby Atmos.

Because the Shield runs on Android TV, you can access almost every popular streaming service, such as Netflix, Hulu, HBO, Vudu, Plex and Amazon Video. The Shield can also act as a second Chromecast in your home, enabling you to cast content and mirror your Chrome sessions. You can even integrate the device with Google Home.

With the Nvidia Shield's two USB ports, you can connect a compatible USB TV antenna and watch and record live TV with it. If you're looking for the best 4K hardware available, but you're not locked into Apple's ecosystem, then the Nvidia Shield is worth a look.

**Cons:** At \$180, the Shield is pricier than most others, and it gets even pricier if you get add-ons like a gaming controller and extra storage. If you're not an avid Android gamer, then the cheaper streaming boxes are better buys. The Nvidia Shield, excellent streamer as it is, can be overkill.



# How to Plan the Perfect Golf Vacation to the UK and Ireland

*Golfbreaks.com*

## Top tips for organizing a golf trip to the British Isles

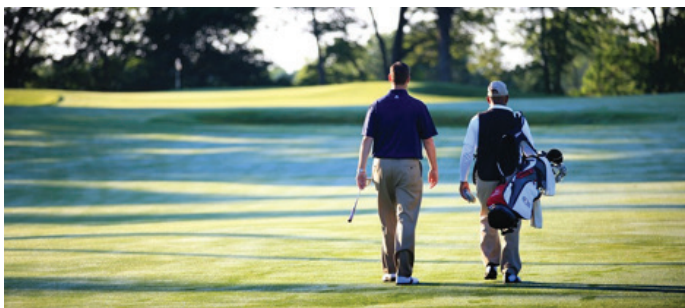
If you enjoy your golf and enjoy travel, then the UK and Ireland must be high on your list of golf destinations to visit. Below are some top tips on what to consider when planning a golf vacation to the British Isles to make sure that it is the best ever!

### 1. Set your dates

You'll find the best weather in the UK and Ireland is mid-May to mid-September, however you can also get lucky in April and October and score some fabulous weather. The green fees are typically a lot cheaper in the Spring or Autumn, so you will save some cash, but if you're unfortunate enough to get the wrong side of an Atlantic depression the weather can bite you. Obviously when planning your dates remember to factor in your work and family commitments; you need to keep everyone happy once you've got the permission to go away with your golfing buddies!

### 2. Decide who is on the bus

Invite your buddies and get their commitment! It goes without saying that you want to be on holiday with good friends, but make sure that they are the type that you can spend the most part of every day with and well as put up with their on-course habits, or their antics on a night out when they are on their fifth pint of "Old Shipwreck". This will be a trip that you have spent months looking forward to so make sure that you're with your "A Team". And, importantly ensure that when people say they are coming on the trip they commit and don't drop out last minute. This can cause all sorts of logistical headaches.



### 3. Agree your budget

Discuss and agree with your group how much you are prepared to spend per person and make sure that it corresponds to the standard of golf that you want to play, and that everyone in the group is in line. On one side it is worth treating yourself and spending that bit more on your vacation – you are most likely not in the British Isles that often. On the flipside, you can play amazing golf on a minimal budget – if you know where to go!

### 4. Book in advance

I'd recommend booking at least 3 months in advance to ensure that there are still tee times available at the courses that you want to play and rooms at the hotels where you want to stay (plus the flights will be cheaper). If you are a large group or want the plumb tee times, then I'd recommend booking 6 months in advance. However don't worry if you suddenly have the impulse or time to come over to the UK or Ireland to play golf. You can always find hotels and great quality golf last minute if you are flexible with your schedule (and not in too large a group).

### 5. Research which courses you want to play

Remember to mix a few hidden gems into your golf schedule to sit alongside the signature and renowned courses. Not only will this reduce the cost of your trip, but you will also enhance your golfing experience by playing some amazing courses off the beaten track and enjoying wonderful hospitality from the clubs and their members.

If you'd like to organize a golf trip to the UK or Ireland, please **INQUIRE NOW**



### 6. Match the standard of golf to your group

Links golf or championship inland courses can be tough, really tough.... Especially when the wind is blowing. The likely hood is that not all of your group are sub 10 handicap, so to keep you smiling throughout the trip (...even when you have just come out backwards from your third pot bunker), make sure you factor in a few sub 6,500 yard courses; which although still a strong



test of golf, allows you to use a short iron for your approach shot and not the 3-iron. Take Scotland for instance; it is scattered with wonderful shorter designs by James Braid, Old Tom Morris and Willie Park, Jr. – these gems should be strategically placed in your tour schedule

#### **7. Remember to relax and allow for other activities**

You're in a new country so it would be a shame not to get out, feel the culture, see the sights, eat the food, drink the local brews and explore the countryside. These can ironically be some of the best moments of the trip where you reflect on what you have just played and the delights of what is to come. Even better, factor in a non-golfing day to relax, recharge and do something completely different; ever been to a Highland Games or seen Nessy for instance...?



#### **8. Plan your itinerary carefully and give yourself some slack**

Depending on the standard of the roads it can take longer to get to golf courses and hotels than you think. You don't want to be late for that precious tee time, so factor in some extra time. By good planning and time management you'll make your trip a lot less stressful and allow yourself some practice time on the range before a round, plus a cup of coffee and a bacon roll (not to be missed out on...!).

#### **9. Talk to a Golf Tour Operator**

These guys have a lot of knowledge and experience and can recommend an itinerary based on your budget and golf requirements. They can also save you hours of time in researching and booking hotels, tee times, ground transportation and flights. And contrary to popular belief some tour operators don't charge excessive fees for their service. In fact we, Golfbreaks.com, can save you money compared to you self-packaging your trip. We book hundreds of thousands of golfers every year into golf destinations and therefore can secure very good rates from the golf courses and hotels that we work with, which we then pass on to our customers.

#### **10. To drive or be driven**

If you want the freedom to explore new places and be in control of where you go when, then renting a car is the option for you. It is typically also the cheapest option. However take note, we drive on the left over here, the roads to the courses might not be that well signposted (and Sat Nav does not always get it right..). Also make sure that you hire a car large enough to take all your bags and clubs; so you should opt for a large estate, MPV or small van. The more regal option is to hire a chauffeur driven mini-bus; you'll get to every location on time, and be able to enjoy a post round dram and a snooze on the way home. If you are lucky you'll also hear some great stories and a bit of local culture from your much-travelled driver. The only downside is the additional cost for the service – but it is well worth paying for. The last option is to take taxis everywhere; but the price could soon add up and you're also left with the work of booking the cabs (and the anxiety... if they don't turn up...).



#### **11. Buy the right clothing**

Yes, it has been known to rain in the UK (just sometimes), so it is essential that you pack some good quality waterproofs should you encounter any exciting weather coming in off the North Sea, Irish Sea or Atlantic. You may even want to pack a spare pair of golf shoes in case you are playing back to back rounds and get caught in a shower. One further consideration is to pack a tie; you never know when you might get an invite from into the members' bar at a traditional club... or even an invite from an R&A member... I'll say no more apart from... you wouldn't want to miss out due to a wardrobe malfunction...!

Golfbreaks.com, recognized market leaders in worldwide golf travel, have organized great value vacations for over 2 million golfers since 1998. If you too would like to experience the magic of a golf trip to the UK or Ireland, please send us an inquiry.



# THE 5 BEST TRADER JOE'S WINES

By Tim McKirdy @timmckirdy, vinepair.com



Trader Joe's is renowned for its friendly customer service, house-brand snacks, and, of course, wine that is cheaper than bottled water.

No conversation about Trader Joe's wine is complete without mentioning Charles Shaw, a.k.a. "Two Buck Chuck," the multiple-award-winning discount wine with which the chain is famously linked. The TJ's staple is produced with mass appeal in mind — think smooth mouthfeel with pronounced, ripe fruit flavors.

But TJ's means many things to many people. We decided to ask VinePair Insiders, our Facebook group, about their favorite Trader Joe's bottles. We came up with a list of 16 — a mix of both wines exclusive to Trader Joe's, as well as bottles that can also be purchased in other stores — and gave them to a team of experts for a blind tasting.

The results were surprising in both good and bad ways. Some of the regularly recommended wines fell short of the mark, prompting unfavorable tasting notes like "sugar-free, bad butterscotch" and "ashtray." Others impressed us with their depth of flavor and recognizably high-quality winemaking. Best of all were these, our top five Trader Joe's wine picks.



## 5. RAVENSWOOD VINTNERS BLEND OLD VINE ZINFANDEL 2015 (\$8)

Displaying pronounced aromas of ripe black fruits and spice, our tasters enjoyed this old vine Zinfandel for its well-executed balance of fruit and herbs. With silky tannins and interesting flavors of olives and chocolate mixed in with luscious blackberry, this is an ideal wine

for a BBQ with friends.



## 4. KIM CRAWFORD SAUVIGNON BLANC 2017 (\$14)

Based in Marlborough, New Zealand, Kim Crawford is one of the country's best-known producers, and our experts had a lot to say about its Sauvignon Blanc. Reveling in its "floral Bath & Body Works" notes, the highly aromatic white transported tasters to "grassy peach

orchards." While floral on the nose, this Sauvignon Blanc offers refreshing citrus and green fruit flavors on the palate and has mouthwatering acidity.





### 3. FLORIANA GRÜNER VELTLINER 2017 (\$6)

In terms of grape variety and region, the Floriana Grüner Veltliner is the most interesting proposition in our top five. This light and zesty Hungarian white displays green apple and citrus flavors, with just a hint of spicy white pepper. “Good with food,” “would be good in a slushy,” and even, “good with popcorn!”, it was thumbs up all round from the VinePair tasting panel.



### 2. VILLA CERRINA MONTEPULCIANO D'ABRUZZO 2016 (\$5)

At just \$5, the Villa Cerrina Montepulciano d'Abruzzo is the cheapest wine in our top five and represents phenomenal value for the money. Interesting and well-balanced, this wine is an ideal representation of the “earthy” style of Italian wines. Fragrant oregano aromas blend with red plum and sour cherry flavors. This is exactly the kind of wine people refer to when reminiscing about the great table wine they enjoyed on that recent Tuscan getaway.



### 1. LA PACA SONRIENTE GARNACHA 2016 (\$7)

Topping the list is La Paca Sonriente Garnacha from Spain's Catalayud region. This superb medium-bodied red provided our experts with a host of talking points and tasting notes. One taster favored its “refreshing acidity” — a pleasant surprise, given the warm region in which the wine is produced. Another enjoyed the “leather and fresh tobacco” aromas, which point to a form of oak-barrel aging one doesn't expect in this price range. The wine will pair well with food but can easily be drunk on its own. And while the \$7 price tag points to a mid-week sipper, the quality of winemaking and overall balance of this wine make it something we'd happily take to a Saturday night dinner party with friends.

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# Dustin Johnson, Professional Golfer

By Brent Kelley, [www.thoughtco.com](http://www.thoughtco.com)



Dustin Johnson has been a success almost from the moment he showed up on the PGA Tour as one of pro golf's longest drivers. His power can overwhelm golf courses, but, early in his career, he had a knack for blowing big opportunities and a reputation as something of a wild child. Once he settled down and started a family, the wins — including his first major championship trophy — only increased, and he also reached No. 1 in the world rankings.

## Johnson's Tour Wins

- PGA Tour: 20 (Johnson's individual tournament wins are listed below)
- Major championships: 1

Johnson's one win in a major (so far) happened at the 2016 U.S. Open.

## Awards and Honors for Dustin Johnson

- PGA Tour Player of the Year, 2016
- PGA Tour money leader, 2016
- PGA Tour scoring average leader, 2016
- Member, Team USA in Ryder Cup, 2010, 2012, 2016, 2018
- Member, Team USA in Presidents Cup, 2011, 2015, 2017
- Member, Team USA in Walker Cup, 2007

## Johnson's Early Years and Start as a Pro Golfer

Johnson was born on June 22, 1984, in Columbia, S.C., and he stayed in South Carolina through the early part of his career. That included playing college golf for Coastal Carolina University. Johnson was a seven-time NCAA winner at CCU, and was named first-team All-American in 2006 and 2007. He was the Big South's Conference Player of the Year three successive seasons.

Also while an amateur, Johnson played on Team USA's winning Palmer Cup and Walker Cup squads. Shortly after that Walker Cup appearance, Johnson turned pro. He made his pro debut at the 2007 Valero Texas Open, missing the cut.

Over the last few months of 2007, Johnson entered all three stages of PGA Tour Q-School, and he wound up finishing 14th in the final stage — good enough to earn his rookie status on the PGA Tour for 2008.

Johnson immediately showed the huge power that would come to be the hallmark of his game. (Since 2008, Johnson has never finished outside the Top 5 in the tour's driving distance stats.) He posted three Top 10 finishes as a rookie and finished 42nd on the money list. And he won his first tournament, the Turning Stone Resort Championship, with birdies on each of the final two holes.

Johnson added another win in 2009, then entered a period where his stardom grew quickly, although not always for the right reasons.

## Close Calls and Major Collapses

The year 2010 was a breakout season for Johnson. He won twice on the PGA Tour and made his first Ryder Cup team. And he was in the thick of things at two majors before late collapses or blunders cost him.

At the 2010 U.S. Open, Johnson held a three-stroke lead after three rounds. But in the final round, he ballooned to an 82 and fell to fifth place.

Then at the 2010 PGA Championship, Johnson appeared to finish the tournament at Whistling Straits tied for lead and in a playoff. But on the final hole, Johnson had failed to recognize he was in a bunker and subsequently received a 2-stroke penalty for grounding his club in a hazard. That knocked him out of the playoff and down to fifth place.

But while Johnson inadvertently laid claim to the “best without a major” title, he continued winning other tournaments. That included multiple WGC events. He blew another opportunity in a major, however, at the 2015 U.S. Open, where Johnson missed a three-foot eagle putt on the final hole that would have given him the title.

## Johnson's First Major Win Came With Controversy

Even when Johnson did earn that first major championship — it happened at the 2016 U.S. Open and was his 10th overall win on the PGA Tour — it came with controversy.

During the final round, on his fifth hole, Johnson's ball moved slightly on the green as he was preparing to putt. After stepping away and speaking with the on-site rules official, Johnson was told there was no penalty and continued. However, a few holes later USGA officials approached Johnson and told him after reviewing the incident, he probably would face a penalty — but one they would not decide on until after the round. Johnson played the remainder of the final round under the cloud of not knowing exactly what his score was (penalty stroke or no?).

Johnson rendered the penalty moot, however, by shooting 69 and winning by three strokes.

Keeping the Momentum Going: Johnson Reaches No. 1

That U.S. Open win was the first of three PGA Tour victories by Johnson in 2016, a year in which he also led the tour in earnings and scoring average and won the Player of the Year Award.

In 2017, Johnson won four tournaments, two of which were WGC events. His first win of 2017 was the Genesis Open, and that victory pushed Johnson, for the first time, into the No. 1 spot in the Official World Golf Ranking.

Johnson opened 2018 by winning the Sentry Tournament of Champions, his 17th career PGA Tour. Johnson joined Tiger Woods and Phil Mickelson as the only golfers of the past three decades to reach 17 career wins before age 34.

#### **Dustin Johnson's Family**

Johnson's longtime partner is model and onetime celebrante Paulina Gretzky. Paulina, daughter of hockey legend Wayne Gretzky, was not unknown to golf fans even before she started dating Johnson; the entire Gretzky family is golf-mad.

Johnson and Gretzky are not married, but have been together since 2013. They got engaged in mid-2013. The couple has two sons: Tatum (born Jan. 19, 2015) and River (born June 12, 2017).

#### **Johnson's brother Austin is his caddie.**

#### **Controversies: Drug Suspensions**

In the middle of the 2014 season, Johnson announced a leave of absence from the PGA Tour to deal with "personal challenges." But according to several golf publications, the break was because Johnson had been suspended by the PGA Tour for a positive drug test. Golf Magazine reported that Johnson tested positive for cocaine use.

The PGA Tour had a policy of never announcing or confirming suspensions due to drug testing, and the tour maintained Johnson's leave was voluntary. Golf Magazine, however, reported that Johnson had also been suspended by the tour for a positive drug test in 2009 and another one in 2012.

#### **Dustin Johnson Trivia**

- Three of Johnson's first seven wins were in tournaments shortened to 54 holes due to bad weather: the 2009 Pebble Beach Pro-Am, 2011 Barclays and 2013 Tournament of Champions.

- Through the end of the 2017 season, Johnson had five wins in World Golf Championships (WGC) events. That's more than anyone else not named Tiger Woods (Woods leads with 18 wins in such tournaments).

- Through 2018, Johnson has at least one PGA Tour victory in every season since his rookie one, 11 seasons in a row. Only Jack Nicklaus (17) and Tiger Woods (14) had longer such streaks beginning with their rookie years.

#### **List of Dustin Johnson's Pro Wins**

Here are all the PGA Tour tournaments won by Johnson, listed chronologically:

- 2008 Turning Stone Resort Championship
- 2009 AT&T Pebble Beach National Pro-Am

- 2010 AT&T Pebble Beach National Pro-Am
- 2010 BMW Championship
- 2011 The Barclays
- 2012 FedEx St. Jude Classic
- 2013 Hyundai Tournament of Champions
- 2013 WGC HSBC Champions
- 2015 WGC Cadillac Championship
- 2016 U.S. Open
- 2016 WGC Bridgestone Invitational
- 2016 BMW Championship
- 2017 Genesis Open
- 2017 WGC Mexico Championship
- 2017 WGC Dell Technologies Match Play
- 2017 The Northern Trust
- 2018 Sentry Tournament of Champions
- 2018 FedEx St. Jude Classic
- 2018 RBC Canadian Open
- 2019 WGC Mexico Championship

Johnson also has one win on the European Tour, the 2019 Saudi International.

#### **Dustin Johnson Fast Facts**

- Full Name: Dustin Hunter Johnson
- Also Known As: D.J.
- Occupation: Golfer
- Born: June 22, 1984 in Columbia, South Carolina, USA
- Education: Coastal Carolina University
- Key Accomplishments: Winner of the 2016 U.S. Open and 2016 PGA Tour Player of the Year
- Famous Quote: "Golf is a weird sport. Some days you got it. Some days you don't"
- Offbeat Fact: Hit the longest drive on the PGA Tour in 2017 — a 439-yard blast during the WGC Bridgestone Invitational.



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# Luxury Home: Living Room Decor 2019 Trends

*bocadolobo.com*

With a new year always comes a refresh wish to renovate and evoke strong new feels into your own home. Whether it's a new wall color, a new decorative piece or even a new statement furniture gem, every change matters and it starts with you making the bold choice and deciding what's gonna be. The 2019 Trends have been set, allow these changes to make their way into your home and embark in this journey of innovating your interior design.

## **RICHER COLOR PALETTES**



2019 will be a year all about an edgier and bolder color palette, Pantone has decided the color of the year and nothing would fit more perfectly to this concept than living coral.

## **VELVET FURNISHINGS**



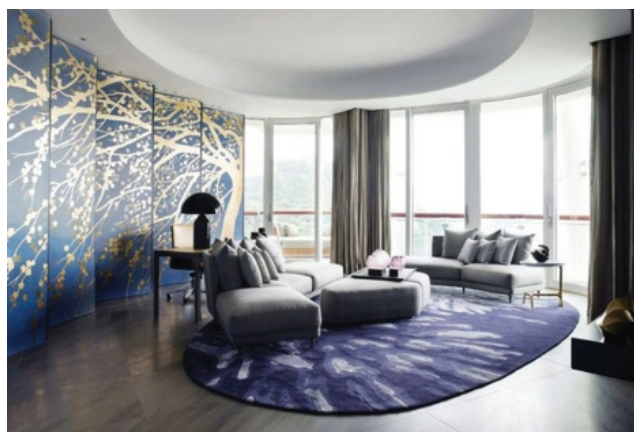
Velvet has been gaining a lot of attention lately, Stad Architecture created a lush green landscape that makes the wonders of 2019 Trends.

## **MILLENNIAL PINK**



Millennial pink was the star of a couple of years ago, now this incredibly astonishing tone is making a comeback into your living room decor. It's the most perfect tone for a subtle for a modern style.

## **FLORAL PATTERNS**



This 2019 trend won't be just about flowery details, trendsetters expect it to make an appearance in exaggerated proportion and contrasts, like in this amazing gold and blue Yabu Pushelberg's interior.

## **BRASS DECOR**



2019 is the year of saying goodbye to stainless steel and welcoming the warm tones back into your living room decor, and that includes brass accents back into our home. This stunning living room by Boca do Lobo reflects this trend perfectly with a Metamorphosis Center Table bringing metal and stone together, the golden touch of the Angra Mirror and the gold brass detail on the marvelous Soleil Sofa and Armchairs.

## **GEOMETRIC PATTERNS**



Just like the 2019 flower trend, the geometric pattern is expected to make an immediate impact as seen in this contemporary styled living room by the interior designer Anthony Baratta.

## **TONAL REDS**



This year, warm tones are certainly going to be the center of attention of your modern design, it can be a large-scaled impact or just a not so simple detail, as seen in this Alex Rodriguez's interior with a very contemporary style.

## **BURNT YELLOW**



Interior designer Nate Berkus is always side by side with trends, and he's aware that the bolder the better, thus he's extremely comfortable with this risky introduction of burnt yellow in his own living room design.

## **BLACK & WHITE DECOR**



You can never go wrong with a black and white decoration, it's a timeless combination that brings such calmness to any modern style.

## **COPPER ACCENTS**





# 7 Up-and-Coming Artists You Have to Know

*Pastel Pastel Journal*

Pastel Journal recently asked a few movers and shakers in the pastel universe to tell us about up-and-coming artists who've caught their attention this year. And the pastel artists they included in their must-watch lists so far certainly know how to turn heads.

## Melodie Cook



**Nancy Trotter Landry and Bobby—*Giffords Circus* by Melodie Cook**

Melodie Cook began her artistic career in the Italian fashion industry. After 18 years, she left to set up a design studio. There, she worked on art and illustrations for children's books, stationery, ceramics and glass.

After a few years, she returned to England to study fine art in London. Cook was elected as a member of The Pastel Society U.K. this past spring.

## Ivan Hoo



**Goldendoodle by Ivan Hoo, pastel, charcoal and ink on plywood**

Ivan Hoo is a self-taught artist out of Singapore. His hyperrealistic paintings of fuzzy bunnies and friendly dogs have been featured in *The Huffington Post*.

The artist also paints still life. But he favors the everyday objects of a 21st-century consumer, such as spilling jars of Nutella and crushed Starbucks cups, for his *trompe l'oeil* treatment.

## Anne Strutz



### **Hanging Out in the 21st Century by Anne Strutz**

A lover of art from an early age, Anne Strutz pursued this passion throughout her work as a designer, teacher and artist. Her works in pastel have been accepted into several major shows, including the International Association of Pastel Societies' 28th Juried Exhibition at the Salmagundi Club in New York City.

### **Claudine Gévry**



### **Winter Lights by Claudine Gévry**

When not spending time on her own fine art painting, Claudine Gévry works as a children's book illustrator. She has contributed art to more than 70 books so far.

All of her illustrations are done with soft pastels, which has helped her develop her techniques in the medium.

### **Antonio Abad**



### **Dunes, No. 1 by Antonio Abad (19¾x27½)**

Antonio Abad's body of pastel work, shown widely throughout Spain, includes landscape and seascape, and still life subjects, executed with a painterly touch.

### **Gary Rupp**



### **Serenity by Gary Rupp**

Gary Rupp's interest in art, which he studied in college, was reawakened 10 years ago when he began taking classes again. Now retired, he is been able to focus full-time on pastel painting.

His work has appeared in a number of local and national-level exhibitions.

### **Glinda Schafer**



### **Cocodrie Saltwater Marsh (24x36)**

Although she has made her home in a variety of locations, Glinda Schafer has always lived near the coast, and her love of water has been a major source of inspiration and a recurring theme in her artwork.



# Guy Raz, Host of NPR's "How I built this," on Entrepreneurship and Business

By: Leigh Hartman, courtesy of [ylai.state.gov](http://ylai.state.gov)



Guy Raz is the host of the NPR podcast "How I built this," where he interviews entrepreneurs, innovators, and executives from all over the world about the companies they've built and the stories behind their success.

We were lucky enough to talk with Raz about his own career, his experience hosting the show, and what he has learned from talking to so many innovators and business leaders. The conversation is below. It has been lightly edited for clarity. You started as foreign correspondent. Did you always want to interview entrepreneurs and leading thinkers? How much of the arc of your career was planned and how much happened organically?

It's probably, in my case, more unplanned. I got into journalism to make a difference. I wanted to be a foreign correspondent from when I was in college. And the reason why I wanted to do that was because I wanted to see the world and illuminate problems and challenges in the world, with the hope that that would make the world a better place. So I covered some of the most depressing stories of the past 15 years, some of the most difficult stories, Iraq and Afghanistan, Israel-Palestine, even the Balkans, and I really saw the effects of human cruelty.

News reporters by training and tradition, I think, identify problems without talking about solutions, and in general the profession frowns on solutions-based reporting. So journal-

ists don't see it as their job to solve problems, or at least to encourage a conversation around problem solving, and I think over time that frustrated me. I don't like the idea of leaving listeners or readers or viewers feeling disempowered. I wanted to be part of something different, and over time I really came to the conclusion that I wanted to be part of a world of optimism and awe and wonder and I wanted to offer that to listeners, and all of those things are kind of viewed with cynicism and skepticism in the news business.

I think for me the real turning point was in 2012, it was an election year; there was a lot of division in the US. I was hosting a news magazine on NPR and then the year culminated with the Newtown shootings, and for me that was it. I was done with the news at that point.

And that is really how I shifted into hosting the TED radio hour, which is a show I helped to create and we launched in 2013, and that was really the beginning of moving into a different kind of journalism. Through hosting the Ted Radio Hour, which I still do, over time I was coming across these amazing stories of entrepreneurs, of people who were really creating really incredible things and ideas and services and products that were designed to improve lives. And what was amazing was that, for the most part, virtually every person that I came across was motivated by everything other than money. I mean, with very few exceptions, they were motivated by making a difference in the world, and they were having a real world impact. So that was how that transition began.

**That optimism you talk about in your own life, do you see it in the entrepreneurs you interview? Do you have to be optimistic to be an entrepreneur?**

I think the short answer is yes. But, it's also cultivated. I think optimism comes easy for some people, there's no question. I mean, if you are somebody like Marc Cuban, he is just optimistic. He thought from the beginning that he was going to make it. He never had a doubt. He had a book on his shelf called "how to retire as a millionaire at age 35" that he bought when he was 17, so it was always his intention and expectation that he would be wealthy and successful. But I think for the most part most entrepreneurs have to work at it. They have to remind themselves that things will work out and that they will somehow figure it out. But there is no doubt that for many of the entrepreneurs that I've talked to there are crisis periods, there are truths, and times when they really aren't sure whether it is going to work.

There seems to be a theme that runs through your episodes about entrepreneurs confronting the difficulties of starting or running their business. And your guests often talk stories of crisis and doubt.

**Normally, we only see the end result of a successful business, what draws you to the hardship?**

What I found to be interesting is that some entrepreneurs that I talked to, they're reluctant to talk about failure and I have to push it out and tease it out of them. And explain to them that it's really important and it's actually a real act of generosity to talk about failures, especially when you are not successful yet, because you are essentially saying, look, failure is a natural part of any process, and if you don't fail you can't learn how to succeed. I really think that to a person they all believe that.

In my own career and life I've experienced so much failure and I think that when I meet younger journalists or interns at NPR, people who are just getting into the profession they see me where I'm at now at this vantage point. People make the assumption that you skate from success to success and it all happened very smoothly and without friction. And the reality is that for much of my career, and I'm sure in the future as well it will happen time and again, it has sort of been failure-success-failure-failure-success-success-failure-failure-success. And that doesn't mean that they were easy. Those failures were really difficult and those periods of rejection were really hard. But I think without those failures or periods of rejection I wouldn't have been able to figure out a) what I wanted to do, and b) how to do it better.

**So would you say it is a necessary step to building a successful business or career?**

I think so, absolutely.

**You've said in other interviews that you think we're going through a renaissance of entrepreneurship and entrepreneurial thinking. Can you expand on that?**

When I was a kid there was this feeling that high design and quality products came from Japan and Germany, that they were designed there and even manufactured there. I think what's been remarkable over the course of my lifetime has been to see this transition from the idea of quality more often than not being products that are designed and created in the US. So for example, the iPhone, the Tesla, Warby Parker glasses, for example, Patagonia, Sam Adams beer, which ignited this whole craft beer revolution in the US and then ignited a craft beer revolution overseas. I mean up until Sam Adams really became a popular beer in the U.S. American beer was thought of as a joke in most of the world, in Europe. I mean I remember being in Europe in the 90s and even then people just thought it was a joke.

But what Jim Cook did with that beer, and it wasn't necessarily his intention but the result of that beer, was that it ignited this huge craft-brewed revolution in the US. And now you've got American beers winning awards all over Europe and all over the world, and exporting Dogfish Ale and all these beers to the Netherlands and all these countries where we think beer is like a religion.

And also the other big consumer products we use like Ins-

tagram or Airbnb or Uber, I mean that to me is a really big shift in how we think about consumer products and how we as consumers interact with the world. Not all of them are American, there are some incredible products that are made overseas, but to me there is a feeling that we're living at a time when there is a lot of really exciting creativity that's coming out of the US, and I think it's been happening, certainly, for about 20 years.

It seems like there is a real spirit around the idea of entrepreneurship. It's something that younger people coming out of college want to do. I graduated college in the late 1990s and everyone I know, with very few exceptions, either went to graduate school or when to go look for a job with a company. And that was their career. And that still happens today, but I think many, many, many more young people finish college and think, "Alright, what can I start? What can I try out? What can I build?" And that to me is a big difference.

**Are there themes that you can pick out, that you think run through successful entrepreneurs lives? Are there traits that you can pick out, that unite entrepreneurs?**

I think if there is one meta-characteristic, one overarching characteristic that unites all of them it is optimism and the unshakeable belief in the thing that they are working on or the thing that they're doing. And it may not ultimately be the thing that they succeed in, but there is an unshakeable belief in it.

The other thing is, whether it's Vice Magazine, or Spanx, or Sam Adams beer, or Southwest airlines or Patagonia, every person who is involved in creating those things loved the actual thing. I mean, any other person other than Herb Kelleher would have given up on Southwest airlines. It took them 4 years since the time the company was founded to launch the first airline because they were challenged every step of the way by the major air carriers. Herb Kelleher fought a lonely battle. He was a lawyer and he basically fought and fought for four years. They ran out of money, he was doing it for free for a while, but he really believed that people should have this option of flying for much cheaper than was available, that the monopoly should be broken. He wanted to create this airline. He had this unshakable confidence and optimism in it. It doesn't mean that there aren't moments where some of these people have doubts. I mean with Vice Mag they basically had their peaks and troughs as well. They were a clothing company, and they went bankrupt right after 9/11. In many other cases, whoever was behind a company like that would have just walked away. They would have said this is done, that was fun. They sort of swept up the ashes and rebuilt it, I mean Suroosh Alvi and Shane Smith, and turned it into what it is today.

**As you note, many of the people you talk to are very driven about their specific ideas. Do you think there is a divide between people like that (with one idea) and serial entrepreneurs?**



I'm not really sure. I think that serial entrepreneurs are people who have a lot of pent up energy. They start something, they love it, its successful and then they want a new challenge and then they move on. I think there is definitely an element of that with all the people I've interviewed, in the sense that even though they may have one company that they stick with they are constantly innovating and thinking of ways to innovate or at least to introduce innovations within the core brand.

So, you don't want to, for example, want to mess with what Instagram is. Instagram is a social network it is a site where people can share images. But, Instagram has innovated by allowing you to share in different ways, and has offered video and animations, and so there are tools that allow you to change the way you use it a little bit, but the basic concept is the same. So I think all of the entrepreneurs on the show are really committed to the core values of the company, and the core identity of the company, and the core brand, but they're still innovating and creating new streams within their brands.

Spanx is a great example. They're making undergarments for women, that's their bread and butter, but they also make them for men now, and they also have branched out. They started with undergarments for women's lower half and then they moved to the upper half. So there are all kinds of innovations that happen within these big companies all the time. Which I think sort of creates that serial entrepreneur dynamic within the company.

**A common thread among the people you interview is that they all have hustle. Do you think that hustle is a necessary component of starting a business?**

I think it is the most important part of starting a business. I think it is a really hard part, because the hustle component tends to favor extroverts over introverts, but many of the people who are have been featured on the show are introverts. I mean, Angie Hicks is a great example of that, you know, she co-founded Angie's list. You know, Neil Blumenthal of Warby-Parker isn't super extroverted. Melissa Bernstein from Melissa and Doug, she's super introverted. But what they're able to do is focus on product development and on other kinds of innovations and partner with a co-founder who has the skills to make the deals and make the sales but ultimately everyone is hustling, everyone is trying to prove that what they have to offer is worth considering, is worth looking at.

Whether it's hustling for investment funds or hustling to convince people that this idea will work, I mean, to me a classic example of that is Jim Cook. He was working for Boston consulting company and he quit, he just left, and he started to brew beer based on a great-great grandfather's recipe. And he literally walked around the south end of Boston with a small cooler. And he would walk into bars

at 4:00 in the afternoon, before the dinner rush after the lunch-time crowd left, and he would chat up bar backs and bartenders and say, "hey, will you try this beer." And they would often say, well, just leave me a couple of bottles and I'll try it later. But he would have a cooler, so the beer was cold and he would have chilled glasses in the cooler, and he would say "no, you have to try it with me, come on, one drink." He knew that when you offer a bartender a drink, it's rude to decline. So that's how he got them to try Sam Adams. So he would just walk from bar to bar. He would literally bang on doors, and you know some of them would say "no, not interested," they'd say "thanks but no thanks," but over time he convinced enough people that this was worth trying. And that to me is sort of the classic kind of hustle.

Or Melissa and Doug Bernstein who started this incredibly successful toy company driving from toy store to toy store throughout New England to pitch their products. They had to do that, they had to make their case and prove that it was worth carrying their wooden puzzles at a time when parents were focused on battery powered toys.

**I've read that you describe yourself as an introvert, do you think that the hustle necessary to succeed in a career is similar to the hustle needed to be an entrepreneur? Or are they different kinds of hustle?**

I think there are a lot of similarities, and I think that in my case, the way I was able to hustle my way into doing what I do was by basically using a psychological trick. Because, I am not naturally extroverted. I am not the kind of person who goes to a party and talks to everybody in that room. I might talk to one person all night and feel a little bit awkward. But what I was able to discover, when I was a student journalist and then later when I was trying to become a professional journalist, was that I could just go up to somebody and talk to them, but if I had a note pad in my hand or a microphone in my hand and I knew that there was a chance that what I wrote in that notebook or what I recorded into that microphone was going to get into a newspaper or get onto the air it was much easier for me to talk to people.

It was almost a disembodied experience. It was Guy Raz talking to them, it was Guy Raz doing a job as a journalist for an organization. And so, when I first started out as a freelance reporter writing for the Washington City Paper, I was able to walk up to people because I had to write that story. So even if there was a possibility that that story wouldn't be published, which happened many times where I would submit a story and they wouldn't run it or it was killed and it was embarrassing and I always felt ashamed and all these things, but I was able to overcome my shyness because I had to get the information from people. And that was really helpful for me.

Getting those articles published in the City Paper gave me more and more confidence to scale up and go and try to

pitch the Washington Post, and then other publications, and then NPR. After a while I was getting published in all these places, meantime I was working as Daniel Shore's assistant at NPR and I got to a point where I had enough courage to go to my own organization and say "hey, all these other organizations are publishing my work, what do you think, can I pitch a story to you?" And that's really what it took. You know, often times organizations are very conservative and they're not willing to take a risk, but if they see somebody else taking a risk, and that risk works, then they're OK, then they'll say "OK I'll give you a shot."

**Are you driven solely by your own curiosity, or do you see yourself as a resource for future entrepreneurs? When you host these podcasts, do you hope people will listen and learn about what it takes to start a company?**

I am very, very fortunate that I get to follow my curiosity so of course I'm super motivated by asking questions because I really want to know the answer. But this show, "How I built this" to me was always about connecting with a tribe of people.

There is a really amazing writer and thinker named Seth Goden, who you probably have heard of and he talks about finding your tribe. He's been on the TED radio hour a few times and his ideas have really inspired me to think about this notion of tribes. And to me there is a tribe of people in this country and around the world who are diverse in age and race and religion and national origin and ability and identity and they are all interested in building something. And it may not be a business but it is something and it is that they are interested in creating something that they themselves made. And my hope is that with this show that that tribe would find us and to our really overwhelming surprise they have. We are now getting many millions of downloads a month from people who are a part of this tribe.

I feel really gratified to read tweets and get emails from people who say "This show has been such a life saver because I'm in the midst of starting a business its super lonely its really scary sometime I as myself what the hell am I doing and then Monday comes around and a new episode comes out and I can hear these stories and it is such a motivator" that's been the most incredibly gratifying response from listeners. It's been amazing.

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