



THE

# Resident

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## Clough launches 'backyard fitness'



Ortega resident Amy Clough wants to help you get fit. The 20-year fitness expert and certified personal trainer recently launched Backyard Fitness, which offers one-on-one training, nutritional support and motivational coaching – just what's needed after breaking those New Year's exercise resolutions. Contact Amy at (904) 635-1968 or visit [www.backyardfitnessllc.com](http://www.backyardfitnessllc.com) for information about a consultation and the variety of programs offered.

## Law firm moves into Atkinson Building

After sitting vacant for several years, the nearly 50-year-old Atkinson Real Estate office building is the new home for the award-winning law firm of John M. Phillips, LLC. Phillips and his staff of five are pleased to be in the heart of Old Ortega even while serving clients in Florida, Georgia and Alabama. The building located at 4230 Ortega Blvd. began as a convenience store in the late 1960s then was developed into a small retail center. "We still get four or five different electric bills because the individual offices were never consolidated, even under Atkinson," said Phillips. The firm specializes in personal injury and wrongful death cases, and is a supporter of the Police Athletic League of Jacksonville.



## Marsha Oliver new DCPS media contact

Public relations and communications expert Marsha Oliver, an Ortega resident, was recently named Chief Officer, Public Relations & Marketing for Duval County Public Schools (DCPS). Oliver spent more than a decade leading the communications and development efforts for DCPS, where she achieved a 98% success rate in funded grant proposals for more than \$32



million. In 2007 she launched her own public relations firm specializing in strategic marketing communications, media relations, community outreach, grant development and crisis management services. Oliver also serves on numerous nonprofit organizations, including the JCCI, the Mayor's Commission on the Status of Women, the Women's Giving Alliance and the Children's Home Society, among many others.

## Avondale interior design shop celebrates one year

Crosby Designs for Hugo's Interiors celebrated the New Year with its first year at the Avondale location at 4000-4 St. Johns Ave. The boutique-style store carries on the tradition of Hugo's Interiors' Southside location with tailor-made upholstery, drapery and custom cabinets but adds gift items to its eclectic arrangement of modern to traditional furniture and home furnishings. Visit Monday-Friday 10 a.m. - 5:30 p.m., Saturday 11 a.m. - 4 p.m. or call (904) 683-8683 for after-hours appointments. Also, coming soon is the J. Crosby Collection, a line of upholstery and designer pillows for the trade only. Check out the website, [www.shopcrosbydesigns.com](http://www.shopcrosbydesigns.com), to browse, shop and view the blog



Susan Britt Macon, Jennie Crosby Hugo (seated), Mary Marth Timmons

## RAP honors outstanding members

The Riverside Avondale Preservation Society's annual meeting on Feb. 21 recognized outstanding members of the historic districts. Douglas Coleman, Jennifer Mansfield, Sally Robson, and Erin O'Brien were recognized for their service on the RAP Board. Robson, who served the board by establishing a community garden currently in the planning process, also won the award for Best River Friendly Yard for her home on Remington Street.

Michael Williams, Cheryl Corrado and Zack Nettles accepted the Outstanding Business Renovation award for Derby on Park in 5 Points for their exceptional transformation of the building on Park Street. The Outstanding Home Renovation Award went to three residences: Julia Starr Sanford, an



Jimmy Orth presents Sally Robson with Best River Friendly Yard award



Outstanding Home Renovation: Mark Major with Carmen Godwin

architect, owns a home built in 1905 on Challen Street; home owner John Summerlin and contractor Sean Larkin led a six-month project on Oak Street for their renovations on a house built in 1917, and Courtney McEwan and husband Peyton Rogers took home the honor for their home on Pine Street, built in 1920.

David Case received the award for Outstanding Historically Compatible New Construction for the home on Richmond Street. Dolf James represented CoRK Arts District for Outstanding Neighborhood Contributing Business sharing the honor with Riverside Dental.

Awards for Outstanding Neighborhood Advocates included Tommy Donahoo, Mark Anderson, Alicia Grant, Susan Fraser, Tom and Ida Rae Merten. RAP honored volunteers Judy Bristol and Rhonda Bryant, and Luminaria Committee chair Malcolm Jones won Outstanding Board Member.