



SHOPS & WARES

BEST SURF SHOP **Sunrise Surf Shop**

For 35 years, Sunrise Surf Shop has been the headquarters for local and visiting surfers. The store sells everything from surfboards and skateboards to clothing and accessories, like watches and sunglasses. It also lends its sponsorship name to local surfing events and talents, and has a reliable and famed old-school 24-hour surf report hotline. Part shop, part hangout, Sunrise is the reason local surfers get up in the morning.

BEST SKATE SHOP **Skate Bomb**

For the fifth year in a row, this South Jax Beach shop has won the hearts and business of the sizable local skater population. One reason may be that the store is owned, managed and run by skaters who are knowledgeable enough to help amateur and pro alike buy the right deck, parts and accessories to keep them rolling. Another reason is because that same sales staff is also helpful, friendly and cool enough to not make the 40-year-old who wants to buy a nice pair of Etnies feel like a geezer.

BEST INDIE RECORD STORE **Music Matters**

In an ever-shrinking pool of indie music stores, Music Matters remains a stalwart. Owner K.C. Kelber's familiar white mane has been behind the desk at this St. Augustine store in the S.R. 312 plaza for 21 years, buying and selling new and used CDs, but more importantly, serving as both tastemaker and musical trendsetter in the Ancient City. His son, Brenton Kelber, who helps run the shop, admits the Internet and mega-discounters have eaten into the store's market, but says they continue to thrive by focusing their stock on hard-to-find titles. "We can find you anything," he says. "If it exists, we can get it for you."

BEST MUSICAL INSTRUMENT STORE **George's Music Center**

George's Music sells every musical instrument, gadget and piece of equipment imaginable that can turn a Jimmy Pudge into a Jimmy Page in no time. With locations in Orange Park and Jax Beach, this local favorite is a great place to check out the latest gear and have pointless debates with their friendly sales staff and other local players about inane "musician-stuff," like the sound of Geddy Lee's bass strings or who plays the best kick drum paradiddles. And George's Music makes sure the kids keep on rockin' in the free world with their Blues in the Schools program. Also the head sponsor of the Beaches beloved Springin' the Blues

Festival, it's no wonder that George's Music is once again the sound winner for Folio Weekly's readers.

BEST DIVE SHOP **Divers Supply**

While extreme deep-sea divers suggest just "holding your breath for a really long time," saner SCUBA divers know that to journey into the deep blue, you need proper training, well-maintained equipment and knowledgeable guidance. Divers Supply can point you in the right direction when it comes to SCUBA and snorkeling accessories. The store also carries a complete line of underwater photography equipment to capture those aquatic memories, like that one time your buddy One-Armed Jack



Best Surf Shop:
Sunrise Surf Shop

BEST OF JAX 2010



Best Lawyer:
Eddie Farah

decided to punch that tiger shark in the face. Oh, Jack — when will he ever learn?

BEST WINE SHOP **Total Wine**

There are wine shops for occasional drinkers, featuring specialty labels for those who simply don't care about the bottom line. The aisles of Total Wine are different. Dazzling in variety, breathtaking in price point, Total Wine offers wine deals by the shopping-cartful. But don't think that because the supply is bulk or the prices cheap (ahem, inexpensive) that selection suffers. Total Wine stocks almost all of the same labels offered by boutique wine shops, often at a third the cost. Whether your tastes skew toward sweet viogniers, bold California cabs or sparkling prosecco, this St. Johns Town Center warehouse satisfies.

BEST LIQUOR STORE **ABC Fine Wine & Spirits**

From liquor cabinet staples to high-end specialty mixers, ABC prides itself on stocking its bar as you wish you could stock yours — absent mood lighting and really good-looking female extras, of course. As Folio Weekly readers affirm year after year, ABC is the place to lock down your libations, as well as all the gifts, cigars and snacks you need to get your party started right.

BEST LOCAL FLORIST **Kuhn Flowers**

Started by Bob and Nancy Kuhn in 1947, Kuhn Flowers has been expressing condolences, birthday wishes and apologies for more than 60 years. Sold in '84, the still-family-owned-and-operated florist has three locations, in Jacksonville, Ponte Vedra and St. Augustine. And if flowers aren't your thing, Kuhn also offers specialty items like a cookie bouquet, assorted Peterbrooke chocolates, fruit baskets or a cactus garden.

BEST SCOOTER SHOP **Scooter Pro in St. Augustine**

Looking to feel the wind in your hair and cut back on the cash you're shelling out at the pump? Scooter Pro in St. Augustine is the locals' choice for Best Scooter Shop. This full-service shop on South Dixie Highway offers rentals, sales and service. And with scooters getting more than 100 miles to the gallon (they go over 40 mph) and no motorcycle license or insurance required, scooters are a practical choice for any college student or beach bum.

BEST CONSIGNMENT/ VINTAGE CLOTHING **The Clothing Warehouse**

This vintage clothing store chain — locally in Five Points — started in an Atlanta warehouse in 1992 and now has nine stores nationwide, from New York to Savannah. The clothes still come from the Atlanta warehouse, pre-culled for the best stuff. No sweat-stained underarms or broken zippers; no wasting a day in a musty thrift shop sorting through the remains of other people's lives. The Clothing Warehouse focuses on basics in many variations: T-shirts, cowboy boots, jeans and dresses and skirts from the 1950s to the '80s, available in a range of sizes from stick figure to plus.

BEST MEN'S CLOTHING STORE **Express**

In the '90s, the same company owned two of the hottest clothing stores — Structure for men and Express for women. In 2001, Express swallowed Structure and it became a dual-gender apparel line housed under one roof. The men's line continues to grow. Whether it's a plaid fitted Western shirt, a skinny tie or textured argyle dress socks, Express has more than 550 stores in the U.S. alone, with four locations in Northeast Florida — Regency Square, Orange Park, St. Johns Town Center and Avenues Mall.

BEST WOMEN'S CLOTHING STORE **bebe**

If you're looking for cheetah sequined hot shorts, a whipstitch studded belt or a leather bustier dress, bebe's is the place to go. Founded in San Francisco in the mid-'70s by an Iranian-born entrepreneur, the chain retailer now has more than 300 stores around the world from Seattle to Saudi Arabia to the St. Johns Town Center, which features a new line of sheath dresses and rompers designed by the Kardashian sisters.

BEST KIDS CLOTHING STORE **Gap Kids**

Let's be honest: The fact that Gap Kids at St. Johns Town Center is located tantalizingly close to the Apple Store hasn't hurt its fortunes one bit. But buying baby clothes can be every bit as habit-forming as tech purchases, and Gap Kids definitely feeds the frenzy. Whether you're looking for sturdy PJs, toddler madras shorts or comfy full-body sweat suits for swaddling babies in winter, Gap Kids makes shopping almost as fun as discovering a new app.



Best Hospital:
Baptist Medical Center

BEST INDIE CLOTHING LINE Tact Apparel

The brainchild of Jacksonville artist Tony Rodrigues and his wife Wendy Lovejoy, Tact Apparel began as a happy accident — Rodrigues bought some textile ink by mistake and printed a screen on a few shirts. It has since blossomed into a small, successful enterprise with a loyal following. Originally available at Anomaly and Riverside Arts Market, Tact's retro-photo-inspired, faintly ironic prints are now available online (tactapparel.com) and at the Tact Designs store inside Jim Draper's Studio at the corner of King and Park in Riverside.

BEST HOSPITAL Baptist Medical Center

In May, Baptist Medical Center celebrated the 30th anniversary of its Life Flight service — one of only two civilian air ambulance programs when it was established, and the first in Jacksonville. The fact that the program has managed to fly under the radar even as it's flown more than 21,000 safe, accident-free missions is just one example of how this nonprofit hospital has become part of the fabric of the city. Even in an era of rancorous health care debates, Baptist remains the unconflicted favorite among Folio Weekly readers.

BEST LAWYER Eddie Farah

"If you're one of those people who think the legal system only serves the rich and powerful," intones Eddie Farah in one of his many commercials, "I have some news for you." Farah's ubiquity has given him a reputation for pushiness. But he is a consumer lawyer who'll go after defective door latches, seat belt injuries, nursing home abuse, medical malpractice and any other consumer complaint. And he's good, having won multimillion-dollar settlements for his clients. Farah charges no up-front fee and no fee at all unless his firm recovers money. So it's no wonder that when people think they're getting screwed, they call Eddie.

BEST BOOKSTORE Barnes & Noble

This mega-chain franchise has three locations to choose from locally and a wide selection of books in every genre imaginable. Barnes & Noble is also known for consistently stocking its discount and remainder sections with

bestsellers, popular fiction and non-fiction, and items like beautiful editions of Taschen art books marked down with the skinny wallet in mind. The Mandarin location also hosts well-attended book-signings and readings featuring popular writers.

BEST INDEPENDENT BOOKSTORE Chamblin Bookmine, Chamblin's Uptown

These sister bookstores are headquarters for the print-ain't-dead-yet crowd. To browse here is to lose yourself in a map of your mind. Arrive looking for old Charles Bukowski paperbacks and somehow you end up holding a full-color-plate hardcover of "Alice In Wonderland." Oh, and you can't possibly pass up that complete hardcover collection of the Hardy Boys Mysteries. Stepping back out into the sunlight hours later, with a treasure (or 10) in hand, one is gently reminded of the visceral appeal of the book — dusty, fragrant, familiar — and how it once felt to engage the brain's frontal lobe, back before the iPad.

BEST CAR WASH Beaches Car Wash

Located on the corner of Beach Boulevard and Penman Road, this Jax Beach car wash is achieving near-landmark status for a fast and methodical team of washers, waxers, buffers and detailers who can turn your jalopy into a sparkling diamond on the road in no time. Your '96 Mercury Sable may still emit black smoke as the rusting motor belches a heart-stopping screeching sound, but that finish will shine like satin — and all those gawkers only wish they could smell that fine interior. Ride, Sally, ride.

BEST JEWELRY STORE Underwood's

Underwood's built its business in 1928 on weddings, and though they've expanded to four stores (San Marco, Ponte Vedra, Southside and Avondale) and sell a huge variety of gifts appropriate for everyone from retirees to graduates to newborn babies, the store still claims bridal business at its core. According to Clayton Bromberg, president of Underwood's, "when it comes to buying diamonds, most people feel more assured when they know they are getting expert advice and have a store standing behind it." For that reason, to say nothing of all the beautiful swag behind store counters, Underwood's remains a Folio Weekly reader fave.

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BEST SMOKE SHOP **Aromas Cigar & Wine Bar**

Yo, Herr Doctor Freud, sometimes a cigar is just a cigar! This popular Southside cigar bar houses an upscale humidor (unlike the downscale humidor known as your Uncle Lou's toolbox) that carries such titillating tobacco offerings as a Padron 1926 Anniversario, the Cohiba Lonsdale Grande and even the house's very own Aroma's Signature Selection. When that's coupled with one of Aroma's martinis, mojitos or a nice 12-year-old single malt Scotch, local cigar aficionados may feel they like they're floating on (or at least exhaling) Cloud Nine.

BEST B&B IN JACKSONVILLE **Riverdale Inn**

Aside from the period rooms with four-poster beds, the upstairs balconies and the heart-pine floors, Riverdale Inn appeals for its location — smack in the middle of Riverside, perfect for a visitor on foot or bike. The mansion, built in 1901, was one of 50 built on Riverside Avenue, then known as the "Row." Only two of the mansions remain. The Riverdale's relaxed atmosphere and history has earned it high praise from many guests, and it's also a fine stepping-off point to the rest of the historic district. The Cummer Museum of Art & Gardens, Riverside Arts Market, Memorial Park (designed by the Olmstead Brothers), 5 Points shopping district and side streets lined with historic homes are all within a leisurely walk.

BEST B&B IN ST. AUGUSTINE **Casablanca Inn Bed & Breakfast**

Four-poster beds, whirlpool tubs, panoramic views of Matanzas Bay, a bustling martini bar and complimentary gourmet breakfast sound like good reasons to visit the Casablanca Inn Bed & Breakfast in downtown St. Augustine. The Inn, a 1914 Mediterranean revival home, boasts 23 one-of-a-kind rooms and special packages like the Heavenly Honeymoon, Discover St. Augustine or the Midweek Bail-Out Special (stay two nights, get the third free). And if you love really old stuff, it's only steps from St. George Street, Castillo de San Marcos and the Plaza de la Constitucion.

BEST B&B ON AMELIA ISLAND **Elizabeth Pointe Lodge**

The owners of this four-story Nantucket-style lodge have made a career of knowing what their guests want and catering to their every

whim. Champagne and strawberries? Not a problem. Sunset sail? Beach horseback ride? Done and done. David and Susie Caples have so mastered the art of B&B ownership that one of the many specialized getaways they offer (along with a Babymoon package for expectant parents) is a Bed & Breakfast Boot Camp for aspiring innkeepers. For everyone else, there's always the oversized tubs, complementary wine and hors d'oeuvres, beach chairs and umbrellas, and lavish oceanfront breakfast. If a getaway is in your future, there's no nicer place to get.

BEST BIKE SHOP **Open Road Bicycles**

With four locations in the Jacksonville area, Open Road Bicycles caters to everyone from beach bums looking for a new cruiser to semi-pro road and offroad racers. Whether you need a new helmet, a padded seat, an overhaul for your existing bike or a brand spanking new one, Open Road is a one-stop shop for all cycling needs. Check out their website <http://openroadbicycles.com/> for a complete list of upcoming competitive and collegial cycling events.

HEALTH & BEAUTY

BEST HAIRSTYLIST **Jamie Shanley at Concept Cutters**

Jamie Shanley has been cutting hair since 2004, and though she took a brief break from styling, she returned in 2008 to the job she loves. Known for her excellent highlight work, Jamie also focuses on haircuts for men, and observes that men's styles are moving away from wet tousled looks to a drier version. ("More of a putty or a paste than a gel," she explains.) After 24 years under the same ownership, Shanley says Concept Cutters is part of the community — and her customer Mark agrees. "It's a pleasure to get a haircut from her," he says. "She's bubbly and energetic and very fun."

BEST TATTOO STUDIO **Inksmith & Rogers**

Much to the chagrin of biker dudes who thought their tattoos were scary, body art has officially gone mainstream. Grandmas — hell, even great-grandmas — are going out and getting their first tattoos. And if they want that wrinkly flesh done up right, they're heading to Folio Weekly readers' favorite tattoo parlor,



Best Jewelry Store: Underwood's

Inksmith & Rogers. A Jacksonville institution since Paul Rogers and Eric Inksmith teamed up back in '83, I&R always maintains a roster of the most skilled artists from Northeast Florida and abroad. Whether you're a biker or the grandma of a biker, your epidermis is in good hands here.

BEST YOGA STUDIO **MBody Yoga**

Founded in 2005 by Mark White, MBody is the region's only Baptiste Power Yoga-affiliated studio. With locations in Southside and Neptune Beach, MBody offers numerous approaches to health and fitness, with classes seven days a week, workshops, even a program to transform yourself in 40 days for \$40.

BEST ALTERNATIVE HEALER **Muriel Hattori, Marriott at** **Sawgrass**

Muriel Hattori, massage therapist at The Spa at Sawgrass, is a repeat winner in this Best of Jax category — no small feat in a fiercely competitive field. With a client list that includes pro golfer Fred Couples, Muriel has been healing via massage therapy for more than 20 years. Her Asian-focused techniques include Tui Na and Qi Gong, and she also practices various types of energy work. But, as she told Folio Weekly previously, she's always growing as a massage therapist. "I'm always learning," she says. "I feel you never know enough."

BEST HEALTH FOOD STORE **Native Sun Natural Foods Market**

Whether you're looking for rennet-free cheese, gluten-free baked goods, cruelty-free chicken, GMO-free cereal or the really free feeling you get from buying natural, organic foods, Native Sun is the preferred market of Folio Weekly readers. With wide, well-lit aisles, a tempting produce section, a vast hot and cold lunch bar and a friendly staff at its two locations, Native Sun has set the standard for enjoyable grocery shopping in Northeast Florida.

BEST PLASTIC SURGEON **BEST DAY SPA** **Dr. Clayman's Miracle Day Spa,** **Dr. Loren Clayman**

Dr. Clayman's Miracle Day Spa specializes in pampering at reasonable prices, offering beauty extravaganzas and other package deals. Whether you're looking for holiday gifts for co-workers, a special gift for a young grad or a couple's getaway with your spouse, the Day Spa offers everything from body wraps to pedicures and facials. And Dr. Loren Clayman is a master of pick-me-ups for the breast, face and body, having been voted Best Plastic Surgeon for 15 years running. To no one's surprise, 2010 is another big win.

BEST NAIL SALON **NY Nails**

For nail care, pedicures, acrylic nails and wraps, NY Nails is a favorite among Folio Weekly's well-manicured readers. A repeat Best of Jax winner, NY Nails has nearly a dozen locations around the city, each with a friendly and professional staff capable of layering on the lacquer and still getting you out and on to your next big engagement.

BEST HEALTH CLUB/GYM **YMCA**

The clubs are bright and clean, the staff courteous and knowledgeable, and the C in the name subtle enough for Jews and Hindus to feel comfortable breaking a sweat there. YMCA has changed over the years, but it remains a health club with a community mindset, and affordable to boot. It's no surprise that it muscled aside big-name chains this year to assert its four-letter superiority. □