

# Knight Boxx Village Invites You to Come Celebrate the Holiday Seasons

**WELL LOVED BOOKS**  
 Hourly Drawings for \$10 Gift Certificate  
**GRAND DRAWING:**  
 Any Book We Have in Stock  
**FREE**

**THE PIG BAR-B-Q**  
 Buy 1 Adult meal  
 Get 1 Kids meal  
 Race Cars Display

**AA**  
**AMERICAN ACADEMY OF COSMETOLOGY**  
 A WELLA PROFESSIONALS' SCHOOL  
 Hourly Drawings for Various Prizes.  
**GRAND PRIZE TO BE DETERMINED!**  
 Face Painting and a  
**BOUNCE HOUSE!**

**Sat., DEC. 4th • 11 a.m. - 3p.m.**  
**FREE Drawings • Gazebos for you to Relax**  
 • Give-a-ways • Gift Certificates • \$5 Haircuts  
 • Free Beer • Much More...See each Vendor

**\$20 Gift Cards**  
 (Unlimited: Month or Airbrush)  
**TURBO TAN**  
**\$1 Sessions all day long**  
 (Limited: 5 Sessions / Person)  
 Drawing:  
**For 1 Year Pkg.**  
 Many More Offers

**SUBS**  
**\$3.99 Med. SUB**  
 w/ purchase of 22oz. drink.  
 Drawing:  
**FREE SUB**  
 Eat Healthy  
 Eat Clean

**Big Dawgz Restaurant**  
**Happy Hour**  
**2 for 1 Draft • \$10 Buckets**  
 (Domestic)  
 Collectible Car Show

**Bennett Buildings**  
 of Orange Park  
 1238 Blanding Blvd.  
 (904) 298-1122  
 Two Gazebos will be on display  
 for guests to sit & relax during  
 the Event.  
**MEET SANTA**  
 We will beat any competitors  
 advertised price!

**Knight Boxx Village • 1330 Blanding Blvd. & Knight Box Rd**  
**For More Info Please Call (904) 272-9004**

# Editor's Note

## A Clear Departure

Rebranding is the kind of thing companies attempt when they don't know what else to do with themselves. Costly and often meaningless, rebranding efforts are typically undertaken when a company gets a new CEO looking to "define" their tenure (a practice common among canines), or when marketing consultants are in need of fresh revenue streams.

In rebranding, "success" is a relative term. Customer backlash is common (witness Gap's

**Gap**

recent logo disaster), as are unforeseen glitches (like the SciFi channel's

decision to change its name to Syfy — slang for syphilis). More often, the rebranding effort simply confuses, taking a somewhat familiar name and replacing it with something strange and unhelpful (as when Arthur Anderson became "accenture").

There are plenty of local instances of failed rebranding. AccuStaff — a temp agency whose name once sort of reflected what it did — morphed into Modis Professional Services, which then became the vaguer-still MPS Group, and eventually spun off a company called talagy, a meaningless word whose illegible logo actually looks like it says "falagy." Well done.



More recently, Florida Telco Credit Union changed its name to 121 Financial, a number they want customers to speak aloud as one-two-one, or more accurately "one to one." (Get it?) Their logo, similarly indecipherable,



looks like an H or a B, or possibly a bridge over a river.

Some rebranding efforts aren't just window-dressing, of course, but a signal that the company is itself moving in a different direction. Which is what's troubling about the rebranding initiative launched last week by the Jacksonville Aviation Authority. In addition to a sleek new logo, and an improved website (www.flyjacksonville.com instead of the unwieldy JAA.aero), the change includes new names for each of the authority's three regional airports.

Two of the name changes are minor — Cecil Field becomes Cecil Airport and Herlong Airport becomes Herlong Recreational Airport — but the name change at Craig Airport is significant in several ways. Renamed Jacksonville Executive Airport — JAXEX — the new moniker signals a clear departure from Craig's current status as an airport used primarily for flight-training and recreation. Though JAA has tried for years to make Craig a destination airport for executive travel, that

effort has run smack up against the wishes of the surrounding Arlington community and the city's Comp Plan. Becoming a true executive travel hub would require a longer runway, one that could allow larger, heavier planes to land. Currently, the runway is 4,000 feet long — big enough to accommodate an eight-passenger jet, but not long enough for the 50-passenger equivalent (common in corporate travel, and about twice as big as the "puddle jumpers" most major airlines use as connectors). Airport executives want a 6,000-foot runway, but have long couched their desire in the language of safety, rather than a desire for huge revenues.

The issue has surfaced every few years for the past 30. Each time, neighbors organize, beat back the proposal and manage to extract

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concessions that seem certain to forestall any future attempt at runway expansion. In the mid-'90s, neighbors got the Jacksonville City Council to formally oppose the expansion. In 2000, they got city planning officials to incorporate the shorter runway into Jacksonville's Comp Plan. In 2001, they persuaded the airport board to adopt a resolution formally abandoning plans for the longer runway. But as the late Jim King pointed out in February 2008, "Those who still have their noses bloodied from the Craig Field issue know full well that promises made are not always promises kept."

The rebranding of Craig is just the latest proof that airport officials intend to continue their push to break that promise. By casting the airport as an executive hub, JAA clearly hopes to shape expectations. After all, what kind of "Executive Airport" can't accommodate corporate luxury jets?

It's easy to see JAA's destination, here. Too bad their community relations aren't as transparent as their advertising strategy. □

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