

# Oak Lawn, FEMA join forces for hurricane seminar

**PV Staff**  
The Recorder

Oaklawn Cemetery and Funeral Home is teaming with FEMA to offer a free community seminar for hurricane preparedness and evacuation planning.

The interactive session will outline commonsense measures older Americans can take to start preparing for emergencies.

The seminar will detail how to evaluate your own personal needs and make an emergency plan that fits those needs. In addition to covering topics about hurricanes and tropical storms, much of the information would also be applicable for fires and floods.

The public is invited and seniors are encouraged to attend this event. Refreshments will be provided. The event will begin at 10:30 a.m. on Wednesday, June 20. Oaklawn Cemetery and Funeral Home is located at 4801 San Jose Blvd. in Jacksonville.

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# New design store joins Shoppes of Ponte Vedra

**PV Staff**  
The Recorder

Starting today, Gina Conduit Design is hosting a grand opening event that will span through Sunday.

Gina Conduit Design is the newest addition to the Shoppes of Ponte Vedra, close to JJ's Liberty Bistro and Underwoods.

The location will offer design services as well as a source for cabinets, appliances, plumbing fixtures, tile and interior furnishings.

The new shop is hosting a kick off party tonight starting at 5 p.m. and will offer 20% off of one item throughout



the event (excludes appliances).

For more information, visit the showroom at 330 A1A North, Suite 215 or call 904-285-4900.

# Entrepreneur brings new meaning to daily grind

**Kelly Hould**  
The Recorder

Some business owners simply create a brand. Others truly live it.

Local author and Florida State University grad Liltera Williams has



Liltera Williams

made an effort to eat, sleep and breathe her brand since establishing her writing and editing business, iWrite4orU, in August 2011.

What exactly is William's brand? She calls it "#Writer-Grind" and defines it as "a strategic quest to accomplish various writing objectives while striving to conquer the demands of authorship."

What it means in practice is that Williams is an incredibly busy writer and editor. Williams still holds a day job as a web editor, but her work through her own business combined with her seemingly unending #Writer-Grind have produced a large body of work. Her writing has appeared in the Ponte Vedra Recorder, the First Coast Register and a variety of other Jacksonville-area publications.

In addition to editing and creating content, iWrite4orU assists personal clients with cover letters and resumes—a task that is understandably challenging in today's hiring environment. Six of Williams' clients were immediately hired after requesting her resume service.

This month Williams will launch her official #WriterGrind campaign, but clients and friends know that the brand has been in place and growing all year. Williams constantly updates the iWrite4orU Facebook with poetry, reflections, advice for writers, pictures of her supporters and inspirational quotations.

Williams in the process of writing her first novel, Dearly Beloved Sistas, scheduled for release next summer. She also plans to independently publish a personal collection of poetry and quotes this December (on 12-12-12).

To learn more about the author and her business, search iWrite4orU on Facebook or visit [www.iwrite4or.com](http://www.iwrite4or.com)

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# Cultural Center at PVB announces new board member

**PV Staff**  
The Recorder

The Cultral Center at Ponte Vedra Beach announced the addition of Bonnie Hayflick to its Board of Directors last week.

Hayflick is the owner of Bonnie Hayflick Relations Counsel. For more than three decades, Hayflick has represented clients with news writing, media relations and editorial story placements. Clients include local fine arts, entertainment and tourism firms as well as spas, waste management, non-profits and national construction companies.

Hayflick also serves as a board member at PR consultant for the St. Augustine Humane Society.