

Now with **more**  
worry goodness!

# OCALA MAGAZINE

July  
2009  
\$4.95 U.S.

See what exciting new changes  
are happening in the magazine (and the city).

# What's NEW

specially  
fortified  
with **40 pages** of tasty  
new stories, faces  
+ departments!  
... and it's wholesome, too!

an  
important  
part of a  
well-balanced  
community!

restaurant  
renaissance

soapbox  
Bernard Watts sounds  
off on Ocala's growth

so trendy!  
what's cool in Ocala

homecoming  
our own Brittany shares  
an important milestone

culinary  
confessions  
Rick Alabaugh dishes

Amy Mangan has  
the last word

The award-winning formula you've  
always depended on, but now with even  
more of the ingredients you love!

INGREDIENTS: All natural Creativity, Fresh  
enthusiasm, Vision, Integrity, Reliance,  
Originality, Style AND Substance, Passion,  
Taste, Moxie, Loyalty, Charity, Courage,  
Ingenuity, Will, Charm, Awareness, P.L.U.S.  
Linda's secret herbs and spices.

**new begins  
right here!**

We are expanding  
our cover format to  
include more than just  
female models. So, want  
to know who (or what)  
will grace our covers  
next? *Wait and see!*



what's

# NEW

We were so excited about Ocala Magazine's new changes, we began to notice new things happening all around town. Enjoy this sampling of what we found.



Casey Allen  
design



Brandon Buck  
photography



Jennifer Cortes  
editorial



Stephanie Cortes  
editorial



Ashley Chazal  
editorial



Andrew Collins  
editorial



Sadie Cone  
editorial



## internal dialogue

As if we don't have enough "new" circulating around our office, we are proud to introduce some new programs for interns and freelance writers. Matter of fact, we are enjoying working with some new intern faces this summer. Interested? Go to [ocalamagazine.com](http://ocalamagazine.com) to find out more about application and submission requirements.

## buy the book

Barnes & Noble just got bigger and better with its new store at Market Street at Heath Brook. The new location offers the most up-to-date selection and offerings to the community, including books, music and a way cool DVD section as well as an expanded café and children's department. The new store is a whopping 28,000 square feet. It is located at 4414 SW College Road, Suite 500, Ocala, Florida 34474. Call 352.237.1581 for store hours.

## on the horizon...

According to a press release from Winter Park developer Michael Collard Properties, a new 78,000-square foot shopping center will be built on U.S. 27 in July of next year, to be anchored by a Publix that will be relocated from nearby.

## advertising

# creative spirit

A new group of creative professionals are emerging that are redefining advertising and design in Ocala. The American Advertising Federation (AAF) a national association for advertising professionals, celebrates outstanding talent with its annual ADDY Awards competition. Local winners' work is forwarded to a regional competition and those winners go on to compete nationally. *Ocala Magazine's* own Jamie Ezra Mark and Kip Williams received multiple local and regional honors and Candour's Holly Clark and Kristin Goza even earned a coveted national Addy. That's national. And they are just a part of the creative renaissance, which also include the likes of Zed Zed Eye and Media Group 3 that are quickly earning Ocala a reputation for competing with the much larger markets. For a complete list of local award winners or to learn more about the AAF, contact the local chapter at [www.ocalaadfed.org](http://www.ocalaadfed.org).



Candour's Holly Clark and Kristin Goza accepting their award in D.C.

Candour's mixed media self-promotion won a national Silver ADDY. It also won a Silver at regionals and a Gold, Best of Print and Judges Choice at the local competition.



Kip William's 2008 AdFed Winners Book won him a regional Silver ADDY as well as two Golds at the local competition.

[www.jamiezamark.com](http://www.jamiezamark.com)

Jamie Ezra Mark's web site earned a regional Gold ADDY in addition to Best of Show, Best of Electronic and Gold at the local competition.

