



TRIAL TESTED. TRIAL READY.

Jimerson & Cobb's trial attorneys understand how to legally reconnect businesses with what they thought they had.

March News from Jimerson & Cobb



Toward the end of last year when our firm was knee-deep in several trials, we were tired, we were overworked and at times morale was low. Staying motivated to do the daily things necessarily to win a large case was challenging. At times, we could not see the end in sight as trial preparations can make for a long, painstaking process if you do it the right way. Sacrifices were made at

every level of our firm.

Our firm is one that has a tried and true trial process. It is predicated on detail orientation, sound preparation and consistent witness communication. When you are working late nights and weekends, the idea of winning a trial can get lost in your project of the moment. In fact, knowing that our morale was low, I actively encouraged our litigation team to not focus on winning the trial. Instead, we had to "win the day" in order to focus on the process and all of the little things that it takes to win trials. If we win enough days in a row, we'd win a week; enough weeks in a row, we'd win a month, and so on.....

This was a leadership philosophy that I picked up from a few college football coaches who had recent success. The idea is that if you can't "win" practice on Tuesdays, how could you ever win the game on Saturday? As a litigation team, by refocusing our efforts on what we could do to make the greatest impact to our case that day, we were able to make the greatest long term impact on achieving our ultimate goal-which was winning the case. When you "win the day" you control what you can control, which is your effort and focus. No project becomes too cumbersome when you "win the day."

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Client Spotlight: Fidelity Bank



**FIDELITY
BANK**

Fidelity Bank is a full service bank owned by Fidelity Southern Corporation, one of the largest bank holding companies based in Atlanta. Fidelity Bank recently announced its merger with American Enterprise Bank, headquartered in Jacksonville, FL and led by President and CEO Bennett Brown.

This philosophy is transcendent and applies to all facets of life, not just high-stakes litigation. It has become a rallying cry for our firm and I can honestly say that by switching gears to that style of thinking in the middle of a very stressful time for our team completely changed their morale. The task became manageable and the goal becomes achievable when all you have to do is win for the day. Win for one day. Win the day.

Here is to hoping you all go out and win the day today. And tomorrow. And so on.....

Very Truly Yours,



Charles B. Jimerson

Fidelity Bank is most proud of its continuous commitment to customer service and the Golden Rule which has led to over 60 retail branches reaching across Georgia and Northern/Central Florida. Fidelity's in-house processing, underwriting and closing has led them to be a top mortgage lender in Georgia and throughout the Southeast and Mid-Atlantic. Additionally, Fidelity Bank operates Trust Services as well as SBA, Commercial, Indirect Automobile Financing, and Construction Lending

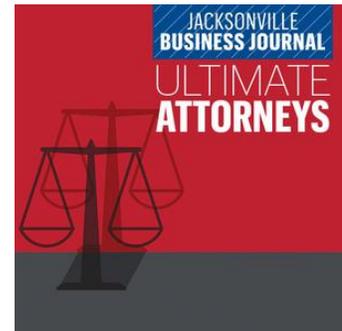
Jimerson & Cobb is proud to represent [Fidelity Bank](#) and wishes it continued success throughout the year.

Charles Jimerson Honored as Inaugural JBJ Ultimate Attorney

Charles Jimerson was recently honored at the *Jacksonville Business Journal's* Ultimate Attorneys event. Mr. Jimerson is one of 25 honorees named to the *Jacksonville Business Journal's* inaugural Ultimate Attorneys list. The *Jacksonville Business Journal* has created this list to recognize the First Coast's top lawyers.

The attorneys selected for this award have elevated the legal profession and have helped shape Jacksonville's business community. These men and women were selected, with the help of members of the local legal community, from a pool of attorneys suggested by their peers. We are proud and humbled that Charlie was included on this prestigious list.

The full list of honorees can be viewed [here](#).





Top Right: Timothy Gibbons, editor *Jacksonville Business Journal* with Charles Jimerson.

Bottom left: Charles Jimerson with wife, Ashley.

Bottom Right: Barry Allred, CEO of Elkins Constructors, Charles Jimerson, and David Sillick, publisher of *Jacksonville Business Journal*.

J&C Welcomes New Director of Marketing & Communications To Leadership Team

We are pleased to announce Kimberly Waterhouse as Director of Marketing & Communications. It's been a goal in the Firm's strategic growth plan, to add this position and include that person as part of the leadership team. Kimberly's experience and her relationships within the community and in business will help the firm in client outreach. She has a seasoned background in: marketing, public relations and business development.



A Jacksonville native, she graduated from UNF with a B.A. in Communications and Political Science. She served 3 years in the United States Marine Corps, where she was meritoriously promoted to Corporal and received Marine of The Year. Semper Fi!

Her current involvement in the community includes: 1st Vice President on the Board of the Jacksonville Police Athletic League (JaxPAL), serves on the energy and transportation committees of JaxAlliance and is Director of Programs and board member of CREW Jacksonville.

We're excited to have Kimberly and welcome her as the newest member of the Jimerson & Cobb family.

Check Out Our Blogs

Are you signed up to receive any or all of our blogs? If not, please click [here](#) to sign up.

- [Florida Construction Law](#)
- [Florida Condominium Law](#)
- [Florida Business Litigation](#)

Sign up to receive one or all three via RSS feed or email through each site! Following are some of the highlights from recent postings.

Florida Construction Law Blog



Unlicensed Contractors: Statute of Limitations Defense

By: [Austin B. Calhoun, Esq.](#)

Unlicensed contracting is a huge problem in Florida, and the Florida Legislature and Courts have fashioned a host of penalties. See Penalties for Unlicensed Contracting in Florida. However, according to a recent opinion from Florida's Fifth District Court of Appeals, the loss of a "statute of limitations defense" is not one of those penalties.

Click [here](#) to read the full blog post.

Florida Condominium Law Blog

Condominium Fire Sprinkler Retrofitting in Florida

By: [Christopher M. Cobb, Esq.](#)

In 2003, the Florida Legislature enacted 718.112(2)(l) as a statutory scheme to require the retrofitting of fire sprinklers for residential condominiums. The statute first began specified that the condominium association may not vote to forego such retrofitting with a fire sprinkler system of common areas in "high-rise building" which was defined as "greater than 75 feet." That language remained consistent in the statute until 2010.



However, in the 2010 statute revision, the language referring to "high-rise" buildings "greater than 75 feet" in height was completely removed from the statute. Now all condominium association need to consider and address this requirement. A discussion on fire sprinkler retrofitting is the subject of this blog post.

Click [here](#) to read the full blog post.

Florida Business Litigation Blog



The Five Most Common Ways to Pierce the Corporate Veil and Impose Personal Liability for Corporate Debts

By: [Charles B. Jimerson, Esq.](#) & [Brittany N. Snell, Esq.](#)

Many entrepreneurs create business entities to operate their businesses, to facilitate commercial ventures, and to shield themselves from personal liability. The business maintains a separate and distinct identity from that of its owners or related entities.

However, the mere shell of a corporate structure is not always enough to avoid personal liability. Many of you have heard of the term "pierce the corporate veil" but haven't thought any more about it. This blog post will discuss the five most common ways to pierce the corporate veil and shatter the façade of protection that the entity creates.

Click [here](#) to read the full blog post.



Interested in reading more blog posts? Subscribe via [RSS Feed](#) or via [email](#) for one or all of our blog feeds. You can also peruse our archives [here](#).

Firm News

Curiosities, ruminations and various eccentricities of firm biz.

J&C Firm Cup

As you have read in our many newsletters, here at J&C we love to hold events to keep our morale high and to foster an environment of friendly competition. Throughout the year, points are earned at each event through participation or rank. At the end of 2015, it was decided that the top 5 point holders would compete in a final competition that would determine the ultimate champion. Our competitors were: Charlie Jimerson, Austin Calhoun, Brandon Meadows, Chris Cobb and Henry Farber.



The competitors went head to head at 7 challenges held at Dave & Busters. The events were: Trivia, Nascar Racing, Pop-A-Shot, Skee Ball, Dance Dance Revolution, Football Toss and Red Cup Challenge. These events tested both mind and body and the competitors were neck and neck up until the very end. Ultimately, Charlie took home the win and is the inaugural holder of the J&C championship trophy, The Jimerson Cobbler.



J&C Gives Back



Over the last couple of weeks, J&C has been collecting clothing items to donate to our local Goodwill.

Goodwill of North Florida has been working to build a better community by helping people with disabilities and special needs receive job training and find meaningful employment for over 70 years. Goodwill collects donated items from people throughout the community and generate income by selling those items at their 23 thrift stores and on-line. That money then goes towards job training and placement services for their employees.



If you're interested in learning more about Goodwill of North Florida, click [here](#).



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