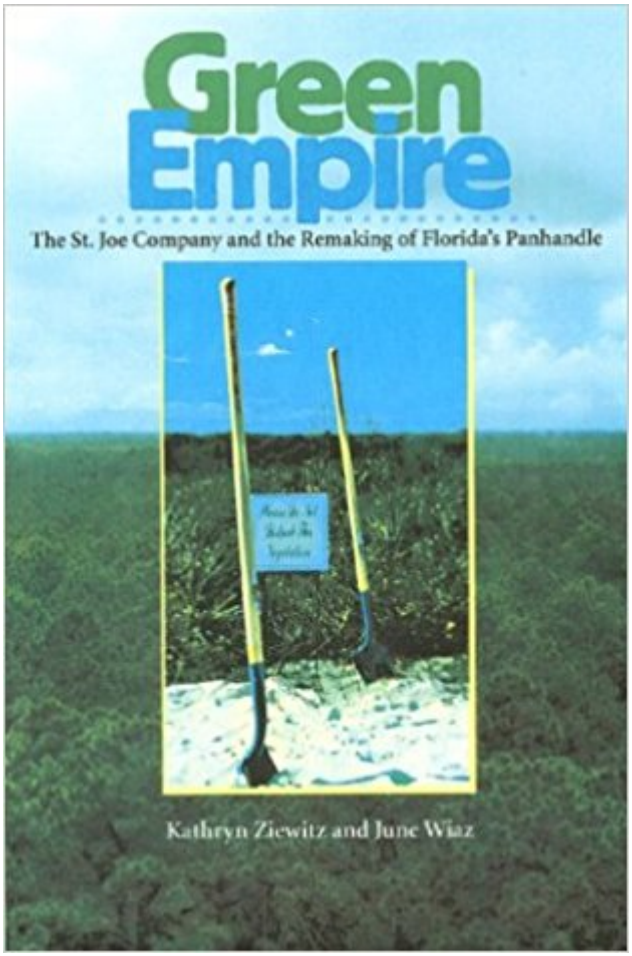
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Green Empire: The St. Joe Company And The Remaking Of Florida's Panhandle



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Synopsis

Since the Great Depression, the St. Joe Company (formerly the St. Joe Paper Company) has been Florida’s largest landowner, a forestry and transportation conglomerate whose influence has been commensurate with its holdings. The company owns nearly one million acres, mainly in northwestern Florida, where undeveloped coastal and riverside landscapes boast some of the state’s most scenic and ecologically diverse areas.Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â For 60 years, the company focused on growing trees, turning them into paper, and managing its ancillary businesses. In the late 1990s, the company shifted directions: it sold its paper mill, changed its name, and launched a concerted drive to turn its natural-resource assets into greater profits. Today the St. Joe Company is a critical and fiscally powerful force in the real-estate development of northwest Florida, with access to the most influential people in government.Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Based on hundreds of sources--including company executives, board members, and investors, as well as outside observers--this factual and balanced history describes the St. Joe Company from the days of its founders to the workings and dealings of its present-day heirs. For anyone concerned with land use and growth management, particularly those with an interest in Florida’s fragile wildlife and natural resources, Green Empire will illuminate the issues surrounding the relationship between one of the most ambitious players in Florida’s real-estate market and the state’s last frontier.Ã Â

Book Information

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Customer Reviews

"A persuasive call to citizens and government to insist upon a greater public interest." -- Tallahassee Democrat, June 6, 2004"A thought-provoking look at an unfolding chapter in the history of a state and country." -- H-Net, May 2004"Does not whitewash over the reasons the company is controversial today, and yet it does not read as a diatribe." -- E-Streams, August 2004...what some might call a First World political economy and political ecology. -- The Professional Geographer, February 2005A lively and well-researched narrative... -- Florida Historical Quarterly, Vol 83, No 3A masterful, bold, and compelling account. -- Southeastern Naturalist, Issue 4/1 2005Anyone concerned with land use and growth management, Florida’s fragile wildlife and natural resources will learn a great deal... -- The Polish American Journal, January 2005Highly recommended. -- Choice, October 2004 Vol. 42, No. 2More than just a story of recent and projected change in this neglected region... -- The Professional Geographer, February 2005

"Green Empire has implications far beyond Florida’s panhandle. The book reminds us that throughout much of AmericaÃ¢â ¬Â¦ the fates of open landscapes are intricately tied to the missions of the people and corporations that own the land."--Bloomsbury ReviewÃ Â "A groundbreaker in Florida’s environmental history. . . . Should be on the bookshelf of anyone interested in the history and future of development in Florida and elsewhere."--Gulf South Historical ReviewÃ Â "A persuasive call to citizens and government to insist upon a greater public interest."--Tallahassee DemocratÃ Â Ã Â Since the Great Depression, the St. Joe Company (formerly the St. Joe Paper Company) has been Florida’s largest landowner, a forestry and transportation conglomerate whose influence has been commensurate with its holdings. The company owns nearly one million acres, mainly in northwestern Florida, where undeveloped coastal and riverside landscapes boast some of the state’s most scenic and ecologically diverse areas.Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â For 60 years, the company focused on growing trees, turning them into paper, and managing its ancillary businesses. In the late 1990s, the company shifted directions: it sold its paper mill, changed its name, and launched a concerted drive to turn its natural-resource assets into greater profits. Today the St. Joe Company is a critical and fiscally powerful force in the real-estate development of northwest Florida, with access to the most influential people in government.Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Based on hundreds of sources--including company executives, board members, and investors, as well as outside observers--this factual and balanced history describes the St. Joe Company from the days of its founders to the workings and dealings of its present-day heirs. For anyone concerned with land use and growth management, particularly those with an interest in Florida’s fragile wildlife and

natural resources, Green Empire will illuminate the issues surrounding the relationship between one of the most ambitious players in Florida's real-estate market and the state's last frontier.Ã Â \

Very well researched and documented.

Gives an excellent overview of what is/has happened in the Florida panhandle. As a native of the area, found it fascinating.

As an investor in residential rental property primarily in Destin, Florida I wanted to learn about the explosive growth in the Panama City Beach area. My research led me to a web site of West Bay County's growth plans and the tremendous influence of St Joe on the entire area. I wanted to learn more and was delighted to see that the Green Empire had recently been published. The book is extremely well written, and provides a balanced approach in addressing the economic, environmental and political issues involved in developing this area. The book is a textbook on environmental planning, political processes and macro econonomic issues, but a real "page turner" as well. It is in part a detective story as well as a primer for those interested in learning more about and participating in the dynamic growth of this new Florida frontier.

The authors of Green Empire have done the people of the Florida Panhandle a great service. This thoughful and engaging book offers insights about one of Florida's most powerful companies--the St. Joe Company--and the way developers achieve their ends. The authors have clearly done their research. The book is filled with interesting facts about the history of the development of northwest Florida, beginning at the turn of the century. The book also provides a look at the influencial people--Alfred DuPont and Ed Ball, in particular--behind this development. Anyone who has witnessed an area's natural beauty give way to urbanization and development will appreciate the work the authors put into this book to shed light on how this happens. I thoroughly enjoyed this book.

I spent most of my childhood between the neat rows of slash pines planted by the St. Joe paper company. You couldn't wander through a patch of woods that they didn't own. After over a decade away from the Florida Panhandle I wandered into a local bookstore and found this book. I had to buy it and it exceeded my expectations. Well researched, balanced and a great read. This is the Cadillac Desert of the Florida Panhandle.

After reading these great reviews on Green Empire I decided to purchase the book and develop an understanding of the St Joe history. While the authors have an incredible amount of history and facts ammassed there did not seem to be a flow to the "story". Several instances of jumping around back and forth with facts made this more of a school book than an enjoyable read. Should you want facts this is great, a book to curl up with...no.

If you’re interested in North Florida history and politics, then this is the best recent book on such matters. As a North Floridian and history fan for 33 years, even I learned a lot about such matters. Well written, researched and documented.

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