

The Palm Coast Historian

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25 Years... Where Did the Time Go?

By Mike Morello

25 Years... Where did the time go? When my father-in-law Frank moved to Palm Coast a month before me and when I spoke to him on the phone from New York, he would say "I don't know where the day went, I turn around and the day is over." I didn't understand until I moved to Palm Coast and sure enough – I "turned around" and the day was over. That's how I feel the 25 years have gone.

I can remember when:

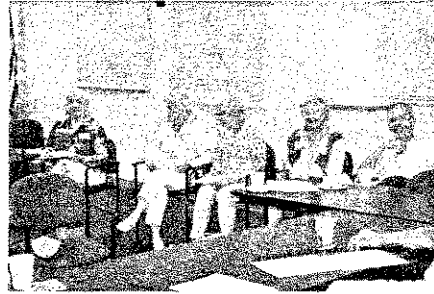
- The Post Office was a little room at the Handyway on Clubhouse Drive – now that building is a real estate and doctor's office. You could get a bottle of milk and the mailman would hand you your mail.
- All of Flagler County had one (1) operative traffic light – the light in Flagler Beach was a flashing light except during summer months.
- The intersection at Old Kings Road and Palm Coast Parkway was a Stop sign.
- You could get from US 1 to Florida Park Drive in five (5) minutes – try it now.
- You could only get into Palm Coast from Route 100 by Old Kings Road or Belle Terre – no exit from 95.
- Publix hadn't opened and we had to go to Daytona to shop at a supermarket – except for a small market in Bunnell which isn't there anymore.
- When Publix finally did open, I can remember when it took an hour to get a loaf of bread because you knew everyone and you stopped to chat and get the latest gossip. Now I can get bread in two minutes.
- You could only get your refrigerator or appliances repaired on a Thursday because that was the only day that a company from Daytona would be in this area. I was the first air conditioning and appliance repair company in Palm Coast and I responded 24/7 – and I still do.
- On a Sunday, if my family and I were at the Yacht Club, now the Palm Coast resort, I think that's the latest owners, customers would come looking for me to respond to an emergency. Don't forget that no one had cell phones. We have always had the latest technologies and at that time we had mobile radios in the trucks. At the present time if someone calls with an emergency, they have the option to speak directly to a technician-on-call. Try to talk to a doctor on the phone.
- We didn't have computers – we used index cards for a customer file and rolodex for telephone numbers. We now have a state-of-the-art computer system and a website which we utilize for newsletters, ordering, providing information about our products and service and paying on-line.
- I did service calls, estimates, duct installations, equipment installations, appliance repair, public relations, adverting, new construction and commercial refrigeration – all at one time. We now have installed over 12,000 HVAC systems for both new construction and residential replacements. (I had some help.)
- Heat and cool calculations took 2 hours by hand until the wee hours of the morning and now my grandson-in-law Jonathan completes the operation, including duct layouts and estimates, in about ½ to ¾ of an hour. In fact, he is only one of four in the nation who is trained and certified to teach this nationally recognized computer module/suite program.
- Doug, my son-in-law, had to pile ductwork into a Pinto station wagon. Poor guy, but he never complained.
- I was the only Florida State Certified Contractor on staff and now we have a total of four State Certified contractors. We are probably the only company in the state with this status.

Building this business has been a labor of love. I found that by treating people like I would like to be treated, being on time for an appointment, **SHOWING UP**, and guaranteeing your work, your business will grow.

I feel the good Lord has blessed us with exceptional employees, wonderful customers and a community that is above reproach. We are partnered with one of the nation's leading manufacturers and are able to provide any type of equipment. I once mentioned to my daughter Barbara, while looking at a brochure, "Here's a vacation spot that has a nice beach, golf courses, palm trees, tennis courts, nice restaurants, clean hotels and beautiful homes." Barbara replied, "Why would you go here? You have that here!" ...Mike Morello

The above article appeared in the Progress Issue of the News Tribune. Mike Morello gave his permission to re-print in our newsletter.

August 10, 2005 Meeting - Member Meet Member Social



There were two history contests at the social. See how many answers you know.

FIRSTS

1. What is the name of the first store to open in Palm Coast?
 - > What year did it open? _____
 - > What street was it on? _____
2. What is the name of the first businesses to open in the new convenience center?

3. Name the first condominium constructed in Palm Coast.

4. Name the First church in Palm Coast.

5. Name the first non-ITT Rayonier industry in Palm Coast.

 - > From what city and state did they re-locate from?

 - > What month and year did they re-locate to Palm Coast?

6. Name the first building constructed in Palm Coast.

 - > What month and year?

FIRST and PRESENT OFFICERS & DIRECTORS

1. Name the first officers of the Historical Society.
President _____ Vice President _____
Treasurer _____ Recording Secretary _____
Corresponding Secretary _____
2. Name the first directors of the Historical Society.
