



Beach LEGENDS



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2025 BEACH LEGENDS

Dear Friends:

The Beaches Museum will host its Beach Legends on Friday, September 12, 2025, at the TPC Sawgrass clubhouse. Recognizing that tomorrow's history is being made today, the highlight of the evening is our annual awards presentation honoring well-known, contemporary individuals as Beach Legends. These Legends have made and continue to make significant contributions to the history of Mayport, Atlantic Beach, Neptune Beach, Jacksonville Beach, Ponte Vedra Beach and Palm Valley.

The fun begins at 6:30 P.M. with cocktail hour and silent auction, followed by a seated dinner to recognize our 2025 honorees, as well as to conduct our live auction. This annual gala, the 45th for our organization and the 12th Beach Legends, is our largest fundraising event. We need your auction donation to ensure the success of this year's gala! Proceeds will go toward the Museum's educational programs and operational needs.

Since our first meeting on February 22, 1978, the Beaches Museum has worked to ensure that we "build a future for our past," thanks to the support of individuals and organizations, including you! We would deeply appreciate your generosity to help us fulfill our mission. Please return the attached donation form as acknowledgement of your commitment.

If you have any questions, visit beachmuseum.org or give us a call to learn more about our continuing work to preserve our coastal heritage at the Beaches Museum. Our success depends on the help and support of our sponsors and donors. Your generosity will be greatly appreciated!

Sincerely yours:

2025 Beach Legends Committee

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William “Bill” Gulliford: Actively working to improve the quality of life for our Beaches community, Bill Gulliford has brought energy and common-sense solutions to government, civic, and non-profit institutions throughout NE Florida and beyond. Bill has been recognized for his impressive decades-long community and civic involvement record that has taken him from the shores of Atlantic Beach to the Soviet Union as a volunteer for the US Department of Commerce. He has represented our community as Mayor and commissioner of Atlantic Beach, worked to preserve and enhance historic Mayport, and served on boards and in leadership positions for numerous organizations. Bill stepped forward whenever and wherever needed, bringing people together with his unique blend of humor and wisdom. The adage of finding a busy person to get the job done certainly applies to Beach Legend Bill Gulliford.

Lori Anderson: Following a career with United Airlines in San Francisco, Lori Anderson embarked on a church mission trip where she met her future husband and found a new home in Ponte Vedra Beach. Six months later, the California transplant was hired as the Executive Director of Mission House. Using her management and interpersonal skills, Lori transformed Mission House. She stepped down as executive director after 10 years, thinking she'd take a year off. But Lori was quickly tapped to be the first professional Executive Director of Beaches Council on Aging, an organization working to improve the quality of life for Beaches senior residents. Lori's commitment to helping people has taken off since her time with United Airlines, a trajectory that transported her from supervising flight line activities to a high-flying 2025 Beach Legend.

Gabe Goodman: Many people knew Gabe as the “Bishop of the Beaches,” an honorary title he relinquished after retiring as the longtime pastor of Community Presbyterian Church in Atlantic Beach. After 34 years at the pulpit, Gabe can look back with pride on his many accomplishments and the people he touched, both from the pulpit and throughout the Beaches. With his wife Maria, the couple served by example, opening their home to foster children and homeless people. Gabe Goodman describes the Beaches as the “promised land.” Reflecting on his tenure, he often says God called him from the wilderness of Kennett, Missouri, where he was pastor for three years, to Community Presbyterian Church in Atlantic Beach. His congregation remembers him as a “beloved pastor” and compassionate community leader and now he's being called a Beach Legend.

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For more information, please scan the QR code!



The Beaches Museum thanks you for your support!

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