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Daniel A. Becton
City Council Member
Jacksonville
Council & Constitutional Officers
117 W Duval St Ste 425
Jacksonville, FL 32202-5712

PROCESSED



FLORIDA FOR OFFICE USE ONLY:
COMMISSION ON ETHICS
JUN 16 2017
RECEIVED

ID Code 
ID No. 251722

Conf. Code

Becton, Daniel A.

CHECK IF THIS IS A FILING BY A CANDIDATE

PART A – NET WORTH

Please enter the value of your net worth as of December 31, 2016 or a more current date. [Note: Net worth is not calculated by subtracting your reported liabilities from your reported assets, so please see the instructions on page 3.]

My net worth as of December 31, 20 16 was \$ \$ 3,000,687.09

PART B – ASSETS

HOUSEHOLD GOODS AND PERSONAL EFFECTS:

Household goods and personal effects may be reported in a lump sum if their aggregate value exceeds \$1,000. This category includes any of the following, if not held for investment purposes: jewelry; collections of stamps, guns, and numismatic items; art objects; household equipment and furnishings; clothing; other household items; and vehicles for personal use, whether owned or leased.

The aggregate value of my household goods and personal effects (described above) is \$ \$ 3,089,165.99

ASSETS INDIVIDUALLY VALUED AT OVER \$1,000:

DESCRIPTION OF ASSET (specific description is required - see instructions p.4)	VALUE OF ASSET
See Attachment	

PART C – LIABILITIES

LIABILITIES IN EXCESS OF \$1,000 (See instructions on page 4):

NAME AND ADDRESS OF CREDITOR	AMOUNT OF LIABILITY
See Attachment	
Total Liabilities	\$88,478.90

JOINT AND SEVERAL LIABILITIES NOT REPORTED ABOVE:

NAME AND ADDRESS OF CREDITOR	AMOUNT OF LIABILITY

PART D -- INCOME

Identify each separate source and amount of income which exceeded \$1,000 during the year, including secondary sources of income. Or attach a complete copy of your 2016 federal income tax return, including all W2s, schedules, and attachments. Please redact any social security or account numbers before attaching your returns, as the law requires these documents be posted to the Commission's website.

I elect to file a copy of my 2016 federal income tax return and all W2's, schedules, and attachments.
 [If you check this box and attach a copy of your 2016 tax return, you need not complete the remainder of Part D.]

PRIMARY SOURCES OF INCOME (See instructions on page 5):

NAME OF SOURCE OF INCOME EXCEEDING \$1,000	ADDRESS OF SOURCE OF INCOME	AMOUNT
See Attachment		

SECONDARY SOURCES OF INCOME [Major customers, clients, etc., of businesses owned by reporting person--see instructions on page 5]:

NAME OF BUSINESS ENTITY	NAME OF MAJOR SOURCES OF BUSINESS' INCOME	ADDRESS OF SOURCE	PRINCIPAL BUSINESS ACTIVITY OF SOURCE

PART E -- INTERESTS IN SPECIFIED BUSINESSES [Instructions on page 6]

	BUSINESS ENTITY # 1	BUSINESS ENTITY # 2	BUSINESS ENTITY # 3
NAME OF BUSINESS ENTITY	See Attachment		
ADDRESS OF BUSINESS ENTITY			
PRINCIPAL BUSINESS ACTIVITY			
POSITION HELD WITH ENTITY			
I OWN MORE THAN A 5% INTEREST IN THE BUSINESS			
NATURE OF MY OWNERSHIP INTEREST			

PART F - TRAINING

For officers required to complete annual ethics training pursuant to section 112.3142, F.S.

I CERTIFY THAT I HAVE COMPLETED THE REQUIRED TRAINING.

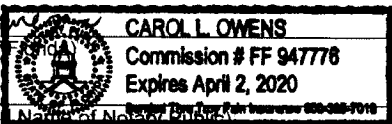
OATH

I, the person whose name appears at the beginning of this form, do depose on oath or affirmation and say that the information disclosed on this form and any attachments hereto is true, accurate, and complete.

STATE OF FLORIDA
 COUNTY OF DIVAL

Sworn to (or affirmed) and subscribed before me this 13th day of June, 2017 by Daniel A. Becton

Carol L. Owens
 (Signature of Notary Public--State of Florida)



(Print, Type, or Stamp Commission)

Personally Known OR Produced Identification _____

Type of Identification Produced _____

SIGNATURE OF REPORTING OFFICIAL OR CANDIDATE

If a certified public accountant licensed under Chapter 473, or attorney in good standing with the Florida Bar prepared this form for you, he or she must complete the following statement:

I, _____, prepared the CE Form 6 in accordance with Art. II, Sec. 8, Florida Constitution, Section 112.3144, Florida Statutes, and the instructions to the form. Upon my reasonable knowledge and belief, the disclosure herein is true and correct.

Signature

Date

Preparation of this form by a CPA or attorney does not relieve the filer of the responsibility to sign the form under oath.

IF ANY OF PARTS A THROUGH E ARE CONTINUED ON A SEPARATE SHEET, PLEASE CHECK HERE

Form 6
Full and Public Disclosure of Financial Interests
As of December 31, 2016

Part A
NET WORTH:
<u>\$3,000,687.09</u>

Part B

Assets	Balance
As of 12/31/2016	
Residence - 7934 McLaurin Road N	\$531,340.00
Household Goods	\$130,000.00
2017 Lexus Rx 350	\$59,690.50
2015 Lincoln MKZ	\$24,000.00
2013 Volkswagon Jetta Sel	\$23,446.63
Cash	\$56,006.16
<u>TOTAL Personal Assets</u>	<u>\$824,483.29</u>
Investment Account (ML###70)	
As of 12/31/2016	<u>\$583,291.16</u>
Retirement Account (ML###72)	
As of 12/31/2016	<u>\$159,444.81</u>
Investment Account (CS##02)	
As of 12/31/2016	<u>\$114,485.40</u>
Investment Account (CS##23)	
As of 12/31/2016	<u>\$30.55</u>
Retirement Account (TA401(k))	
As of 12/31/2016	<u>\$347,644.08</u>
Retirement Account (CoJ401(k))	
As of 12/31/2016	<u>\$7,489.01</u>
Investment - FL PrePaid College Program	
As of 12/31/2016	<u>\$16,127.63</u>
Insurance - Portfolio Values	
As of 12/31/2016	<u>\$6,274.92</u>
Outside Business and Activities	
As of 12/31/2016	
Business	
Planogramming Solutions, Inc.	<u>\$1,029,895.14</u>
<u>TOTAL Investments</u>	<u>\$1,029,895.14</u>
<u>TOTAL ASSETS:</u>	<u>\$3,089,165.99</u>

Form 6
Full and Public Disclosure of Financial Interests
As of December 31, 2016

Part C	
Liabilities	Balance
As of 12/12/2016	
Residence - 7934 McLaurin Road N	\$0.00
- n/a	
Bank of America Visa	(\$7,333.50)
- Bank Of America, Jacksonville, FL.	
Discover Card Services	(\$666.28)
- Discover, PO Box 71084, Charlotte NC	
Bank Of America Credit Line	\$0.00
- Bank Of America, Jacksonville, FL.	
2017 Lexis Rx 350	(\$36,504.38)
- Vystar Credit Union, P.O. Box 44156 Jacksonville, FL 32231-4156	
2015 Lincoln MKZ	(\$20,448.51)
- Lincoln Automotive Financial Services, PO Box 650575 Dallas TX 75265-0575	
2013 Volkswagon Jetta Sel	(\$23,526.23)
- State Farm	
TOTAL Liabilities	(\$88,478.90)
TOTAL LIABILITIES:	
	(\$88,478.90)

Part D	
Planogramming Solutions, Inc.	\$250,957.30
- 9080 Golfside Drive, Jacksonville, FL. 32256	
- Retail Services and Consulting	
City of Jacksonville	\$43,189.20
- City Hall, Suite 425	
- City Council Member, District 11	

Part E	
Planogramming Solutions, Inc.	
- 9080 Golfside Drive, Jacksonville, FL. 32256	
- Retail Services and Consulting	
- President	
- Yes, Over 5% Ownership	
- 100% Ownership	

Form 6
Full and Public Disclosure of Financial Interests
As of December 31, 2016
Investment Details

Investment Account
ML###70 - Portfolio Values
As of 12/31/2016

Security	Symbol	Shares	Quote/Price	Balance
Amn Elec Power Co	AEP	185.868	62.96	11,702.26
Astrazeneca Plc Spnd ADR	AZN	497.58	27.32	13,593.96
AT& T INC	T	404.32	42.53	17,195.61
Carnival Corp Paired Shs	CCL	169.00	52.06	8,798.14
CD Westerbank 2008 3.25%		100.00	0	0
CD Westerbank 2008 3.25%		-100.00	0	0
CIT Group Inc. 2015 5.2%	CIT	100.00	42.68	4,268.00
CIT Group Inc. 2015 5.2%	CIT	-100.00	42.68	-4,268.00
CIT Group Inc. 5/2013 7%		8.85	53.52	473.65
CIT Group Inc. 5/2013 7%		-8.85	53.52	-473.65
CME Group Inc	CME	73.00	115.35	8,420.55
Coca Cola Com	KO	237.00	41.46	9,826.02
Digital Rlty Tr Inc	DLR	121.03	98.26	11,892.07
Dominion Res Inc New Va	D	201	76.59	15,394.59
General Electric	GE	489	31.60	15,452.40
Intel Corp	INTC	488.191	36.27	17,706.69
Intl Business Machines Corp IBM	IBM	99	165.99	16,433.01
JPMorgan Chase & Co	JPM	168	86.29	14,496.72
Kimberly Clark	KMB	93.439	114.12	10,663.21
Kraft (The) Heinz Co Shs	KHC	127	87.32	11,089.64
Lockheed Martin Corp	LMT	64	249.94	15,996.16
McDonalds Corp Com	MCD	128.642	121.72	15,658.33
MetLife Inc Com	MET	242	53.89	13,041.38
Occidental Pete Corp Cal	OXY	199	71.23	14,174.77
Paccar Inc	PCAR	292.522	63.90	18,692.17
Pfizer Inc	PFE	429	32.48	13,933.92
Philip Morris Intl Inc	PM	149.593	91.49	13,686.30
PowerShares Gbl Exchange Traded Fd Tr Natl Muni Bc	PZA	2,690.00	24.89	66,954.10
PPL Corporation	PPL	340	34.05	11,577.00
Procter & Gamble Co	PG	171	84.08	14,377.68
Royal Dutch Shel Plc Spons ADR B	RDSB	279	57.97	16,173.63
Spdr Nuveen Barclays Short Term Municipa	SHM	207	47.94	9,923.58
Spectra Energy Corp	SE	357.294	41.09	14,681.21
Thomson Reuters Corp	TRI	168	43.78	7,355.04
Toronto Dominion Bank	TD	256.299	49.34	12,645.81
Vaneck Vectors Amt-Free Intermediate Mun	ITM	3,382.00	23.19	78,428.58
Vaneck Vectors High-Yield Municipal Inde	HYD	670	29.68	19,885.60
Ventas Inc Reit	VTR	166.665	62.52	10,419.91

Form 6
Full and Public Disclosure of Financial Interests
As of December 31, 2016
Investment Details

Verizon Ccmmunicatns Com	VZ	278.165	53.38	14,848.44
-Cash-				18,172.68
TOTAL Investments				\$583,291.16

Retirement Account
ML###72 - Portfolio Value
As of 12/31/2016

Security	Symbol	Shares	Quote/Price	Balance
Amn Elec Power Co	AEP	55.829	62.96	3,514.98
Astrazeneca Plc Spnd Adr	AZN	150.424	27.32	4,109.58
AT& T INC	T	121.248	42.53	5,156.66
Carnival Corp Paired Shs	CCL	51	52.06	2,655.06
CME Group Inc	CME	22	115.35	2,537.70
Coca Cola Com	KO	71	41.46	2,943.66
Digital Rlty Tr Inc	DLR	36.96	98.26	3,631.73
Dominion Res Inc New Va	D	62.075	76.59	4,754.31
Escrow GM Corp SR Bonds 06.750% MAY 01 2028	ZZZZ13	150	0	0
General Electric	GE	147	31.6	4,645.20
Intel Corp	INTC	146.92	36.27	5,328.78
Intl Business Machines Corp IBM	IBM	30	165.99	4,979.70
IShares Barclays 3-7 Yea Trsy Bd Fd	IEI	31	122.51	3,797.81
IShares Barclays Mbs Bond Fund	MBB	64	106.34	6,805.76
IShares Barclays Tips Bo Protected Secs Fd	TIP	31	113.17	\$3,508.27
IShares IBoxx \$ Invt Grade Corp Bd Fund	LQD	29	117.18	\$3,398.22
IShares IBoxx\$ High Yiel Corporate Bond	HYG	13	86.55	\$1,125.15
JPMorgan Chase & Co	JPM	51	86.29	\$4,400.79
Kimberly Clark	KMB	28.307	114.12	\$3,230.39
Kraft (The) Heinz Co Shs	KHC	38.24	87.32	\$3,339.13
Lockheed Martin Corp	LMT	19	249.94	\$4,748.86
McDonalds Corp Com	MCD	39.395	121.72	\$4,795.20
MetLife Inc Com	MET	73	53.89	\$3,933.97
Occidental Pete Corp Cal	OXY	60	71.23	\$4,273.80
Paccar Inc	PCAR	87	63.9	5,559.30
Pfizer Inc	PFE	129	32.48	4,189.92
Philip Morris Intl Inc	PM	45.083	91.49	4,124.63
Powershares Global Exchange Traded Fd Tr	PGX	46	14.23	654.58
PowerShares Global Exchange Traded Fd Tr (Pcy)	PCY	97	28.26	2,741.22
PPL Corporation	PPL	102	34.05	3,473.10
Procter & Gamble Co	PG	51	84.08	4,288.08
Raytheon Co Delaware New	RTN	0.443	142	62.86
Raytheon Co Delaware New	RTN	-0.443	142.00	-62.86
Royal Dutch Shel Plc Spons Adr B	RDSB	84	57.97	4,869.48
Spectra Energy Corp	SE	107.318	41.09	4,409.69

Form 6
Full and Public Disclosure of Financial Interests
As of December 31, 2016
Investment Details

Thomson Reuters Corp	TRI	51	43.78	2,232.78
Toronto Dominion Bank	TD	77.492	49.34	3,823.47
Vaneck Vectors J.P. Morgan EM Local Curr	EMLC	57	17.60	1,003.20
Vanguard Intermediate Term Bond Etf	BIV	109	83.07	9,054.63
Vanguard Short Term Bond	BSV	26	79.45	2,065.70
Ventas Inc Reit	VTR	50.407	62.52	3,151.45
Verizon Ccmmunicatns Com	VZ	83.933	53.38	4,480.32
-Cash-				7,708.55
TOTAL Investments				\$159,444.81

Investment Account
CS##02 - Portfolio Values
As of 12/31/2016

Security	Symbol	Shares	Quote/Price	Balance
BrightCove Inc	BCOV	100	8.05	805
Dun & Bradstreet CP New	DNB	7	121.32	849.24
FutureFuel Corp	FF	107.676	13.9	1,496.70
Gartner Inc.	IT	100	101.07	10,107.00
Moodys Corp	MCO	30	94.27	2,828.10
Schwab 1000 Index Fund	SNXFX	106.798	53.62	5,726.51
Schwab Core Equity Fund	SWANX	761.137	20.43	15,550.03
Schwab Dividend Equity Fund	SWDSX	948.865	15.63	14,830.76
Schwab Health Care Fund	SWHFX	453.328	21.64	9,810.02
Schwab Intl Core Equity	SICNX	920.778	9.1	8,379.08
Schwab Large-Cap Growth Fund	SWLSX	983.261	15	14,748.92
Schwab Small Cap Index Fund	SWSSX	447.961	28.1	12,587.70
SeaDrill Ltd F	SDRL	308.974	3.41	1,053.60
United Natural Foods Inc.	UNFI	200	47.72	9,544.00
Vermilion Energy Inc F	VET	100	42.17	4,217.00
Yacktman Focused Fund	YAFFX	306.11	19.69	6,027.31
Yacktman Focused Fund	YAFFX	-315.88	19.69	-6,219.68
-Cash-				2,144.11
TOTAL Investments				\$114,485.40

Investment Account
CS##23 - Portfolio Values
As of 12/31/2016

Security	Symbol	Shares	Quote/Price	Balance
-Cash-				\$30.55
TOTAL Investments				\$30.55

Retirement Account

Form 6
 Full and Public Disclosure of Financial Interests
 As of December 31, 2016
 Investment Details

TA401(K) - Portfolio Values
 As of 12/31/2016

Security	Symbol	Shares	Quote/Price	Balance
AllianceBernstein High Income Ret Acct		1,106.76	47.294	52,342.70
BlackRock Basic Value Ret Acct		3,203.27	11.427	36,602.67
Columbia Contrarian Core		1,274.95	27.191	34,666.57
Columbia Dividend Opportunity		14.497	11.729	170.04
Franklin Rising Dividends		4,155.30	11.911	49,493.16
Invesco Growth and Income Ret Acct		4,661.25	10.343	48,213.31
Janus Enterprise Fund		2,765.46	12.461	34,459.11
MFS Utilities Ret Acct		6.248	27.318	170.69
Prudential Jennison Natural Resources Ret Acct		429.555	83.384	35,818.02
Wells Fargo Adv Special Small Cap Val Ret Acct		4,785.81	12.052	57,678.45
-Cash-				-1,970.64
TOTAL Investments				\$347,644.08

Retirement Account
 City Of Jax 401(k)
 As of 12/31/2016

Security	Symbol	Shares	Quote/Price	Balance
FRS 2035 Retirement Fund		706.694	10.597	7,489.01
TOTAL Investments				\$7,489.01

Investment - Portfolio Values
 Florida PrePaid College Programs
 As of 12/31/2016

Security	Symbol	Shares	Quote/Price	Balance
Florida Prepaid College Program - ASB				\$1,918.63
Florida Prepaid College Program - LLB				\$14,209.00
TOTAL Investments				\$16,127.63

Insurance - Portfolio Values
 As of 12/31/2016

Security	Symbol	Shares	Quote/Price	Balance
ASB - Lincoln Life Insurance				\$1,578.63
LLB - Lincoln Life Insurance				\$4,696.29
TOTAL Investments				\$6,274.92