fort pierce marina

2nd Annual Souvenirs of Downtown

En Plein Air artists step out onto the streets of Fort Pierce and capture the town on canvas and paper.

Wednesday, April 22 to Friday, April 24

by charles dickinson

owner, robert montgomery
Main Street Fort Pierce Celebrates 21 Years: 1998-2009

by Anne Satterlee

Main Street’s 20th year has gone by extremely fast. The program experienced many changes over the last 20 years and I’m happy to have played a role in the accomplishments. I venture to think that 20 years ago we could not begin to imagine the impact the Main Street program could have in downtown, and today the program continues to make a difference in our historic city.

Well, as with any established successful program, learning and growth keep you on your toes and challenge an organization rather than becoming static and ineffective. During the past 20 years, Main Street Fort Pierce has faced numerous opportunities and “firsts” by saving and restoring historic buildings like the 1925 Historic City Hall, 1923 Sunrise Theatre, 1895 Platts-Backus House (Main Street’s office) and new construction of the Manatee Observation and Education Center in 1995.

When I began working in downtown Fort Pierce in 1993 and volunteering with Main Street, there were few exciting physical, shopping, dining or entertainment attributes that contributed to a vibrant, pedestrian-oriented downtown. About all downtown had going for it was its architecture! There were no brick pavers, landscaping, roundabouts, waterfront plaza, decorative lighting, signage, and new public or private buildings.

With hard work and perseverance from the elected officials, citizens and community based groups, downtown now is an exciting, vibrant, cultural, shopping, living and dining venue. We are still working and growing downtown with new businesses, events and new developments. The City of Fort Pierce continues with positive changes that impact all of us. Just two months ago, groundbreaking took place for the United States Federal Courthouse, a project that City leaders and community supporters worked on for over 22 years.

With Main Street’s westward expansion in 2005 along Orange Avenue to 7th Street, a major corridor will benefit from the construction of the United States Courthouse in years to come. This is yet another opportunity for Main Street Fort Pierce to grow and meet the needs in our downtown area and build new business and retail activity westward from the waterfront.

As we come to a close on the 20th year, I reflect on my past three years as president and on my 16 years as a Main Street volunteer. It has been rewarding and fulfilling to serve as Main Street’s president and to experience the renaissance of our City. Thank you to the Main Street Board of Directors and Main Street staff, Doris, Pam and Mimi for all you do to add value and to enhance the Main Street program. Keep up the good work as we begin our 21st year.

Anne Satterlee, President

“The Clock Shop” of Fort Pierce

Celebrating 28 Years on Avenue “A”
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100 Avenue A • Suite B
The P.P. Cobb Building
Historic Downtown Fort Pierce
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MAIN STREET AND DOWNTOWN BUSINESS ASSOCIATION

Calendar

Dine, Shop and Enjoy Beautiful, Historic, Downtown Fort Pierce!

Friday, April 3: Friday Fest — 5:30 p.m. to 8:30 p.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org

Wednesday, April 8: ArtWalk — 5 p.m. to 8 p.m.; Downtown Business Association, 465-7080.

Sunday, April 12: Music on the Plaza at Marina Square — Noon to 4:00 p.m.; 979-6176, www.bluebirdproductions.com

Friday, April 17: Coffee with the Mayor — 8:00 a.m. Historic City Hall; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org

Wednesday – Friday, April 22 to April 24: Souvenirs of Downtown Paint Out Event — Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org

Friday, April 24: Classic Car Cruise-In — 6:00 p.m. to 9:00 p.m.; Downtown Business Association, 465-7080, www.fortpierce-fl.com

WEEKLY EVENTS

Ft. Pierce Farmer’s Market — Saturdays, 8:00 a.m. to Noon; Marina Square on Melody Lane; Market Manager, 940-1145.

Arts and Crafts Show & Sale — Saturdays, 8:00 a.m. to 1:00 p.m.; north of downtown Fort Pierce Library, 460-7080.

Fort Pierce Bike Night — Thursdays, 6 to 9:30 p.m.; 2nd Street, Downtown Fort Pierce; Yellowtail Grill, 466-5474.

Fort Pierce Jazz Jams — 7:00 p.m.; Fort Pierce Community Center; $2 Admission; Fort Pierce Jazz & Blues Society, 460-5124.

HEATHCOTE BOTANICAL GARDENS

For information, please call 462-2787 or visit www.heathcotebotanicalgardens.org.

The Fort Pierce Branch Library will host a book talk and signing on Saturday, April 4 from 1 to 3 p.m. with local author Tricia Forden.

Forden’s book “Dusty Roads and Thistles” is a post-World War II novel told in the warm tradition of Southern writers who construct stories with folksy details. It’s the tale of growing up in a family with secrets.

MANATEE OBSERVATION AND EDUCATION CENTER

For information, please call 462-1795 or visit www.st-lucie.lib.fl.us/museum.

ST. LUCIE COUNTY HISTORICAL MUSEUM

For information, please call 462-1795 or visit www.st-lucie.lib.fl.us/museum.

BACKUS GALLERY & MUSEUM

For information, please call 465-0630 or visit www.backusgallery.com.

Sunset on the Roan — 1 p.m.; Downtown Fort Pierce Library, 460-7080.

April 4 & 5: Highwaymen Festival — Sponsored by Art Link International; Many of the Highwaymen will be in attendance with their recent paintings for sale. More Highwaymen gather together for this festival than at any other place or event.

April 15 – May 16: Encounters — Art can stimulate. Art can inspire. When you experience the works in this show, expect to meet the unexpected. Artists include Witha LaCuesta, Lenore McNamara, Luke Steadman and Scott Woodward.

HEATHCOTE BONTANICAL GARDENS

For information, please call 462-2787 or visit www.heathcotebotanicalgardens.org.

Saturday & Sunday, April 4 & 5: Bloomin’ Art & Plant Sale — 10 a.m. to 4 p.m.; $6 adult admission, free for HBG members and children. A huge variety of plants, botanical art, fine art, garden art and furnishings offered by vendors from across the state. Food, music and entertainment.

Saturday, April 25: Adams Ranch Artist Day — 8 a.m. to 5 p.m.; $30 includes continental breakfast, lunch and a day of painting on a working cattle ranch. Discover the Florida back-country in the grassy vistas, beautiful hammocks and abundant wildlife. The Adams Ranch demonstrates the finest stewardship of our land and heritage; experience it for a day and cherish it for a lifetime.

FORT PIERCE POLICE ATHLETIC LEAGUE

For more information, please call 370-6162, ppearson@fppd.org

Redirecting Children’s Behavior: a free Parenting Workshop — The Fort Pierce Police Athletic League and Children’s Services Council of St. Lucie County present Redirecting Children’s Behavior, a five-week parenting workshop facilitated by William Lloyd. The course is designed for parents, teens, and/or professionals who work with children; participants will learn a variety of skills including building self esteem, developing mutual respect, eliminating power struggles, and others. The workshop, a $195 value, is offered free through Children’s Services Council. It will be held from 6 p.m. to 9 p.m. on five consecutive Mondays beginning April 20 at the Fort Pierce PAL Center, 1401 N. 2nd Street in Fort Pierce. Seating is limited and on-line pre-registration is required; visit http://cscscl.org/workshopList.php. For additional information call 772-408-1100.

Event Spotlight

WHO: Main Street Fort Pierce
WHAT: Souvenirs of Downtown En Plen Aire Paint-Out
WHEN: April 22 to 24
INFO: 772-466-3880
Look Back Over 20 Years to What Lies Ahead for *Main Street Fort Pierce*

by Pam Gillette

As *Main Street Fort Pierce* concludes its 20th year as a Main Street City, we would like to invite you to celebrate all of our accomplishments. It took many people and partners to achieve the numerous improvements you see in our downtown area.

*Main Street Fort Pierce* shares all of our successes with our community partners, city government and Downtown merchants. We have been fortunate to have a terrific Board of Directors, *Main Street* members and volunteers who work with us daily to embrace the *Main Street* 4-step approach: organization, promotion, design and economic restructuring.

These community people have been with *Main Street* throughout the past 20 years to support our goals, and vision for Downtown Fort Pierce. We thank you for your continued support of all of our projects and events. We are confident that Downtown Fort Pierce will continue to improve and we are excited about the future.

But before we explore the future, let’s look at some of the *Main Street* accomplishments throughout the past 20 years:

- The Restoration of the Historic City Hall Building, the *Sunrise Theatre* & the Platts/Backus House;
- The organization of the following community events: Friday Fest, the Sandy Shoes Festival & Concert, Sights & Sounds on Second Festival & Parade, Fort Pierce’s 2001 Centennial Celebration, Coffee with the Mayor and Souvenirs of Downtown – Plein Air Paint Out;
- Helped coordinate a community charrette to develop Fort Pierce’s Master Plan which is the foundation to improvements in Downtown Fort Pierce;
- In a partnership with the Community Redevelopment Agency, hired a marketing firm to survey business owners, shoppers, and residents. As a result of the survey, over 60 new businesses were recruited. This marketing survey was updated in 2004;
- Funded and built the *Manatee Observation & Education Center* which draws thousands of visitors a year to Fort Pierce;
- Through a sister corporation, St. Lucie Preservation, purchased and restored the *Sunrise Theatre*, a 1923 vaudeville theatre, into the largest state-of-the-art performing arts center from Melbourne to West Palm Beach;

*Continued on page 6…*
- Recruited private investors to invest in Downtown Fort Pierce;
- Participated in a partnership with the City of Fort Pierce, the Downtown Business Association and the Community Redevelopment Agency to promote Fort Pierce in a positive image campaign;
- Encouraged shopping in Downtown Fort Pierce through marketing campaigns and retail promotions;
- Developed our website to promote the downtown businesses, events and available rental space;
- In May 2008, Kurt Browning, Secretary of State, announced that Main Street Fort Pierce was honored as Florida Main Street Program of the Month.

What Lies Ahead For Main Street Fort Pierce?

Main Street’s next project is the landscaping of the Platts/Backus House. Main Street is working with South Florida Water Management, Conkling & Lewis Construction, Land South Design, Treasure Coast Irrigations & Landscape Inc., Hunter Industries, Inc., Burkhardt Construction and St. Lucie County IFAS Extension Office to design and implement the landscape plan. Along with a grant from the Wachovia Foundation, these partners have all donated their services to the project.

During the landscape project, South Florida Water Management in partnership with St. Lucie County Water Management in partnership with St. Lucie County Master Gardeners will hold 3 brown bag lunches: Rain Barrels & Rain Gardens on Wednesday, March 18, Native Plants & Wildflowers on Wednesday, March 25, and Rights Plants, Right Place & Improving Water Efficiency in Your Landscape on Wednesday, April 1, 2009. The seminars will be held at noon at the Platts/Backus House.

With the completion of the landscaping, Main Street will conclude the 3-year renovation of the Platts/Backus House. Main Street is very proud of the Platts/Backus House. The house will serve as a gateway into the Main Street...
area and a place that *Main Street* can finally call home!

*Main Street Fort Pierce* is proud of its past accomplishments, however there are plenty of projects and work that still needs to be completed. We will continue the *Main Street* 4-step-approach and make Historic Downtown Fort Pierce a great place to work and live. Main Street will strive to improve our events, help to promote local businesses and encourage new investors. We will continue to work with the City and County governments and public and private partners to make sure that we are doing the best for our downtown.

On Wednesday, May 6, 2009, *Main Street Fort Pierce* will hold our 20th Annual Board Meeting. This meeting is open to all *Main Street* members and the general public. The meeting will be from 6:00 p.m. – 8:00 p.m. and held at the Platts/Backus House, 122 AE Backus Avenue, Fort Pierce, FL 34950. Come celebrate our past accomplishments, enjoy the beauty of the newly renovated Platts/Backus House, become a *Main Street* member and support the *Main Street* 4-step-approach. *Main Street* is excited about what the future holds for our downtown. Join us as we look into the future and kick off the next 20 years of *Main Street Fort Pierce.*
The Women of St. Lucie County

This is the seventh annual exhibit put on by the Lafferandre Gallery and is a multi-medium exhibit by women artists who reside in St. Lucie County, thus it is called “The Women of St. Lucie County.” While it includes both amateur and professional artists, it is designed to encourage amateur artists to come out and show their work. The show is always exciting with a broad mix of two dimensional and three dimensional art.

There is a People’s Choice Award which was won by Stephanie Pollack last year for her tropical watercolor of a Keys house.

Once again, the Lafferandre Gallery will donate a portion of the proceeds to Big Brothers Big Sisters of St. Lucie County. This is their way of giving back to a community that has given them so much.

Everyone is invited to come out to the opening of the show on Wednesday, April 8 to meet the group of creative women behind it all. The work will be on exhibit and for sale through the month of April. The Lafferandre Gallery is located at 205 North Second Street in historic downtown Fort Pierce. The Gallery is open Monday through Friday from 10:00 a.m. to 5:00 p.m. and Saturday from 10:00 p.m. to 3:00 p.m. For more information call (772) 489-4255.
Souvenirs of Downtown

by Jeanne Johansen

Souvenirs caught in time, unique, one-of-a-kind, valuable for generations to come…

Those are the souvenirs being made available to witness and to purchase at the Platts-Backus House during the 2nd Annual Souvenirs of Downtown from Wednesday, April 22 to Friday, April 24, 2009, when 25 or more En Plein Air artists step out onto the streets of Fort Pierce and capture the town on canvas and paper.

The word En Plein Air is French meaning “outdoors in the open air,” and is a unique form of painting which became extremely popular in France and Germany in the 1800s. Claude Monet is credited for being the founder of the Impressionist art movement in the 1800s. His nine paintings of the Gothic Rouen Cathedral, in Northwestern France, were done over a period of years and are examples of the impression of light changes on the gothic church at different times of the day looking from inside his apartment.

Monet along with Édouard Manet, Paul Cezanne, Vincent Van Gogh and Paul Gauguin, to name just a few, took their easels, hand-made paints and canvas out of studios and apartments, and into the elements and began the art of capturing a day’s impression of the people and the surroundings of their times on canvas and paper.

Just like these early famous masters, the April En Plein Air artists will use the same techniques of loose brush strokes and simplification of details to relay to the viewer their unique impressions of our town.

“It is a mysterious process from beginning to end,” explains R. L. Davenport, a local well-know artist who helped orchestrate the first successful En Plein Air event last year. “The artist is challenged by light changes as the sun moves across the sky. It is really a challenge doing the town’s unique architecture of lighting, values, hues, and shadows.”
R. L. Davenport knows all too well the importance of these En Plain Air works. Several years ago she stepped out of her gallery on Depot Drive with easel and paint, and captured the Egan’s Building across the tracks before it was lost due to an arson’s fire. Her images, like those of the artists coming into town in April, are part of large portfolios of works that offer people today and in future generations, snapshots of history of three days of life in Fort Pierce, Florida.

The April artists were selected for this event is by invitation only based on their portfolio of Plein Air works. They are from all over Florida and include an artist from North Carolina. They will use watercolors, acrylics, pastels, and oils to capture the town. They are seasoned impressionists who are happy to battle the elements of bugs, heat, sun, clouds, wind, and the public watching behind them.

As you move around town on Wednesday April 22 through Friday, April 24, each day between the hours of 9:00 a.m. to 4:00 p.m., feel free to stop and stand behind these artists and watch as the colors take on form, and the artists quickly capture the light and shadows as the sun moves across the sky changing forms and colors with its movement. Watch how these artists see though the clutter and confusion, eliminating power lines and adding brightness to buildings, and representing artistic moments of time that will never be exactly the same again.

With years of experience, the painters will do numerous paintings during the three days stay in town. Each will be delivered to the Platts-Backus House at the end of each day, framed and available for purchase. The public is invited to purchase these paintings. A portion of the proceeds from the sale of the artwork will benefit Main Street Fort Pierce and the restoration and preservation of the Platts-Backus House.

The public is invited to two Artist Receptions on Thursday, April 23, and Friday, April 24 both from 5:00 p.m. to 8:00 p.m. at the Platts-Backus House, 122 AE Backus Avenue in Fort Pierce. There will be music, refreshments, and opportunity to meet the artists and to purchase one-of-a-kind souvenirs of our downtown. Be careful, some souvenirs may still be wet.
Music on the Plaza at Marina Square Concert Series

Music on the Plaza at Marina Square concert series has been presenting some of the area’s finest concerts since its inception on October 12, 2008. This concert series provides a monthly, second Sunday of each month, concert that consists of R&B, Blues, Rock, Jazz, and other genres of music. The plaza on Melody Lane at Marina Square, in historic downtown Fort Pierce is a wonderful venue for this event which overlooks the beautiful Indian River Lagoon. The series is free of charge and open to the general public and draws an average of 500 people per event. Local high school bands and other local groups showcase their talents while opening for the headline attraction. The headline attractions are local, regional, and national touring artists.

Music on the Plaza is the brainchild of Darryl Bey of BlueBird Productions. Darryl, after years of presenting jazz and blues concerts on the Treasure Coast, thought that a series of various musical genres would appeal to a broader range of audience. Being a regular visitor to the Riverwalk Jazz Series in Stuart, Darryl thought that an event similar to the Riverwalk Series would work even better on the marina in Fort Pierce because of the beautiful setting, the marina square, and the beautiful view of the Indian River Lagoon. Fortunately, the Fort Pierce Redevelopment Agency and several other local businesses and sponsors saw merit in the concept and came together and helped underwrite the event.
The main attraction for the first event was *Eddie Tobin and the Venturas*. After hearing Eddie perform, at a John Carroll class reunion a couple of years ago, Darryl was sure that *Eddie and the Venturas* was the band to open with. Eddie Tobin is a native of Fort Pierce has a huge musical following here and now lives in Sarasota. The next shows were a jazz show, a blues show, an R&B show and a family oriented show, with *Rick Hubbard the Kazoo Man*. In keeping with our philosophy of having school bands perform in the series, the *Lincoln Park Academy Jazz Band* and the *Pine School Jazz Ensemble* of Stuart have performed.

*BlueBird Productions* is currently working on and planning the 2009 – 2010 series that will commence in October of 2009. This season plans to be just as good if not better that our previous season. There is availability for sponsors and vendors. If you are interested you can contact *BlueBird Productions* at (772) 979-6176 or by e-mail at bluebird9@bellsouth.net. For more information about the current season you can visit our web site at www.bluebirdshows.com.

The final show of the season on May 10, will feature *Robert Navarro and Latin Groove*. The group will perform Latin-Jazz and Salsa so if you like to dance this will be a prime opportunity to move to the Latin beats of *Robert Navarro and Latin Groove*.

This event is sure to become a Sunday afternoon staple. Bring your lawn chairs and enjoy great music, food, and beverages the second Sunday of each month from 12:00 p.m. until 4:00 p.m.
Manatee Center Celebrates National Volunteer Month

by Carol Johnson

April is National Volunteer month, so at the Manatee Observation and Education Center we always set aside a special time to honor our hardworking volunteers. With a volunteer force of about 100, we have plenty to be thankful for! They log a combined total of approximately 10,000 volunteering hours per year, helping out in many capacities such as interacting with visitors, assisting with sales at the Vanishing Mermaid gift shop, educational support, performing office duties, gardening and handyman assignments. In addition to showing appreciation for their valuable contribution throughout the year, we hold a Volunteer Appreciation Dinner the first Friday in April. This year it will take place at Panther Woods Country Club, and includes great food, lively entertainment, an “everybody wins raffle” and presentation of service awards that honor volunteer achievements over the past year.

Volunteer appreciation wouldn’t be complete without mentioning that each volunteer plays an integral part in making the Manatee Center a great place for people to visit, including local residents and from around the world. There is one group of volunteers that might not be readily noticeable but is nonetheless a mighty force. These are our student volunteers. You can usually find them working weekends at the Center, because they attend school and are involved in extracurricular activities during the week. Ranging in age from 14 through college age, each is unique in their gifts and abilities. Although some are a bit shy and apprehensive at the beginning, it doesn’t take long for them to find their niche and begin to excel at interacting with visitors. Working alongside experienced volunteers, our students soon master the art of friendly conversation and learn how to educate visitors by sharing their knowledge. As
they spend time volunteering at the Center, our students learn the joy of giving of themselves, a special feeling that can only be achieved through volunteering. One thing we always notice is that the student volunteers’ ability to retain information is amazing! Many times they will hear a piece of information once and then spout it off to visitors as if they’ve been at the Manatee Center their entire lives. Also, when it comes to technology they are unmatched, always quick to help solve a problem with the remote controls for the TV/DVD player or resolve glitches that might otherwise keep a visitor from reaching Manatee Springs or one of the other educational programs on our computer.

While each student volunteer brings their own unique style and personality to the Manatee Center, there is one complaint that we have about them — we can’t keep them around as long as we’d like to. Usually their tenure is fairly short as they fulfill their community service credits, graduate from high school and head off to college, but many of those that attend college locally continue to volunteer as often as possible. What we’ve also found is that most of our students value their experience at the Manatee Center and keep in touch long after they finish their volunteer service.

One thing for sure is that both student and adult volunteers have knowledge of manatees and the Indian River Lagoon that’s worth tapping into. So, if you happen to visit the Manatee Center during National Volunteer Month in April, or any time for that matter, allow them to enlighten you. And, if you feel so inclined, let our volunteers know how much you appreciate them for donating their precious time to educate the public about manatees and the Indian River Lagoon. I’ll just bet that you’ll get a smile from ear to ear to brighten your day.
GOLD HAMMER AWARDS

Marsha Baird — Marsha’s 101 Seaway Dr., Fort Pierce Commercial Improvement Gold Hammer Award

Ms. Tucker — Tucker House Residential Gold Hammer Award

Scott Crippin — White’s Tackle Shop 1106 South US Hwy #1, Fort Pierce New Construction Gold Hammer Award

COFFEE WITH THE MAYOR

Fort Pierce Mayor, Bob Benton, listens as Anita Prentice explains the John F. Kennedy Center grant project at March’s Coffee with the Mayor event.

Students from Samuel Gaines School who received the John F. Kennedy Center grant. Anita Prentice worked with them to create their mosaic art and three people from the Kennedy Center taught them how to document and video their work.

ZORA FEST!

Local artist Ade Rossman and his paintings on Zora Neale Hurston, on display at the Hurston Library on Avenue D in Fort Pierce.

Avenue D Boys Choir performs at several Zora events throughout the year. Here they are at the January Zora Birthday Party.

Chair Linda Henderson with a series of Zora posters that depict the Zora Fest! activities of the last four years.
SANDY SHOES FESTIVAL

Chef Robert of the Tiki Bar – Iron Chef winner presenting his pork & Orange juice winning dish — recipe to be published in the May 2009 issue of the Focus.

Second Place winner Chef Erik Wile.

Winners of the Squeeze Off, Kyle Holman, Estela Holman and Gary Gillette.

Judges Eddie Becht, Margaret “Peggy” Ash and Darryl Bey with winner, Chef Robert.

Teams: Yellowtail, Tiki/Cobb’s Landing, Lawnwood Hospital & Chef Erik in front of produce table. The produce was donated by Nelson Family Farm.

Pat Alley MC’ing the Grapefruit Squeeze Off.

City of Fort Pierce, Team City Squeezers, Jon Ward, John Wilkes, Anne Satterlee.

Team Dannahower Dynasty was the 2nd place winners (Dan, Dan & Heather Dannahower).
It Takes All of Us to Make Our Historic Downtown Prosper and Grow!

Main Street Fort Pierce wants to invite you to become a part of the renaissance of our Historic Downtown area. Over the past twenty years, we have worked to repair streets and sidewalks, upgrade storefronts, renovated the Sunrise Theatre, Old City Hall and the Platts Backus House, sponsor charrettes to design a downtown “Master Plan,” built the Manatee Observation and Education Center and so much more! Annually, Main Street Fort Pierce sponsors over 30 events — most which are free of charge.

Yet there is still so much more to be done! We need you to be involved in our continued planning for the area. Become a member and support Main Street financially. We rely on the participation and the voluntary annual dues from our members to accomplish our goals and complete our projects.

Become A Member

Whether you own a downtown business or you just love Historic Downtown Fort Pierce, we need your energy and support to continue to rejuvenate our community’s heart and soul.

Why Main Street Fort Pierce?

- Downtown Fort Pierce is an important employment center.
- The area is a reflection of the community image.
- Locally owned businesses keep profits in town and support other local businesses and community projects.
- A vibrant downtown creates a feeling of “hometown pride” and sense of place.
- The downtown district is a public gathering area, where parades, special events, and celebrations are held in a unique setting.
- Community character and historic integrity cannot be recreated.

What are Membership Benefits?

- Your membership dues are an investment in the future of Historic Downtown Fort Pierce, helping us to sponsor improvements and events throughout the year.
- Members receive advance notice and invitations to special events.
- New and renewing members are randomly selected to receive a free T-shirt. You may be a winner!
- You will receive the monthly subscription to Main Street Focus magazine and links to Focus On-Line.
- Members are listed on our On-Line Membership page.

As a member of Main Street you are automatically aligned with others who want to preserve the past and influence the future of Fort Pierce. You can belong to Fort Pierce Main Street at one of eight different membership levels, starting at just $15.

Main Street Membership Levels

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<tr>
<th>Benefactor Levels</th>
<th>Community Levels</th>
<th>Corporate Levels</th>
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<tr>
<td>Headline Sponsor ($1,000)</td>
<td>Main Street Student Membership ($15)</td>
<td>Main Street Small Business Membership (less than 10 employees) ($100)</td>
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<tr>
<td>Patron Sponsor ($500)</td>
<td>Main Street Friend Membership ($25)</td>
<td>Main Street Medium Business Membership (11-50 employees) ($250)</td>
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<td>Main Street Family Membership ($50)</td>
<td>Main Street Large Business Membership (51 or more employees) ($500)</td>
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Please Take a Minute to Join Today!

Complete the form below and join our growing group of committed members. By joining Main Street Fort Pierce, Inc., you are supporting the economic well being of the entire community.

Name: ____________________________________________

Company/Organization: ____________________________________________

Street Address: ____________________________________________

City / State / Zip: ____________________________________________

Phone: ______________________ Email: ______________________
Delivering a Tradition...

Helping To Build A Better Way For Over 100 Years

YARDS - Cocoa, Ft. Pierce, Melbourne, Stuart and Vero Beach

TRUSS PLANTS - Ft. Pierce, Melbourne

1902 - 2009
Downtown Heroes: Greg and Cindy Rosslow

by Camille S. Yates

For 59 years, Rosslow’s, a specialty retail store, has been a prominent feature in downtown Fort Pierce. Owners, Greg and Cindy Rosslow are also well-known as supporters of downtown and Main Street. Greg was a founding member of Main Street and sat on its board of directors for 12 years. “We used to joke around with Tom Kindred, the first director of Main Street,” says Greg. “Tom was in Rosslow’s so much that we set up a special office in the back room for him.”

Greg was trained in fashion and retail at an early age. His parents started Rosslow’s as an apparel and accessory store which was also one of the only places in town where patrons could get their purchases gift wrapped for free. “When I was 5 years old, my mother put me to work,” says Greg. “She sat me in front of the television and had me tying bows for gift wrapping. She gave me a penny for every bow that I tied.” Later as a youngster, Greg came to the store on Saturday mornings to help out and would then head off to the movies at the Sunrise Theatre. Although Greg attended the University of Miami as a Geology major, his call to the retail industry was too much for him to ignore. He started helping his parents in Rosslow’s with bookwork and payroll.

Greg’s wife, Cindy, began working at Rosslow’s in the afternoons after high school. She and Greg met at the store.
in 1974 and have been together as a couple ever since. Through the years, they have worked together at Ross- 
low’s and each has developed a niche at the store. Cindy 
handles the merchandising and Greg handles payroll. Most 
couples have a hard time working together, but as Greg 
says, “We like each other. We bounce things off of one 
another. We strive to make Rosslow’s better each day.” 

Indeed, the store has been evolving. In the beginning, 
the store sold predominantly fashions. Over time, the 
Rosslows have added gifts and accessories. It is the only 
place in Fort Pierce where you can buy Vera Bradley hand 
bags, Brighton shoes, purses and jewelry and Pandora jew-
elry. “We are in a constant process of redefining what we 
do,” says Greg. “You can rest on your laurels, but not for 
long. Our business is a work-in-progress. We are always 
analyzing the lines we carry and the service we offer.” 

The Rosslows say the future looks bright for down-
town Fort Pierce. As Greg explains, “We believe that the 
Sunrise Theatre is a calling card into the future. 

We know that people window shop on their way to the 
theatre in the evenings, because they come in when we 
are open to let us know how they found out about us.” 

“We have new faces coming into the store every day,” 
says Cindy. “Last December, Greg and I kept looking at 
each other asking, ‘Who are these people and where are 
they coming from?’” That month the store sales were 
double the number they normally are for December. 

Main Street Fort Pierce is glad to have these two 
unique people who have shared so much of their lives 
with downtown. That is why Greg and Cindy Rosslow 
are Main Street’s Downtown Heroes.
Rain or Shine —
Our Focus
is Quality.

☑ On-Site or Off-Site Prescriptions Welcome
☑ Eye Examinations by Optometric Physicians:
   Shannon Clark Leitenbauer, O.D., F.A.A.O.
   Kelly K. Jacobi, O.D.
☑ Contact Lens Services
   & Surgical Consultations Available

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Customize Your Fixed Income Allocation

Submitted by Jim O’Connor, CFP®, CIMA®, Financial Advisor, Vice President

All bonds are not created equal. Diversifying your fixed income portfolio may help you more effectively balance risk and return potential, although there is no guarantee that a specific asset allocation will meet your investment objectives or generate a specific amount of income. There is a wide variety of fixed income instruments available, with varying maturities, credit qualities, and currency exposures to consider in building your fixed income portfolio.

Consider Quality

For some types of bonds such as U.S. Treasury securities, which are backed by the full faith and credit of the U.S. government, the risk that the issuer may default on a payment of interest or principal is extremely low. However, modest yields generally accompany this high degree of credit quality. If you seek to capture higher yields by investing in lower credit quality issues (therefore taking on more risk,) diversifying among different issuers may help reduce your total exposure in the event of any single issuer’s default.

Vary Maturities

Longer-term bonds generally offer higher yields, but are more sensitive to interest-rate fluctuations than similar coupon shorter-term issues. Some risk-averse investors may choose to purchase only short-term issues, settling for lower yield. Other investors choose longer-term bonds for higher return potential, taking on more market risk. Choosing a range of issues with staggered maturities, perhaps through a laddered portfolio, may help improve return potential and reduce interest rate risk, depending on the interest rate environment.

Consider your Tax Bracket

Many investors who are in the higher (28 – 35%) tax brackets gravitate towards municipal bonds primarily for one reason: tax-exempt income. Income from municipal bonds is generally federally, and if issued in your state of residence, state and local, tax-exempt. Many municipal bonds are considered second to Treasuries in terms of credit quality, which adds to their appeal.

Explore the Diverse Market

The large domestic market for individual bonds offers many choices, such as U.S. Treasury, inflation-protected, tax-advantaged municipal, mortgage-backed, preferred and corporate securities, but there is also an entire world of bonds beyond our borders. Foreign countries and corporations may also issue bonds, many of which are denominated in foreign currencies, while others are denominated in U.S. Dollars.

Investment Considerations

As with all investments, fixed income securities have inherent risks. These risks include credit risk, interest rate risk, secondary market risk, reinvestment risk and call risk (if callable).

Tax Considerations

If sold prior to maturity, investments in fixed income securities may be subject to gains/losses based on the level of interest rates, market conditions and credit quality of the issuer.


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1Diversification does not ensure a profit or protect against a loss in declining markets.

2Bonds rated at less than investment grade may have speculative characteristics and present significant credit and default risks beyond those of other securities. Investors should be careful to consider these risks alongside their individual circumstances, objectives and risk tolerance before investing in high-yield products. High yield products should comprise only a limited portion of a balanced portfolio.

3Municipal bonds are generally exempt from federal tax. Typically, state tax-exemption applies if securities are issued within one’s state of residence and, local tax-exemption typically applies if securities are issued within one’s city of residence. Some bonds may be subject to the alternative minimum tax (AMT).

4Investing in foreign markets entails greater risks than those normally associated with domestic markets, such as political, currency, economic and market risks. International investing should comprise only a limited portion of a balanced portfolio.

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Women with Words

Women with Words Book Club, Inc is a local book club that was founded April 12th, 2003 by Serena B. Night and Dorina L. Jenkins.

The book club now consists of sixteen professional women who meet monthly to discuss a selected book. They also provide book scholarships to local college freshmen, conduct literacy programs at St. Lucie County schools and host annual community book reviews.

Women with words wanted the community to participate in a group discussion, so in 2004 they began hosting an annual community book review which is held during the Zora Neale Hurston week. This year’s event will be held downtown at the historic Sunrise Theatre on Thursday, April 2nd, 2009 from 5:30-7:30 p.m.

There will be food, cocktails, games and prizes. Admission is $1. The selected book this year will be I Love Myself, Talented When I am Laughing by Zora Neale Hurston. To purchase a book or for additional information please call 772.475.6060 or 772.370.2793.
Sunrise Theatre News by Sue Dannahower

Zora Neale Hurston
Starring Elizabeth Van Dyke
Thursday, April 2 at 7:00 p.m.
Zora Neale Hurston dramatically chronicles the rise and fall of an extraordinary literary career. As one of the most prolific African-American writers of the 20s and 30s, Ms. Hurston was known as the “Queen of the Harlem Renaissance.”

“That’s Livin!” The Zora Neale Hurston Story
Saturday, April 4 at 7:00 p.m.
Presented by the St. Lucie Film Society – a film by Jose H. Garofalo.

In the Mood: A 1940s Musical Revue
Sunday, April 5 at 3:00 p.m.
Much more than a concert, In the Mood, takes a retro look at the life and time of America’s greatest generation.

With music and dance that combined up-tempo big band rhythms to mellow intimate ballads, the mood was set to inspire a future filled with hope, promise and prosperity. Experience the swing, rhythm, jazzy, brassy, sentimental and romantic music of this important time.

Juan De Marcos’ Presents:
Afro-Cuban Allstars
Tuesday, April 7 at 7:00 p.m.
Juan De Marcos González, the Quincy Jones of Cuba, has a mission to show the world the wealth, diversity and vitality of Cuban music. González takes center stage with his Afro-Cuban All Stars. He formed the group as a multi-generational big band to explore a

Continued on page 27 …
Sunrise Theatre Marketing Manager Receives Addy Award

Renee Page, Sunrise Theatre’s Manager of Marketing and Development received an ADDY award for her creative promotion and advertising of the Cat’s Broadway Performance. In January of this year, Ms. Page conducted “Put Your Best Cat Face On.” Contestants were asked to submit digital photos of their best cat face. Winners received tickets to the performance.

Treasure Coast ADDY Awards winners were honored at a formal dinner gala on March 14 at the Willoughby Golf Club in Stuart. This award recognizes exceptional advertising created in the Treasure Coast market, including print, broadcast, out-of-home and public service advertising: Cat Winner — Skyler Schelmety of PSL; Kitten Winner — Kayla Triana of PSL.

Kitten Winner
Kayla Triana of Port St Lucie, Fl

Kitten Runner Up
Avery Aydelotte
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Cat Winner
Skyler Schelmety of Port St Lucie, Fl

Cat Runner Up
Mia Plotnick
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broader scope than the Buena Vista projects, ambitiously paying tribute to the diversity of Cuban music, marrying the past with the present. It is a band for dancing — combining a variety of contrasting styles including classic son montuno, contemporary timba, swinging big band guajira, Afro-Cuban jazz, danzon, the pure tribal rhythms of abakua, bolero and more!

Neil Bergs 100 Years of Broadway
Thursday, April 9 at 7:00 p.m.

Neil is the composer/lyricist of the hit Off-Broadway musical “The Prince and the Pauper,” which ran for two years at the Lambs Theater in New York City. The New York Times raved, “(Berg’s) music soars on angel’s wings.”

100 Years of Broadway recreates the greatest moments from the finest shows of the century featuring the actual stars of shows such as The Phantom of the Opera, Les Miserables, CATS, Jesus Christ Superstar, and Jekyll & Hyde. These amazing performers light up the stage with songs from the hit shows in which they starred. Neil Berg presents brilliantly revived arrangements of Broadway classics as well as thrilling numbers from Broadway’s newest hit shows.

One Night of Queen
Saturday, April 11 at 8:00 p.m.

One Night of Queen is the tribute show of all shows, formed in 2000 by Glasgow native Gary Mullen after winning a record number of votes on ITV’s (the biggest commercial television network in the UK) “Stars In Their Eyes” for his impersonation of Freddie Mercury. Gary has been a lifelong Queen fan and always a keen singer – wowing audiences with his uncanny performances of Queen songs. Along with his band “The Works,” Gary delivers the look, the sound and the showmanship of what some consider the greatest live band of all time. The Newcastle Evening Chronicle raved that “Mullen’s vocal range is impressive, so unbelievable, to say the least.” In September, 2005, the show was invited to perform at the BBC’s “Proms in the Park” event in Hyde Park, London, alongside Andrea Bocelli, G4 and Simply Red. Being described as “the highlight of the day” and receiving rapturous applause from 45,000 fans, One Night of Queen’s reputation was cemented as being “much more than a tribute.” Gary Mullen is Freddie Mercury and he will rock you!

The ARC of St. Lucie County Presents
“The Academy Awards Millennium”
Saturday, April 25 at 7:00 p.m.

The Academy Awards Milenium starring The ARC’s Performing Arts Troupe, featuring professional recording artist Andray Mayes, with special guest appearances by the Dance Academy of Stuart, Florida Arts & Dance “Tappers,” Jack “Popeye” Doyle, Joe Montetare, John Barnes, Kathy Morales, Tom Bellford, Maggie Casterlin, Tasha Patterson, Tara Anstenson and Anna Preston. All proceeds from this event will benefit The ARC of St. Lucie County. Funds will be used to build an Aquatic Rehabilitative Center, a dream in the making.

The Ten Tenors
Friday, May 1 at 8:00 p.m.

Australia’s most famous musical export, The Ten Tenors, continues to enthrall audiences across North America! The Ten Tenors continue to sell out shows and win heats with their unmistakable charm, camaraderie and vocal power in opera, pop, rock, and more.

The Los Angeles Times proclaimed, “The cluster of high voices generates pure electricity and undeniable drama.”
Indian River Lagoon

by Dan Dannahower

Whether you live here full time, part of the year, or just visit from time to time, all of us who get to enjoy the awesome water asset we commonly call the Indian River are lucky for the experience. More correctly called the Indian River Lagoon, our popular inland waterway is frequently referred to by scientists and marine biologists as the most diverse ecosystem on our planet! Tens of thousands of species of marine flora and fauna live here. Bonefish hatchlings, multiple sea grasses, shellfish and crustaceans, the list of species that inhabit the Lagoon is extensive. Bonnethead and bull sharks, game fish and catfish, lobsters, oysters, and clams; all can be found in the shallow waters of the lagoon.

Scientists from Harbor Branch, Florida Fish and Wildlife Commission, and many others are constantly studying the wildlife and health of the lagoon. Fresh water dumped from Lake Okeechobee, fertilizer runoff from canals that drain into the lagoon, chemicals from boating and other industries, all add stress to the fragile ecosystem.
that is the Indian River. These and many other issues are constantly being assessed in the quest to assure the river stays healthy and continues to provide the wildlife and recreational opportunities we’ve all come to enjoy.

The following example is just one example of the kind of research that goes on constantly behind the scenes to help ensure the continuing health of our river ecosystem. Recently the Florida Fish and Wildlife Commission (FWC) wanted to tag and track Snook, a very sought after game fish, in and around the inlet and turning basin. They contacted Kadri Benton, a well known local fisherman and Snook expert, who agreed to “guide” them in their quest to tag as many Snook as possible. Kadri lived up to his reputation. Fishing the week after snook season closed last December they tagged 14 Snook the first night and only quit because they were out of tags. The next night they tagged an additional 16 Snook.

The tagging program will provide FWC biologists with data and the movement and feeding habits of these popular game fish. Five transponders have been placed; three in the turning basin, one in Taylor Creek, and one in the inlet. Any of the snook that were tagged and over 30 inches in length also received a small chip. Any time these fish pass within 500 yards of a transponder they record a hit allowing biologists to know their whereabouts. The chip is inserted under the skin of the belly between the pectoral fins via a small incision and does no harm to the fish. All the tagged fish whether over or under 30 inches receive a small “string” tag with a number to call the FWC and a tag number specific to that fish. Most of the tagged fish are over the current slot limit of 28 to 32 inches. If you catch a tagged snook that’s within the slot you may keep it, no changes to the current rules, but please call the FWC at the number on the tag. If you catch a fish that’s over the slot limit size with a tag, you must release it but please call the FWC at the number on the tag and jot down the tag number so FWC can identify that particular fish. Eventually this study may lead to changes in the bag limit and size rules for keeping snook which many believe are not currently correct and actually hurt the population due to the high catch and release ratio which inevitably results in some released fish dying due to trauma.

Our Indian River Lagoon is an unprecedented asset. Please help keep it healthy by practicing common sense and green ecology. Take garbage home, release unwanted fish alive, and do not dump chemicals or foreign objects in the water. We have an unparalleled asset that provides incalculable opportunities for all of us. Let’s make sure we get to enjoy it well into the future!
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Here are just a few of the artists who performed on the Sunrise stage this past year...

But do you know who is coming in the 2009/2010 SEASON? Well we do, and we'll be publishing our new Season Schedule soon! In the meantime, don't forget to renew your membership by June 1, 2009! Trust us...you won't want to miss any of next year's shows!

Memberships

All Sunrise Theatre Members receive advance notice of Sunrise Theatre Presentations and the opportunity to purchase seats prior to the general public. Members also receive the following benefits:

- **Individual $50**
  - Opportunity to purchase up to two (2) tickets in advance per Sunrise Theatre presentation.

- **Family $100**
  - Opportunity to purchase up to four (4) tickets in advance per Sunrise Theatre presentation.

- **Friend $250**
  - Opportunity to purchase unlimited tickets in advance for each show and Members Card admits two (2) to the Friends Lounge prior to performances presented by the Sunrise Theatre.

- **Star $500**
  - All Friend benefits plus Members Card admits four (4) to the Friends Lounge, an invitation to a private reception during the season and an invitation to a private meet & greet reception with a visiting artist(s) presented by the Sunrise Theatre.

- **Supershow $1,000**
  - All Friend benefits plus Members Card admits your party to the Friends Lounge, an invitation to a private reception during the season, an invitation to a private meet & greet reception with a visiting artist(s) and two (2) tickets to one (1) show presented by the Sunrise Theatre.

- **Co-Producer $2,500**
  - All Friend benefits plus Members Card admits your party to the Friends Lounge, an invitation to a private reception during the season, an invitation to a private meet & greet reception with a visiting artist(s) and two (2) complimentary tickets to three (3) shows presented by the Sunrise Theatre, and a round of golf, cart and lunch for two (2) at the Indian River Club in Vero Beach.

To learn more about how you can become a member, please call the Sunrise Theatre at 772-461-4775

We would like to thank all of our Patrons and Sponsors for a fantastic 2008-2009 Season!