Main Street Fort Pierce
Inc. is a comprehensive revitalization program designed to encourage economic development in conjunction with historic preservation. Established in 1988, Main Street Fort Pierce, Inc. (a not-for-profit corporation) is a local, public-private partnership funded by memberships, fund-raising projects and city government.

What does Main Street Fort Pierce do for the community?
Main Street Fort Pierce, Inc. brings development, activities, recognition and an improved economy to the historic downtown area through a variety of methods. The organization coordinates downtown improvements, creates a positive image to attract customers and investors, rekindles community pride, enhances the visual quality of the downtown environment, and attracts strategic additions to the economic mix.

Main Street Fort Pierce’s track record includes the successful Friday Fest, Sandy Shoes Festival and Sights and Sounds on Second, along with other special events.

See story on page 7…
We often take for granted the love we have for our community and what has been accomplished over the last decade, but I challenge you to stop and think about how and why we do what we do. As a business owner, resident or worker in Downtown Fort Pierce, you have added greatly to the overall success of the rebirth of Fort Pierce.

By supporting public improvement projects, streetscapes, private reinvestment and retail, Downtown continues to develop as a historic waterfront that attracts individuals from all over. Renaissance on the River is a love for individuals that want to live in downtown Fort Pierce and be able to walk and shop while enjoying the beautiful view of the Indian River from their doorstep.

I venture to say this new addition in downtown is probably the largest ‘new’ construction project in Fort Pierce in over 50 years along with the new downtown parking garage and Clerk of the Court building.

Love of our community was evident when the master plan for downtown was initiated by Main Street Fort Pierce in 1995. The original plan started the transformation and it has blossomed Fort Pierce into what we have today. The devoted effort to make a significant change in Fort Pierce’s direction at that time was made by concerned individuals that loved their city and wanted to see it flourish once again and it has. We are truly fortunate to have a thriving waterfront community that embraces the historic beauty that makes Fort Pierce a great place to live.

Love abounds in many shapes and forms that often we do not take the time to notice. Stop, slow down and look around the city. You will find many things to love.
Dine, Shop and Enjoy Beautiful, Historic, Downtown Fort Pierce!

St. Lucie County Historical Museum
For information, please call 462-1795 or visit www.st-lucie.lib.fl.us/museum.

Sunrise Theatre
For information, please call 461-4775 or visit www.sunrisetheatre.com.

Backus Gallery & Museum
For information, please call 465-9630 or visit www.backusgallery.com.

January 21 to February 14: Variations — The works in this show offer the viewer a wide variety of creative treats for the eye. Artists include Anna Allegra Desio, Ted Ellis, George Paxton, Leslie Swift and Rita Ziegler.

February 18 to March 14: Paxton, Leslie Swift and Rita Ziegler.

ST. LUCIE COUNTY HISTORICAL MUSEUM

Sunrise Theatre

As you sample the area's finest cuisine and celebrate a deliciously colorful Caribbean evening...

Healthcote Bontanical Gardens
For information, please call 464-6872 or visit www.healthcotebotanicalgardens.org.

The Heathcote Herb Society meets the 1st and 3rd Sunday each month at 9:15 a.m., at the Healthcote Botanical Gardens, 210 Savannah Road, Fort Pierce. Contact Miriam Charles at (772) 336-5799 or e-mail jupiternapa@yahoo.com.

 marches to the rhythm of the violin

February 20: Classic Car Cruise-In — Noon to 4:00 p.m.; Marina Square.


Saturday, February 7: 3rd Sunday each month at 9:15 a.m., at Heathcote Botanical Gardens; $15 ticket, $10 for Heathcote members, children under 12 free (food and drink offered for sale).

Wednesday, March 18: 5:00 p.m. to 9:00 p.m.; Blackie and the给你个“plant”在你的花园里！带来一个或更多的皮尔斯。

Friday, February 6: 8:00 a.m. to 1:00 p.m.; north of downtown Fort Pierce. Arts and Crafts Show & Sale — 8:00 a.m. to Noon; Marina Square on Melody Lane.

Fort Pierce Farmer's Market — 8:00 a.m. to 1:00 p.m.; downtown Fort Pierce Library, 460-5124.


WEEKLY EVENTS

Fl. 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.; downtown Fort Pierce Library, 460-5124.

Fort Pierce Bike Night — Thursdays, 6 to 9:30 p.m.; 2nd Street, Downtown Fort Pierce; Yellowtail Grill, 469-7071.

Friday, February 6: Friday Feast — 5:30 p.m. to 8:30 p.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org.

Sunday, February 8: — 7:00 p.m. — Fort Pierce Police Athletic League

ST. LUCIE COUNTY HISTORICAL MUSEUM

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

For information, please call 465-9630 or visit www.backusgallery.com.

For information, please call 464-6872 or visit www.healthcotebotanicalgardens.org.

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

February 7: Fort Pierce PAL brings Pro Wrestling Fusion back! Wrestling Superstars from all over the globe will come together to raise funds for PAL’s Youth Crime Prevention. Doors open at 7:30 p.m. General admission is $10; ring side seats are $20. Call 772-205-9332 or visit www.fortpiercepal.com or www.prowrestlingfusion.com.

Friday, February 13: St. Valentine's Teen Dance — 8:00 p.m. at the PAL Center. Ages 13-19 years; admission is a $5.00 donation. For additional information please call 772-579-8320 or 772-466-0606.

February 7: Mardi Gras Parade, Jazz and Blues Society

February 13: St. Valentine’s Teen Dance — 8:00 p.m. at the PAL Center. Ages 13-19 years; admission is a $5.00 donation. For additional information please call 772-579-8320 or 772-466-0606.

February 14: Candlelight Concert in the Gardens “A Jazzy Valentine” — 5 p.m. to 9 p.m.; presented by the Fort Pierce Jazz & Blues Society and Heathcote Botanical Gardens; $15 ticket, $10 for Heathcote members, children under 12 free (food and drink offered for sale).

Monday, February 23: Heathcote Artist Day — 8 a.m. to 5 p.m.; $30 includes continental breakfast and lunch, optional plein air workshop presented by Lenore McNamara.

Saturday, February 28: Heathcote Artist Day — Bluegrass & BBQ — 5 p.m. to 9 p.m.; presented by the Fort Pierce Jazz & Blues Society and Heathcote Botanical Gardens; $15 ticket, $10 for Heathcote members, children under 12 free (food and drink offered for sale).

FORT PIERCE POLICE ATHLETIC LEAGUE

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

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John Schultz is a shining example of “it pays to volunteer.” When John Schultz, a technology teacher at Forest Grove Middle School, wanted to learn web design, he offered his services for free to Main Street Fort Pierce's manager, Doris Tillman. “I really liked what they [Main Street Fort Pierce] were doing and wanted to build a site I could do a lot with,” explains Schultz.

Schultz's enthusiasm in creating “a lot” is evident in the many features on the website, mainstreetfortpierce.org. The site allows visitors to explore downtown Fort Pierce and keep abreast of the more than 22 events Fort Pierce Main Street holds for the community during the year.

After making adjustments to stretch the templates to provide accommodation for the new wide screen resolutions on the computer monitors, Schultz and Tillman realized they could add more maps to help merchants in the Downtown area. “We came up with a dining page that showcases the local eateries,” says Schultz. He also added an events page that describes the monthly and yearly events in downtown area.

This past year Doris Tillman requested the site be expanded to include available buildings and office spaces for rent as a means of attracting more businesses to the waterside downtown. The site now contains with full color photographs of the available locations, a map along with who to contact if you're interested in becoming a downtown business owner.

Another great feature of the websites is a clear, easy-to-read on-line copy of the Focus — in the same format as the printed copy. Out-of-town friends, relatives, past and future residents and visitors to Fort Pierce are able to view the magazine on the website as the paper copies make their way to stores and shops. “The Main Street Fort Pierce website's main goal is to promote the activities going on downtown,” explains Schultz, “When I check website's stats, we find a big jump in hits prior to Friday Fest and other major scheduled events.” December was the best month with over 1,581 visitors to the site. The site had over 14,523 visitors in 2008.

Links on the site provide easy access to the downtown restaurants telephone numbers, maps to their locations, website addresses, and a brief description of their repast. For Schultz, working with mainstreetfortpierce.org has been his way of helping to ensure that all the hard work done by the businesses and the City of Fort Pierce to bring people downtown continues in an upbeat, high tech media.

Schultz has taken his learned knowledge and grown his website design and computer repair business. He completed spoilislandproject.org for the Florida Department of Environmental Protection; venomoussnakesfl.com for Greg (Snakeman) Longhurst with the snakebite treatments, and most recently fishingfortpierce.com because as he explains it, “I like to fish and camp and love the Fort Pierce area.”

While the goal of the website was to bring people to the downtown area, for Schultz and other volunteers for Main Street, the accomplishment has been “all good deeds come with rewards.”
South Causeway Park: A Gateway to Fort Pierce’s Island Beaches
by John Culverhouse

South Causeway Park of Yesteryear

For decades, St. Lucie County residents and visitors have enjoyed this popular Fort Pierce riverfront park. Local families, tourists, and friends gathered there to enjoy a warm, sunny South Florida day by the water. Under St. Lucie County’s operation of the park, guests could drive right up to the water, park, and enjoy their day. South Causeway Park remains one of the areas most popular beach parks, but improvements have been made to create an even more enjoyable experience.

The park is located on the north side of Seaway Drive, and is bordered on the west side by the entrance to the St. Lucie County Historical Museum, and on the east side by Chuck’s Seafood restaurant.

Today’s South Causeway Park

Earlier this year, the City of Fort Pierce entered into an inter-local agreement with St. Lucie County, which provided that the City of Fort Pierce would assume responsibility for South Causeway Park’s design and maintenance. The City wasted no time embarking on a beach redesign and improvement project.

The Fort Pierce Redevelopment Agency funded the park renovation project, which was done by the City of Fort Pierce’s Public Works Department.

Jon Ward, Fort Pierce Redevelopment Agency Director, said that Causeway Park is arguably the most heavily used beach in St. Lucie County, “but we were in danger of loving it to death’, a phrase used by conservationists about some of our more heavily used National Parks.”

“The improvements, designed by the City, were intended to not only create a gateway recreation space for the public, but they also were focused on amending some of the habits of the park’s visitors to preserve this wonderful asset,” Ward said.

Ward noted that it was a custom of many park-goers over the years to back their vehicles down to the waterline and “sit in their truck beds, dangling their feet in the water.”

“While enjoyable,” he said, “this action greatly increased the erosion of the shoreline and limited access to the water by other users. The new bollard system not only creates a designated beach area, but it also preserves the habitat.”

One of the City’s main design goals was to cease the erosion that had been

Continued on page … 10

PHOTO BY JOHN CULVERHOUSE

South Causeway Park serves as a gateway to Fort Pierce’s popular beach parks, including the newly restored South Beach Park on South Ocean Drive. Jaycee Park and Jetty Park have recently received restorations, and Kimberly Bergalis Memorial Park is scheduled to receive renovations in the coming months.

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Beach Park, which was heavily damaged in Hurricanes Frances and Jeanne back in 2004, like most other beaches up and down the Treasure Coast. South Beach Park, located at 800 South Ocean Drive (State Road A1A), received new, larger restroom facilities and raised picnic pavilions, which provide a better view of the ocean while guests relax and enjoy a picnic lunch. Recycled plastic materials were used in the construction, and can handle higher wind loads and harsh climate conditions, providing higher durability, longer lasting structures, and less maintenance. Sea Oats were planted, which strengthen the dunes along the coastline, allowing the Sea Oats dune restoration at Fort Pierce’s coastline.

The City has also made improvements at Jetty Park and the South Jetty, both hit hard by the 2004 hurricanes, including new restroom facilities, solar lighting, benches, and picnic pavilions. Kimberly Bergalis Park is scheduled to receive renovations, including redesigning of picnic facilities into a more a centralized pavilion away from the dunes, allowing the Sea Oats dune restoration at South Beach Park to continue south, strengthening Fort Pierce’s coastal line.

Jaycee Park is another riverfront park, and is one of the most intensely used family parks in Fort Pierce. Old restrooms were replaced with larger restrooms, two group pavilions were added and old ones replaced, and $261,000 worth of play equipment was installed to accommodate children of all ages. South Causeway Park is footsteps from Downtown Fort Pierce, and provides an even better riverfront park-going environment for local families and visitors since its facelift.

As of October 2008, the Causeway Park restoration has cost nearly $461,000, which is under budget from the $621,000 allocated by the Fort Pierce Redevelopment Agency.

Mr. Hood, who worked for Santa Fe County, New Mexico for 25 years before coming to St. Lucie County and then to the City of Fort Pierce, says he has enjoyed seeing these park projects come to fruition, and looks forward to future improvements, all while visitors continue to enjoy City parks. "We’ve tried to work around the public as much as we could,” he said. “We know how important it is for residents and visitors alike to enjoy our facilities, and we’ve done our best to minimize any inconvenience to them.”

Renovations at Causeway Park are expected to be complete in early 2009, and long-term plans include the possibility of a deck or a boardwalk to extend out into the water.
Save the Date — March 21, 2009 Sandy Shoes Festival
by Pam Gillette

It’s time to kick off your shoes and sink your feet into the sand. Spring is in the air, the weather is beautiful and everyone wants to be outside. Combine all of these facts and its time for the Sandy Shoes Festival presented by Main Street Fort Pierce, Inc. So “save the date” for the Sandy Shoes Festival, Saturday March 21, 2009.

The Sandy Shoes Festival brings to our community the ideas and values of Fort Pierce past. The festival is a local tradition that was started in 1957 and brings music, local business competitions and fun to the tourists and residents of our community.

Main Street Fort Pierce will bring back local favorites like the Iron Chef Competition, the Grapefruit Squeeze Off, sponsored by Riverside National Bank, the Community Stage, sponsored by Long Branch Saloon, arts and crafts, classic car show, children’s activities provided by All In Fun, giant sandbox, coloring wall, face painting, pony rides and a free concert on the amphitheater stage to end the day.

Main Street Fort Pierce will have plenty of food to choose from at the festival. The food variety includes Greek, Caribbean, barbeque ribs & chicken, seafood, Americana, and various snack items.

The Sandy Shoes Festival will be held at Veteran’s Memorial Park, 600 North Indian River Drive, Fort Pierce, from 11:00 a.m. to 9:00 p.m. What a way to spend a spring day but in beautiful downtown Fort Pierce! Come join family and friends, as we kick off our shoes, dig our feet in the sand and enjoy a great day of music, food and fun.

For more information, sponsorship or volunteer opportunities on the Sandy Shoes Festival call the Main Street Fort Pierce office at 466-3880.

Give the One you Love a Main Street Valentine’s Day
by Beth Williams

Alright all you lovebirds out there, we know you’ve been racking your brain for something really special to do on Valentine’s Day so we’ve put together a list of things you can do in beautiful downtown Fort Pierce to WOW that someone special in your life. In no particular order, these are just a few of the many ways you can support your local businesses while making those ever important “brownie” points with the one you love!

Start your day with something really sweet and sticky from the Sunrise City Bakery Café, Java Charlie’s, or Uncle Carlo’s Gelato.

Valentine’s Day is on Saturday, so why not take a stroll down to the Farmer’s Market and Craft Show in Marina Square?

How about a new outfit from one of the many retail shops like Rosslow’s, Alasari, Ontolog.e, or the Manatee Zone! For the bargain shopper, check out Next2Nothing Consignment & Antiques.

Jewelry is always a nice touch. Sweet’s Jewelers, Brent-Dax’s Fine Jewelry and Trew Jewelers have just what you’re looking for.

Fine art can be found at Lafferandre Gallery, Brush Strokes, Picture Perfect and the Backus Gallery. There’s no shortage of delectable food from the many fine restaurants downtown such as Cobb’s Landing, Tiki Bar & Restaurant, Yellowtail Grill, Bangkok in Downtown, the Pot Belli Deli, Yianni’s Greek Café, Lorenzo’s Italina Restaurant & Pizzeria, or Café Laronde.

Flowers for your sweetheart are an easy find at Cheney’s House of Flowers.

Why not pamper her with a spa treatment at Derma Tech Day Spa or Rumirs?

Take in a show at the Sunrise and enjoy the classic sounds of Art Gartunker in concert February 14th.

And if the love of your life walks on all fours, why not take her for a spin at Next2Nothing Consignment & Antiques.

For more information, sponsorship or volunteer opportunities on the Sandy Shoes Festival call the Main Street Fort Pierce office at 466-3880.
New Faces in Downtown Fort Pierce: Renee Page
by Beth Williams

Renee Page, Sunrise Theatre’s Manager of Marketing and Development, almost gushes with enthusiasm when she talks about two main passions in her life — her new job and her five year old daughter, Maddie. Actually the two are linked. “She’s the reason I stopped traveling and looked for something like this,” says Renee. After missing one of Maddie’s school performances while juggling three national clients and getting stuck in New York due to a canceled flight, the single mom made a life changing decision which led her to the Sunrise.

As the President of her own very successful firm, Page Enterprises, her expertise in strategic marketing, product management, corporate communications, event planning and management, and brand creation and positioning are skills she hopes to leverage at the Sunrise to help fill seats and build the theatre’s stature throughout the Treasure Coast. “The best thing about this position is that it combines everything I’ve wanted to do or was educated to do into one great role in the community,” says Page. Her childhood dream was to become a famous sportscaster and early in her career she worked with a local television station in Massachusetts writing highlights and covering sporting events. And of course there’s Maddie, points out Page. “I’ve lived with drama for five years,” referring to her daughter who is gifted and quite a little “drama queen.”

Page explains her priorities for the theatre as very straightforward. “We need to fill the seats while keeping focused on managing the budget for marketing. I need to offset the cost of marketing through ticket sales and sponsorships.” She’s counting on the Sunrise’s family oriented feel and variety of shows to help meet those goals. “We’re not your average performing arts theatre. We want people to come to the Sunrise and enjoy their entire experience — before, during, and after the show.”

She’s also focused on building great relationships with the downtown Fort Pierce community. “I’m looking forward to meeting with community leaders, volunteers, and, of course, our patrons. We want the people here to feel a part of this extraordinary facility and what it brings to our city.”

Renee Page can be contacted by calling the Sunrise at 461-4884 or via email at rpage@sunrisetheatre.com.

Main Street Fort Pierce received $10,000 from National City Bank during the December Coffee with the Mayor.

The donation is the second installment from a $50,000 pledge made to Main Street for the renovation of the Platts/Backus House.

New patients always welcome!

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restorative &
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We are all packed and ready to go to
Archie’s 18th Annual Hogg Wild
Charity Poker Run
Benefiting
United Way for Animals

February 22, First Bike out 11 a.m.
Last Bike in 3 p.m.
Live music starts at 1 p.m.
Archie’s Seabreeze
401 South Ocean Drive, Fort Pierce
LIVE AUCTION Includes:
Highwayman Painting and other Art,
Plus Many Interesting Items
Live Music, Great Food, Beer, Wine, 50/50,
Raffles, Giveaways, Wet T-shirt Contest

SPECIAL GUEST
Animal Planet Hero Tammy Grimes
of Dogs Deserve Better
plus our own local Animal Planet Hero
Nominee Wyn Burns
of Creature Safe Space

Rescue Groups Represented: All Pet Rescue, Dogs and Cats Forever, Domino’s House, Save the Chimps
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Photo taken by Pam Gillette
Participating downtown Fort Pierce merchants hosted authors at their stores for book signings on Wednesday, January 14th, in Downtown Fort Pierce.

Coffee With the Mayor Gets a Soulful Surprise

Tony Wilson from the Tony Wilson and the Godfather of Soul Concert made a surprise visit to Main Street Fort Pierce Coffee with the Mayor on Friday, January 16, 2009. Tony gave the audience a sneak preview of his upcoming show at the Sunrise Theatre, on Saturday, January 31, 2009 and stay afterwards to sign autographs. Thanks, Tony, for adding soul to Coffee with the Mayor!

Photos by Mitch Kloorfain, courtesy of Hometown News.
New Downtown Fort Pierce Business: ontologi.e.

by Camille S. Yates

When you walk into the newest retail shop in Fort Pierce, chances are, you will be greeted by Talia Fairbanks, a 27 year-old business entrepreneur. Fairbanks, along with her husband Jeff and her mother Livia Wilson, has started an upscale clothing boutique in the Renaissance Building called ontologi.e. Yes, the shop is called ontologi.e., and there is a special meaning for the name. The word ontology refers to the branch of metaphysics that deals with the nature of reality or being. It refers to “what exists” in a system. “Our tag line is ‘I feel, therefore it is,’” says Fairbanks. “Your clothing will define who you are. When you put on clothes and they don’t feel just right, then that particular piece is not for you. It’s about you and the awareness of your true self.”

The store, ontologi.e., sells both men’s and women’s clothing and accessories from lines such as Velvet, Citizens Of Humanity, Hanky Panky, Joie, Mankind, 7 for All, and Paige Denim. “Our clothes provide a classic, timeless, ageless look,” says Fairbanks. “We don’t want people splurging on things that last just a season. My 21-year-old sister, my mother, as well as my grandmother shop here.” The Fairbanks find their unique clothing at national shows in New York, Atlanta, and Los Angeles. They pair the classic-look clothes with trendy and funky accessories such as handbags, luggage, jewelry, and shoes.

Fairbanks will act as your personal consultant to help you find a style that works for and with you. The online ontologi.e. store will be opening soon at feelontologi.e.com. In the meantime, they have a site on myspace where shoppers can view photos of the store’s clothes. That site is myspace.com/ontologi.e. If you want to create your own reality and define your personal ontologi.e., then go to the latest and greatest clothing boutique at 121 Melody Lane or call Talia Fairbanks at 781-0943.
This year marks the 60th anniversary of oldest real estate company in St. Lucie County. Since 1949 the distinctive trademark orange real estate signs of Hoyt C. Murphy, Inc., Realtors have dotted the Treasure Coast.

A lot has changed since the company's founding father, Hoyt C. Murphy, Sr., made a $35 commission on his first sale of a lot for $350 and decided to open a real estate company in the peaceful seaside town of Fort Pierce of around 15,000 residents. As a young man, Murphy Sr. used to hitchhike to Florida for short vacations. He was especially fond of Fort Pierce because the fishing was so good. A year after World War II ended he moved to Fort Pierce permanently and purchased and operated the 26-room White House Hotel in Fort Pierce which has since been torn down.

One of his company's most challenging years was in 1969 when the company marketed the sale of the first condominiums in St. Lucie County. People just couldn't understand why any intelligent person would want to buy a 2-bedroom, 2-bath apartment for $22,000. Murphy Sr. understood that real estate is cyclical like land and crops, so he was not surprised when those same units were listed by his office in 2004 for over $200,000.

Hoyt C. Murphy, Sr. has since passed over to the great real estate-in-the-sky but the rags-to-riches son of sharecroppers has left behind his strong work ethics and dedication to good service in his children, Hoyt C. (Pat) Murphy, Jr. and Peggy Murphy Haluska who continue to run the company's three locations. “My father always believed in treating every buyer with the best service possible,” explains President, Hoyt C. (Pat) Murphy, Jr. “Whether it is a first-time home buyer who may be struggling to come up with a $3,000 down payment or investor purchasing a $10 million commercial property.”

“This philosophy continues to be the cornerstone of the firm and has created a tremendous of referral business for the company,” says Pat Murphy.

“Over the 60 years, the firm has brokered over 200,000 acres of land,” Murphy explains. “Some of the notable local transactions included the land where PGA Village is located, the land for the original Spanish Lakes in Port St. Lucie, the land where the Mooring in Vero Beach was developed, and the site for the Walmart Distribution Center.” The largest tract of land brokered was a 70,000-acre tract in North Carolina. The company estimates that it has been involved in the sale of over 24,000 properties in the past 60 years.

The high visibility of Murphy’s three locations has been a contributing factor to the company’s success. Pat runs the main office at 411 North US Highway 1 and Peggy runs the beach office at 221 S. Ocean Drive on A1A.

Today, several of the company’s 50 agents are actually descendants of Murphy Sr.’s first agents. While no one can say what the next years will bring, one thing is for sure: People will be moving in and out of St. Lucie County, and Hoyt C. Murphy Realtors will be there to extend the best service possible.
Sunrise Theatre Upcoming Performances

America and Christopher Cross
Friday, Feb. 6th at 8pm

In the midst of their fourth decade of music making, America have been penning songs on the concert circuit for 34 years, pleasing their loyal fan base and attracting new generations of followers. In 1982 they rocketed to the top of the pop charts with their smash single, “You Can Do Magic.”

Mention Christopher Cross and people respond with “Sailing,” “Ride Like the Wind” and the theme from Arthur. Hitting the concert road, he never deprives the fans of the early hits but always insists on featuring a broad range of his latest work. Audience response is never less than rapturous.

Engelbert Humperdinck
Saturday, Feb. 7th, 8pm

In a career spanning 40 years, Engelbert is a true icon who has defined romance for countless generations. He has been performing for audiences all over the world since his major hit, “Release Me,” which made him a household name. Once called the “The premier voice of the 20th century” by the London Times, Humperdinck has generated sales over the world since his major hit, attracting new generations of followers.

Nitty Gritty Dirt Band
Wednesday, Feb. 25th at 7pm

From folk-rock to alternative country, contemporary bluegrass to neo-hippie jam bands. The Nitty Gritty Dirt Band is not just a legacy from the past, but an influence that continues to grow and entertain audiences — young and old.

Although the faces and names of Nitty Gritty Dirt Band may not always be immediately recognizable to the general public — vocalist/guitarist Jeff Hanna, drummer/harmonica player Jimmie Fadden, banjo/fiddle/man- dolin/guitar player John McEuen, vocalist/keyboards Bob Carpenter — fellow musicians young and old know exactly who they are.

Nitty Gritty Dirt Band members, regularly nominated over the years as songwriters and artists, were awarded their most recent Grammy in 2004, Best Country Instrumental. for “Earl’s Breakdown,” a track that featured the titular Earl Scruggs, Randy Scruggs, Vassar Clements and Jerry Douglas. Rascal Flatts scored a Best Country Song Grammy this year for “Bless the Broken Road,” co-written by NGDB guitarist Jeff Hanna.

Sunset Theatre

Don't miss HAIRSPRAY, Broadway's musical-comedy phenomenon that inspired a major motion picture and won eight 2003 Tony Awards, including Best Musical. As The New York Times says, “If life were everything it should be, it would be more like HAIRSPRAY. It’s irresistible!”

Riverside Bank to Offer FDIC Insurance Coverage Regardless of Dollar Amount

Riverside Bank announced today that it will voluntarily participate in the Temporary Liquidity Guarantee Program (TLG) created by the Federal Deposit Insurance Corporation (FDIC). The TLG Program was created to strengthen confidence and encourage liquidity in the banking system. It provides full FDIC insurance coverage of all noninterest-bearing deposit transaction accounts, regardless of the dollar amount. The full coverage will last through December 31, 2009.

“All deposits are FDIC insured up to the allowable limits,” said Cindy Robbins, Riverside Bank President and COO. “But, the Temporary Liquidity Guarantee Program takes it a step further by guaranteeing the full amount of funds in noninterest-bearing deposit transaction accounts.

“The Temporary Liquidity Guarantee Program is optional and not all banks will be providing the additional FDIC coverage to their customers. We have decided to participate, at no additional cost to our customers, simply because it’s the right thing to do!”

The program's FDIC insurance coverage is over and above the $250,000 in coverage already provided to customers. For example, if a customer has $500,000 in a noninterest-bearing transaction deposit account and $250,000 in a certificate of deposit, the FDIC would fully insure the entire $750,000.

Under the program, a “noninterest-bearing transaction deposit account” is defined as an account at an FDIC-insured domestic financial institution, like Riverside Bank, that does not accrue or receive interest and the institution does not require advance notice of a withdrawal. This includes accounts at Riverside Bank such as the LifeTime Free Checking, Free Business Checking and NOW accounts if the interest rate remains at or below 0.50%. The program covers eligible accounts, regardless of ownership, including municipal, government deposits and other public funds.

For details about the FDIC's Temporary Liquidity Guarantee Program, call Riverside Bank's Customer Care Center at 800.741.3283.

About the Bank. Since 1982, Riverside Bank has been helping people across Florida manage their money and achieve financial goals through a hometown style of banking. We're known in the hometown style of banking. We're known in the home towns we serve for our friendly service, helpful solutions and local decision-making, as well as our local community involvement. Our hometown style of banking has made us one of Florida's fastest-growing, independent and locally owned community banks, serving customers in 41 home towns along the east coast of Florida and into its heartland.

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Discovering Downtown Fort Pierce: Say Hello to Your New Neighbor ~ Sunrise City Bakery Cafe

by Chris Morhardt

The aroma of fresh baked bread and specialty baked goods permeate the atmosphere as you enter the newest location of Carol and Joe Importico’s Mr. Bread Company. On November 10, 2008 the couple opened the doors of the Sunrise City Bakery Café in the new Renaissance on the River building downtown.

Mr. Bread has been a familiar face at the Fort Pierce Farmers Market for many years where visitors can’t seem to get enough of their sticky buns and ham & cheese croissants. The success of the revitalization downtown sparked the desire for Carol and Joe to bring a local bakery to Fort Pierce. A wide variety of breads and baked goods are prepared daily on premises using all natural ingredients, no additives or preservatives are used. A glance at their extensive menu will reveal a variety of French Breads, Italian Breads and specialty breads such as Kalamata Olive & Rosemary, or Pumpernickel Raisin. More than sixteen varieties of cakes are available in a range of sizes to serve any occasion or by the slice to enjoy with a fresh cup of coffee or tea. The array of baked goods continues with gourmet cookies, Italian butter cookies, tarts, pastries and biscotti.

The atmosphere of the Sunrise City Bakery Café was thoughtfully designed to embrace the diversity in the City. Whether you are a tourist, business professional or just shopping downtown there is something to accommodate any appetite. In addition to fresh baked goods, they offer a variety of flavored coffees, cappuccino and latte as well as a mouth watering breakfast and lunch menu. There is no substitute for a sandwich prepared with your choice of fresh baked bread, stop in and try a hot sandwich served on a fresh baked and toasted baguette.

Each day begins around 3:00 a.m. for Carol and Joe, but it’s a labor of love that motivates the couple to bring this wonderful establishment to the city of Fort Pierce and at the end of each day, all of the fresh baked bread is donated to the Mustard Seed Ministries. The Sunrise City Bakery Café is located at 134 S. Indian River Drive. Business hours are Monday – Friday, 7:00 a.m. – 5:30 p.m. and Saturday, 7:00 a.m. – 4:00 p.m.

For general questions and custom ordering call 772-429-3435.

A wide variety of cakes and pastries are offered. Napoleon, Chocolate Mousse, Cannoli, and Mocha Cake are just a few of the many selections offered at Sunrise City Bakery Cafe.

Young Artists Showcase Artwork for John F. Kennedy Center for Performing Arts

On Thursday, February 19, 2009 the Main Street Fort Pierce Platts/Backus House will be hosting a very special event. In collaboration with Samuel S. Gaines Academy, the Platts/Backus House will hold an opening exhibit of art work created by public school students and local artist Anita Prentice. This joint artwork is part of the On Location: Spotlight on your Community program sponsored by the John F. Kennedy Center for the Performing Arts in Washington, D.C. This gallery event is the culmination of a project through which the students, artist Anita Prentice, and their teacher Allison Barajas work with film professionals to create a documentary about the arts in Fort Pierce. Film crew will be on site to include this event in the final documentary which will be released in the late Spring, 2009. Samuel S. Gaines Academy was chosen as one of only 10 schools in the United States to take part in this unique project. Please join the community to celebrate these vibrant young artists as they reveal their glass mosaic installation. For more information please call Main Street Fort Pierce at 772-466-3860.
February 2009 MAIN STREET FOCUS 27

Main Street Fort Pierce

Membership

Main Street Fort Pierce

As Fort Pierce Main Street begins its 20th successful year, it is undertaking an aggressive Membership Drive. “The Next Big Thing” campaign took off in May, 2006. Please consider becoming a Main Street Member.

Membership in Main Street Fort Pierce is open to anyone interested in helping preserve our unique heritage. Our goal is to encourage and assist in keeping Downtown Fort Pierce a vibrant shopping and business district for future generations.

We invite you to share your expertise and contribute toward making Fort Pierce Main Street a success in historic preservation and revitalization. Donations to Fort Pierce Main Street, a 501(c)(3) corporation, are tax deductible.

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.

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For information call 772-466-3880 • www.mainstreetfortpierce.org

Main Street Membership Levels
Private:
- Student ......................... $15.00
- Friend .......................... $25.00
- Family ........................... $50.00

Corporate:
- Small Business (less than 10 employees) . $100.00
- Medium Business (11 - 50 employees) . $250.00
- Large Business (51 or more employees) . $500.00
- Patron (all others) .......................... $500.00
- Sponsor ................................... $1,000.00

I would like to become a Main Street volunteer.

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Membership Benefits:
- Subscriptions to Main Street Focus and Website Links to Focus On-Line
- Advance Notice and Invitation to Special Events
- Membership to St. Lucie County Preservation Association
- Listed on our On-Line Membership Page (Corporate & Private)
- Networking & Volunteer Opportunities

When residents support and appreciate the business district, the businesses flourish. When the businesses flourish, the residents in the neighborhood prosper as well. We are all neighbors investing in each other’s success.

We all like to think that we make rational and wise decisions when managing our money. But most of us are influenced far more by our emotions than our brains. Why do smart people make irrational investment decisions so commonly and so easily? The fascinating study of behavioral economics and decision science fills many books, but let’s look at a few of the ways in which investors’ minds play tricks on them.

The Timid Bunny — Worrying Over Risk
Why do so many people bank their money in savings accounts, CDs and money markets when they are often actually losing money if measured against inflation and taxes? Some people do it because they are so fearful of risk that they don’t consider that such fixed investments are not risk-free. The interest credited to your account each month is subject to the likelihood of shrinking purchasing power, especially over time. A canoecist struggling to get upstream against current and wind will have the illus- ion of movement, but he will have to switch to a boat with a motor to make real progress.

The Hoarding Pack Rat — Treasuring What We Own
The preference to keep things the way they are is called the “status quo bias.” We tend to fall in love with what we own and stick to the familiar even if we would likely be financially better off with a different investment. We validate our prior choice by sticking with it. What we know feels better than what we don’t know.

The Foolish Sheep — Fearing Loss
We are so averse to accepting loss that we will throw good money after bad. This is sometimes called the “sunk cost fallacy” — our inability to let go of money that’s already been spent or lost. We will invest more money on car repairs simply because we’ve already spent so much on the car. Rather than evaluate a losing investment on its cost — as we are prone to do — it makes more sense to assess its current potential for loss or gain. If you would not choose to buy that investment today, then why do you make the choice every day to keep your money invested in it? Usually, it is because you are focusing on the past — what you have already spent. But it has no rele- vance to the future.

The Little Chicken — Focusing on the Negative
We feel the pain that comes from loss more acutely than we do the pleasure from an equal or greater gain. If you invest $100,000 in a stock portfolio, and it rises in value to $150,000 but then drops to $130,000, you are more likely to be motivated by the disappointment in your “loss” of $20,000 than the pleasure in your gain of $30,000. You may focus on your phantom loss rather than your available gain. This can lead you to be less will- ing to sell a profitable stock and buy an undervalued one, even though we have all heard that it makes more sense to buy low and sell high.

The Stubborn Mule — Refusing to Change
We frequently decide not to decide, and that inaction can cost serious money. There are so many options out there that we become paralyzed and stay with the famil- iar. Often this is motivated by fear of short-term regret at making a less-than-perfect decision even though we know that there are no perfect decisions. But, as Mark Twain said, “Twenty years from now, you will be more disappointed by the things you didn’t do than by the things you did do.” By placing more emphasis on what we have already expended than on what could be gained by change, we ignore lost opportunity costs because they don’t seem real. But with your financial security at stake, where you are headed is much more important than where you have been.

Continued on page …
Fishing Update

January 10th wrapped up two of the most closely followed and hotly contended fishing tournaments on the Treasure Coast. Saturday the 10th was the final day of fishing in the Pelican Yacht Club’s 29th Annual Invitation-al Billfish Tournament. When it was all said and done three long time competitors were atop the leader board. Captain Glenn Cameron of the Floridian finished third, Captain James Ewing of the Hotty Toddy came in second, and Captain Mike Brady of the Cow Poke claimed his first tournament victory after many years without a first place finish.

The Pelican Invitational is the third and final of three events whose combined scores determine the winner of the prestigious Treasure Coast Sailfish Championship. Despite the third place finish in the Pelican Captain Cameron of the Floridian managed enough releases to hold top honors and take the combined event. Final score: Floridian 50 releases, Hotty Toddy 47!

These two events are unquestionably two of the most popular Billfishing tournaments held every year on the Treasure Coast. They are, however, not alone. A number of other tournaments from Pro Only events to those that cater to the amateur family are available. Prizes range from ribbons to five digit cash and vehicle awards! Check your local tackle shops and marinas for information. Sign up and try for a prize or just come out for one of the weigh-in parties, either way it’s a good time for all!

Fishing reports are good, typical winter time weather with good and bad days. Offshore the snapper bite has been good along with kings and cobia. Sailfishing has been very good. Inshore trout action has been good along both shores of the lagoon in the shallows. Bottom fishing for snapper, grouper and drum is hot along the channel edges and rocky areas. Get a good weather briefing and enjoy one of our calm days on the water for a little relaxation and a fresh seafood dinner!
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