The word vision is defined as the power of seeing; a mental image; the ability to foresee something as through mental acuteness. The vision and leadership that Dennis W. Beach brought to the City of Fort Pierce in March 1995 as the new City Manager, has certainly transformed the vision of the City we know today. Over the past 13 years, Beach lead a team of skilled and talented city staff, serving with three mayors and eight city commissioners, to plan and preserve Fort Pierce’s natural beauty and historic architecture for the City’s rebirth.

With City Commission direction and public participation, detailed redevelopment plans for the City’s historic core resulted in proposed new public buildings, streetscapes of all major arteries, mixed-use buildings and major reconstruction of the waterfront, as well as the City Marina. This was just for starters. Private building owners began renovation during this time on the Fort Pierce Hotel, East Coast Lumber and the Raulerson Building.  

Continued on page 7…

Main Street Focus  
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This year has flown past and now we are faced with the holidays! Are you thinking about visiting Downtown Fort Pierce to shop for all of the loved ones on your list? If not, you should rethink this convenient, unique shopping venue.

Downtown offers something for everyone and more. From dining, art galleries, shows at the Sunrise Theatre, spas and salons to gifts and clothing — retailers offer gift wrapping, personalized service and best of all, if you happen to be a regular, they will usually know your name! You won’t receive that type of customer service a large mall.

Supporting downtown Fort Pierce businesses is smart and stimulates the local economy. Look for holiday specials, sales and events during November and December in Fort Pierce. And while you are enjoying shopping close to home, remember that this is a “holiday giving” season.

The holiday season is a time for families, friends and neighbors to be appreciative of our wonderful, vibrant, historical city. Downtown Fort Pierce only keeps getting better year after year. Enjoy the season by shopping, dining and taking in all the community activities over the next few months! You will be glad you did. Enjoy!
Don’t Give Up Now.

Marketing Your Company in an Economic Slow-Down: PART ONE

“Marketing and advertising is an investment in your business that you can’t afford to cut. It comes down to this: Cut your marketing and advertising budget, cut sales.”

Oh no, here we go. The economy seems to be going from bad to worse. You’d think this had never happened before. Oh, but it has. The particulars might be different, but economic slowdowns aren’t new. But take heart -- you can still profit in bad times and in good. How can I do that, you ask? By marketing yourself smarter, not harder. And the number one way you can be smarter? Simply by maintaining your ad budget.

CASE IN POINT:
During the recession of 1989-1991, Market Sense compared the sales of 101 household brands versus money spent by those companies on advertising. They got some eye-opening results:
• McDonalds decreased their advertising. Sales dropped 28%.
• Pizza Hut and Taco Bell increased advertising. Sales increased 61% and 40%, respectively.
• Jell-O, Crisco & Doritos decreased advertising. Sales dropped 26 to 64%
• Jiff Peanut Butter increased advertising. Sales increased by 57%
• In the beer category, overall sales were down 1%.

Bud Light and Coors Light increased advertising. Sales increased 15 and 16% respectively.

The lesson learned here is this: Now is the time to take market share from your competitors, especially those succumbing to the temptation to cut anything and everything.

Here are a few marketing tips:
• Invest in your business, continue to advertise find budget friendly ways to get your brand noticed.
• Cut costs, and find ways to barter to offer incentives and flexible payment terms
• Partner with customers, employees, competitors and vendors- we are stronger together.
• Seek out industry experts for advice.

For more tips and to read the rest of this article check out our new site www.cometcreativeinc.com
Dine, Shop and Enjoy Beautiful, Historic, Downtown Fort Pierce!

Friday, November 7: Friday Fest — 5:30 p.m. to 8:30 p.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org

November 6 & 13: The People’s Law School — 5:00 p.m. to 7 p.m. Please call 462-2370 to register; Legal Research for ordinary people. This course will be taught by Attorney Jim Walker at the law library in the downtown Fort Pierce Courthouse at 218 S. 2nd Street. The fee is $35 for students and $25 for students. Some sponsored spots are available at no cost.

Friday, November 21: Annual Arcade Fall Wine Tasting Event — Main Street Fort Pierce; call 466-3880 for reservations and information; www.mainstreetfortpierce.org.

Friday, November 21: Coffee with the Mayor — 8:00 a.m. Historic City Hall; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org.

Friday, November 28: 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, 460-5124.

Fort Pierce Bike Night – Thursdays, 6 to 9:30 p.m.; 2nd Street, Downtown Fort Pierce; Yellowtail Grill, 468-7071.

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

HEATHCOTE BONTANICAL GARDENS

For information, please call 464-4672 or visit www.heathcotebotanicalgardens.org.

The Heathcote Herb Society meets the first and third Sundays of every month at 9:15 a.m., at Heathcote Botanical Gardens, 210 Savannah Road, in Fort Pierce. The Society meets to maintain the Heathcote Herb Garden, and to learn about growing and using herbs in south Florida. Contact Miriam Charles at (772) 336-8047 or email jupiternapa@yahoo.com.

Holiday Garland and Greenery Sale: pre-orders accepted October 1 to November 5 for fresh cut mountain greenery garlands and wreaths. Greenery delivered Nov. 26 to Dec. 1.

Free Friday! Free admission 10 a.m. to 5 p.m. Friday, November 9th.

Family Photo Day with Diane Dultmeier. Saturday, November 10. Professional portrait session fee of $150 will be donated directly to Heathcote. Includes a gallery slide show presentation of your images and one 8 x 10 classic print of your choice. The portrait session and 8 x 10 are valued at $295.

20th Annual Garden Festival Plant Sale: Saturday & Sunday, November 17 & 18; the biggest fall plant sale on the Treasure Coast! Free for Heathcote members, $6 non-members.

FORT PIERCE POLICE ATHLETIC LEAGUE

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

The Fort Pierce PAL Center is located at 1401 N. 2nd Street; call 224-9332 or visit fortpecpal.com or prowrestlingfusion.com. The Fort Pierce Police Athletic League: “Filling playgrounds… not prisons.”
First Graders Become Flat Friends for Fun Travels!

The children of the first grade classes at St. Anastasia Catholic School have read “Flat Stanley” by Jeff Brown. This funny story is about a boy named Stanley who is accidentally squished “as flat as a pancake” when a bulletin board falls on him. Stanley is very, very flat but otherwise fine. The story explains how Stanley discovers some real advantages to being flat. He can slide under doors, go down into sidewalk grates and even fold himself up small enough to fit into an envelope and be mailed to California for an exciting vacation.

As part of their studies on geography and literature, the children made “flat friends” of their own that they mailed to different locations in order to learn more about the geography of the United States and other counties in the world. The children then mailed their “flat friends,” which were made from pictures of themselves, to friends and relatives worldwide along with a cover letter explaining the project and a questionnaire for the other person to fill out. In late October, the “flat friends” were sent back to the children from places worldwide and the children shared their “flat friends” experiences with each other.

Additionally, some of the children will attend the performance of the National Touring Company of “Flat Stanley” on November 1st at 11 a.m. at the Sunrise Theatre in historic downtown Fort Pierce. Tickets for the Flat Stanley performance are still available at www.sunrisetheatre.com or at the theatre’s box office at 117 S. Second Street or by calling (772) 461-4775.
The City's rebirth had begun and the momentum resulted in more planning activities throughout key areas in the City which resulted in significant projects along Avenue D, Orange Avenue, South Beach and historic neighborhoods in the years to come. Downtown Fort Pierce began to regain its prominent historic stature on the Treasure Coast. Our City was truly unique and offered many outstanding assets and opportunities with vacant properties or buildings being purchased by developers with exciting redevelopment ideas.

Today the City of Fort Pierce is a result of restored and reconstructed assets both public and private that been on Beach's watch. The Sunrise Theatre, the Human Development and Resource's Centre, the Seven Gables House, the Arcade Building, Renaissance on the River, the Gates and Gates restoration, the Federal Courthouse planning, Heathcote Botanical Gardens, the Edward G. Enns Indian Hills Golf Course, the downtown parking garage, Moore's Creek Linear Park, the St. Lucie County Clerk of Courts Building, Jetty Park Improvements, and the Avenue D Police Substation are just a few of the projects completed during Beach's employment with the City of Fort Pierce.

With over 30 years of city management experience, Beach served for the past 16 years in Florida, 4 years as Assistant City Manager in Port St. Lucie and over 13 years with City of Fort Pierce. He has earned a Masters of Science degree in Human Services/Public Administration from Nova University and a B.S. in Business Management from Southeastern Oklahoma University. He also served in the United States Navy during the Vietnam conflict.

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While looking forward to retirement and a slower pace lifestyle, he plans on traveling and enjoying his family and friends. Dennis Beach is to be commended for his vision, his knowledge, and his experience with specifically focused redevelopment efforts over the past thirteen years. The historic Fort Pierce community has benefited from significant revitalization and economic strength through his leadership. Thank you, Dennis.
Former U.S. President Bill Clinton Visits Downtown Fort Pierce

_by John Culverhouse_

Thousands of people packed Marina Square on October 1st to see and hear former President Bill Clinton, who was in town to campaign for U.S. Senator and Presidential candidate Barack Obama. Experts view Florida as a key battleground state that both candidates need to win in order to win the election.

President Clinton visited the Sunshine State on behalf of Senator Obama’s campaign. The first of two rallies was held earlier in the day at the University of Central Florida in Orlando.

Fourth generation Floridian and Fort Pierce native, Deborah Billis, and a few of her friends were among the estimated 8,000 people who attended the Downtown Fort Pierce rally.

“For me, it was a great opportunity to see and hear an American President in my beloved home town,” Billis said. “I am so proud that Fort Pierce hosted this event and feel it brought us positive national recognition.”

People came from all over South Florida to see the former President and began to line up early in

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the morning for his 2:45 p.m. scheduled appearance. For most of the morning and early afternoon, the queue stretched from Marina Square, south along Melody Lane, past the library and the Renaissance on the River (which offered an excellent view of the event and Marina Square), and wrapped around St. Anastasia, finally reaching Indian River Drive.

“I think President Clinton made excellent points in his speech advocating for the good of all citizens (not party politics), and the importance of every vote,” Billis said. “It was a day my friends and I will always remember.”
When in Doubt Move the Minute Hand Forward!

by Carol Johnson

When you first walk up the steps leading into The Clock Shop, you think you’re walking into an olde tyme clock store and repair shop, complete with wooden floors and clocks all around. From grandfather to mantel clocks, from cuckoo clocks to modern designs there are clocks of every taste and budget to behold. But, one thing they have in common is that every year in the Spring and Fall you have to adjust them for Daily Light Savings Time.

Of course, this is a topic of great interest at the Clock Shop, as owner Mel Liebman could tell you. According to Mel, the Fall portion of Daylight Savings Time is more troublesome than the Spring, because when setting your clock forward in the Spring, you are actually turning the clock mechanism in the direction it is intended to go. But in the Fall, there is a tendency to either turn the mechanism backward to save effort, or just move the hour hand forward. Mel gave me a lesson in “Clock Setting 101” and said that some clocks are made to be set backward, but most aren’t. So, his advice is “When in doubt, move the minute hand forward.” He gets many repairs in the fall because people don’t follow that simple rule. Another lesson in “Clock Setting 101” is to never set your clock by moving the hour hand. Many times, if you have a clock that strikes on the hour, doing this will cause your clock to strike one hour off. Instead you should either move the hands forward slowly for eleven rotations, or stop the clock altogether and start it back up an hour later. Mel, by the way, knows what he’s talking about because he was born into the clock business. His father owned a clock shop in Miami. Then, when Mel moved up to Fort Pierce 28 years ago, he opened The Clock Shop. It was first located at 219 Avenue A, next to Sweet’s Jewelers, and then in May of 1987 Mel moved to the present location, 100 Avenue A, Suite B in the historic PP Cobb Building.

No article on Daylight Savings Time would be complete without a little history lesson. It all started in the early 19th century. Localities all set their own time and it was sort of a crazy quilt of times, time zones and time usage. Then, when railroads came in, it became necessary for time to be
more standardized because the railroads had to work together so that their schedules could be published. In 1883, the US railroad industry established official time zones with a set standard time within each zone. Congress eventually signed the railroad time zone system into law in 1918. Since the Interstate Commerce Commission was the only federal regulatory agency in existence at the time, Congress granted them authority over time zones and over any future modifications that might be necessary. The Act of 1918 legislated for the observance of Daylight Savings Time nationwide. However, that section of the act was repealed the following year and from then on the matter was left up to the discretion of local jurisdictions. During World War II it became nationally observed again, but was not uniformly practiced after the war ended. Finally, in 1966, Congress passed the Uniform Time Act, which standardized the start and end dates for Daylight Savings Time but allowed individual states to remain on standard time if their legislature allowed it. A 1972 amendment extended the option not to observe Daylight Savings Time to areas lying in separate time zones, but contained within the same state. Another modification occurred in 1986, when the start date was moved from the last Sunday in April to the first Sunday in April. Then, in 2007 Congress adopted the current standard which was put into place in an attempt to save energy. So, instead of starting Daylight Savings Time on the first Sunday in April, it now begins on the second Sunday in March and ends on the first Sunday in November — one week later than it used to. Of course “time” will tell as to whether this move will accomplish its intended purpose.

Even though the popularity of digital clocks is on the rise, and many clocks are now battery operated, there is still a large market for mechanical clocks. So, when Day Light Savings Time rolls around and people don’t follow the lessons put forth in “Clock Setting 10,1, Mel and the The Clock Shop will be there to meet their needs.
Indian River State College Has New Facility on Avenue D

On Tuesday, September 23, 2008 Indian River State College officially opened the 23,000 square-foot, $6 million facility located on Avenue D which is part of the R. “Duke” Nelson Human Development and Resources Centre. The IRSC operated facility will offer more than 20 college programs, career and technical training and adult education. It will also be a community center for meetings, after-school activities and community events.

The HDRC was a two-phase project by the City of Fort Pierce funded by the Fort Pierce Redevelopment Agency totaling $10 million. The first phase of the project was the Percy S. Peeks Gymnasium, which opened in December 2007. The gym is operated in partnership with the St. Lucie County Boys and Girls Club.

IRSC named in honor of the facility’s lead donors, David and Ursula Blackburn of England. Unable to make the trip overseas themselves, the Blackburns sent their children, Stephen and Anne, in their place. In addition, to the Ursula K. Blackburn Language Laboratory with computer facilities, IRSC named the Katherine Booth Nursing Lab in recognition of the Booth Foundation’s contributions. More than 90 nursing assistants will be trained there every year. National City Bank also was recognized for its financial support.

"Bringing education and opportunity to you is the theme of today," IRSC President Edwin R. Massey said.
at the dedication. Years from now, Massey said thousands of lives will be changed because they were exposed to high-quality education and learning.

Mayor Bob Benton and Senator Ken Pruitt credited the facility’s creation to the persistence of former City Commissioner R. “Duke” Nelson, the facility’s namesake. This community facility is a tremendous effort by the city and community and will assist individuals with college programs, career training and adult education in the future.
I got my Corporate Work Visa through the Immigration Law Offices of Gloria Roa Bodin, P.A. I was amazed at how quickly the Immigration Service and State Department approved my visa.

—Alexis Pappas
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Before choosing a lawyer, ask for written information about the lawyer’s legal qualifications and experience.
The new St. Lucie County Clerk of Court Building in Downtown Fort Pierce recently received recognition from Florida Secretary of State Kurt S. Browning as part of the 2008 Florida Main Street Awards.

Submitted by Fort Pierce Main Street, this Board of County Commissioners’ project was given a Merit Award for “Outstanding New Construction Project” in 2008. The 57,000-square-foot building opened in April and houses more than 120 Clerk of the Court employees.

“It was a tremendous investment to the community to build a lifetime building with beautiful architectural design. It was an exciting commitment that Main Street Fort Pierce, Inc. and the City of Fort Pierce are very proud of,” said Doris Tillman, director of Fort Pierce’s Main Street.

Tillman presented the 2008 Main Street Award to the Board of County Commissioners at the Board’s 9 a.m. Oct. 14 regular meeting in the Commission Chambers, 2300 Virginia Ave., Fort Pierce.

Designed by Edlund-Dritenbas-Binkley (EDB) Architects of Vero Beach and built by David Brooks Enterprises of Palm Beach Gardens, the new Clerk of the Court Building is located 201 South Indian River Drive, Fort Pierce. Funding for the $12 million project came from Impact Fees, Sales Tax Bond, a FDOT Intermodal Grant, the 2004 General Fund, 2004 Capital Budget 316 and FEMA.

The Secretary’s Florida Main Street Awards are based on the recommendations of the Ad Hoc Florida Main Street Awards Committee, which convened earlier to consider the applications received for 2008. The Committee included Joan Jefferson, Florida Main Street Program coordinator; Phillip Wisley, Florida Main Street Program architect; and three local Main Street program managers: Laird Gann, Melbourne Main Street; Bernard Malone, Stuart Main Street; and Ronni Wood, Main Street Winter Haven, Inc.
Friday Fest Continues to Attract Record Crowds to Downtown Fort Pierce

by John Culverhouse

For more than two decades, Downtown Fort Pierce has been host to the Treasure Coast’s highest attended regular street festival. Friday Fest, hosted by Main Street Fort Pierce, is held the first Friday of every month all year long and is free and open to the public.

The monthly Fort Pierce street festival draws a crowd of up to 6,000 visitors to the downtown area. Many of these people come from all over the Treasure Coast and Palm Beaches to enjoy the many food and craft vendors, commercial and non-profit vendors, karaoke, local bands from the tri county area, and of course to enjoy the beauty and fresh air of one of South Florida’s most beautiful waterfront communities.

The first Friday Fest was held more than 20 years ago along South Second Street in front of PJ Clarks with a handful of attendees. The crowd grew larger and larger with each Friday Fest, until eventually the event took up an entire stretch of Second Street, from Orange Avenue to Avenue A.

Around ten years ago, the event outgrew Second Street and was moved to Melody Lane, along the waterfront, where Friday Fest continues to draw even more people. Friday Fest currently draws anywhere from 4,000 to 6,000 per month, with April, 2008, being the largest Friday Fest crowd on record, and July, 2008, being the second largest crowd on record.

Friday Fest is hosted by Main Street Fort Pierce; however, the event would not take place without the support of the 35 to 50 volunteers that help set up, run the event, and clean up each month. There is an average of about ten food vendors each month, offering a variety of food choices, 35-40 craft vendors, and booths for non-profit organizations, commercial organizations and other local community organizations.

Friday Fest has six yearly sponsors, including Budweiser, Coca Cola, The Tribune, Clear Channel, Reliable Poly Johns, and Paragon Entertainment. Monthly sponsors vary per month.

Friday Fest also showcases all of Main Street’s accomplishments. As thousands of guests come to this free event, they can view all of the things Main Street has had a hand in restoring and improving, such as Old City Hall, the Sunrise Theatre, and the Beanie Backus House.
Mel Liebman, owner of the Clock Shop at the P.P. Cobb Building, is enthusiastic about all of the crowds that are drawn to Fort Pierce in recent years. “Today, we have more and more people coming to Fort Pierce to go to the Sunrise Theatre, Friday Fest, the Farmer’s Market, or other special events, and they go back to Vero Beach and they go back to Stuart, and they say ‘wow, Fort Pierce is really beautiful!’”

The Farmer’s Market, another regular yearlong event, is held every Saturday morning at the downtown waterfront. Market goers can find a multitude of food and vegetable vendors, as well as freshly made smoothies, bread and baked goods, plants, vegetables, and other goods that have been locally grown or prepared.

Liebman recalls the early days of Main Street, and when a crowd of 50 was a good turnout at downtown festivals. Today, thousands attend monthly Friday Fests, weekly Farmer’s Markets, and other special events. “With so many more people coming downtown, more people are spending money, and that keeps everybody in business,” he said enthusiastically.

People find that Friday Fest is a fun, inexpensive way to spend a Friday evening. There are food, drinks, live entertainment, karaoke, and craft shopping. Children aren’t left out either. Paragon Entertainment provides fun inflatable rides that keep the kids entertained for hours. Though Friday Fest activities provide lots of fun for the whole family at prices that are beyond reasonable, the opportunity we have as South Floridians to enjoy a Friday evening outside along one of the most picturesque waterfronts is priceless.
Trew & Sons – Downtown Gem Finds A New Home on Orange Avenue

by Chris Morhardt

It is no secret that downtown Fort Pierce is home to a variety of fantastic shops which lend to the experience that is unique to our spectacular City. Among them is Trew & Sons Jewelry store. Owners Philip and Claudia Trew first opened their full service jewelry store in 1985 in the Orange Blossom Mall. Ten years have now passed since they decided to locate their store downtown and the trust and appreciation from the local community is indicated by the years of continued patronage they have experienced.

Trew & Sons maintains a loyal base of repeat customers who enjoy the personalized service and comfort of a small family jeweler with the ability to provide “big” results. All custom design and repairs of watches and jewelry are performed by Mr. Trew, a trusted expert with over 25 years of experience. On-site gemologist, Debra Fletcher, brings 21 years of professional service to the store and takes pride in providing specialties such as custom re-mounts, nautical jewelry and large diamonds.

Custom ordering and the ability to get almost anything from large diamonds to tiny gems the next day is a testament to their customer service. The newest location for Trew & Sons can be found at 220 Orange Avenue where they will continue to offer the same exceptional customer service in design, sales and repair of fine jewelry. For more information on services offered, call 466-6010.
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Featured Business: Pot Belli Deli

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**Answer:** Yes. We have experience providing catering for a variety of events including weddings, special events, dinner parties, office parties and holiday parties. We can also provide planning assistance with regard to location, menu selections and table settings.

**Question:** What size groups can you service?

**Answer:** Size is not an issue, we can handle events from 20 – 200 people.

**Question:** Is your facility available for private functions?

**Answer:** Yes. Our restaurant is available upon request for private parties at any time of the year.

**Question:** What is your specialty?

**Answer:** We pride ourselves on our personalized approach to menu selection. In addition to our regular selection of sandwiches, subs, and breakfast items we have exceptional sausage rolls and a favorite during the holidays is our three-cheese spread.

We also offer “traditional” meals for holidays throughout the year.

The Pot Belli Deli has been located in the Arcade Building in downtown Fort Pierce for over 18 years and can be found at 101 North 4th Street. They serve breakfast and lunch Monday – Friday from 6:30 a.m. to 3:00 p.m. and are available weekends for catering.
Virginia Rhodes Legacy Lives on Through Art

The Treasure Coast Art Association and Gallery received the sad news that Virginia Marie Rhodes died July 17, 2008 after a long and courageous battle with cancer. Virginia was president of the Treasure Coast Art Association for many years. She worked on many projects to keep art alive and in the public eye. One of the projects she was most proud of was the art show, “On the Green,” held annually at Lawnwood Park in Fort Pierce. Artists from the Treasure Coast Art Association and surrounding counties, as well as other states, exhibited at this show. The show was very successful, with an estimated 15,000 art lovers visiting in 1990. “On the Green” is gone but not forgotten. Virginia longed to bring it back, and who knows — maybe that will happen! Virginia was one of four citizens to receive the 2007 Lucie Award presented by the St. Lucie County Cultural Affairs Council.

Virginia and members of the Treasure Coast Art Association helped develop the Backus Art Festival. This event is now under the direction of the Backus Gallery & Museum, and continues to improve every year.

Virginia was born and grew up in Hagerstown, Maryland. A little known fact about her was that she liked to draw and was good at it. She enjoyed swimming was a member of a swim team in her teens. She was also a skater, both roller skating and ice skating. While in Hagerstown, she was employed as an operator and supervisor for the local telephone company.

She and her husband, Don, moved to Fort Pierce about 40 years ago. Here she worked as a telephone operator, salesperson for Sears and in a card shop located in what was then referred to as “Sears Town”. It is now known as Sabal Palm Plaza. She opened the D. Rhodes Studio, one of the first galleries in downtown Fort Pierce.

Christmas was her favorite time of the year. She liked to decorate windows at the places where she was employed and at the D. Rhodes Studio. Don filled the studio with his paintings.

Virginia is survived by her husband of over 60 years, Donald Rhodes; two daughters, Diane Sides and Debbie Colon; and one son, Donald Alan Rhodes. The tragedy of her life was the death of a daughter and one-year old grandchild in an automobile accident many years ago.

She was a tireless worker for the Treasure Coast Art Association for many years and true to her nature, she is still working for this organization. The family requested that memorial contributions be made to the Treasure Coast Art Association, 223 Avenue A, Fort Pierce, FL 34950. To quote her daughter, Diane: “Mom liked flowers, but too many seems such a waste. This is what she wanted.”

I’m sure Virginia is smiling down on us and pleased to know “others” are carrying on the work for the Treasure Coast Art Association. She loved people and especially artists!

This story about Virginia was compiled from old records and personal information provided by Diane Sides her daughter.

Written by: Tookie Nibert, Board of Directors and Public Relations, Treasure Coast Art Association and Gallery, 223 Avenue A, Fort Pierce, FL 34950, 304-382-1178.
Thanksgiving Leftovers

Turkey Tetrazzini
One of my clients made this casserole for me. My kids loved it so much that I asked her for the recipe.

2 cups cooked turkey (or chicken), cut into chunks
8 ounces cooked spaghetti
8 ounces mushrooms, drained
2 cans cream of chicken or cream of mushroom soup
2 cups sour cream
1 cup frozen peas
Bread crumbs
Parmesan cheese

Mix all except cheese and place in 9 x 13 baking dish. Sprinkle with bread crumbs and parmesan cheese. Bake at 350 degrees for 45 minutes.
Can be frozen uncooked. Serves 8.

Crunchy Turkey Casserole
My mother-in-law, Lucia Dannahower, introduced me to this recipe. It is a GREAT potluck casserole.

3½ pounds cooked turkey, cubed
1 cup celery, chopped
1 cup chopped almonds
2 Tablespoons onions, minced
1 10½-ounce can cream of chicken soup
1 cup mayonnaise
2 Tablespoons lemon juice
½ teaspoon salt
½ teaspoon pepper
Breadcrumbs


White Turkey Chili
My Denver gourmet friends, Rick & Pat Sotheimer, brought this wonderful chili to a winter potluck dinner. It is so yummy you will be tempted to lick the bowl clean!

2 pounds skinless turkey (or chicken) breast
3 15-ounce cans of white northern beans
1 15-ounce can diced tomatoes
10 ounces Monterey Jack cheese, grated
(or use Pepper Jack cheese to make spicier)
16-ounce Jar of salsa (mild, medium or hot)
1 teaspoon Cumin
1 4-ounce can jalapeno relish
1 4-ounce can diced green chilies
2 Tablespoon Chili powder
Garlic salt to taste
White pepper to taste
Hot sauce to taste

Cut the turkey into bite-sized pieces. Combine all of the ingredients in a crock-pot. Cook on high for 6 hours or on low all day. Serve with sour cream, grated cheese and tortilla chips.
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Downtown Fort Pierce Loses a Friend — Colleen Ring

Colleen Ring was a familiar face in downtown Ft. Pierce. She worked at East Coast Lumber for 30 years leaving as C.F.O. of the company. While working at East Coast Lumber, Colleen was instrumental in the development and implementation of the computer and accounting system that is still utilized today.

Colleen attended St. Anastasia Catholic Church where she was a very active participant. She served as a Eucharistic Minister and Lector. Her extracurricular activities didn't end at her church. She also served as President of the American Business Women Association, past President of St. Lucie County Chamber of Commerce, and the first woman commodore at the Pelican Yacht Club, serving from 1990 to 1991.

Colleen was a devoted caretaker. She was a wonderful wife, a great mother, a great daughter and one of the best friends someone could have. When she was diagnosed with cancer, Colleen took it on as a challenge. She was optimistic and filled with hope. This drove her to write “Create Your Health Attitude” in 2005.

On August 21, 2008, Colleen’s battle with cancer ended. What we will remember most about Colleen is her smile that she quickly shared with everyone. A quote from her writings shares with us how unselfish she was. Colleen wrote, “Like everything else in life, it’s a journey. I believe that because I have the disease, I have been able to spare someone else who would not have been strong enough for the fight.”

I am sure Colleen is still on her journey, strong as always and continuing to help those around her.
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.

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Private:
- Student ............................................. $15.00
- Friend .............................................. $25.00
- Family .............................................. $50.00

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- 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

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- 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.

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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Shut Out From Roth IRAs No Longer

Submitted By: Jim O’Connor, CFP®, CIMA®, Financial Advisor

Thanks to some recent tax law changes, high-net-worth individuals who are exploring additional ways to build retirement savings may want to take a closer look at traditional IRAs. In May 2006, the Tax Increase Prevention and Reconciliation Act (TIPRA) revised some of the guidelines covering IRAs. As a result, high-income investors whose earnings level would previously have restricted them to a traditional IRA can now convert those to Roth IRAs starting in 2010 and reap the long-term tax advantages.

Because they allow qualified investors to withdraw all contributions and those earnings that meet certain requirements without federal income tax, Roth savings vehicles now appeal to a growing list of investors. Previously, Congress limited Roth conversions to those whose modified adjusted gross income was under $100,000. Under the new rules, however, the conversions will be available to investors at any income level, starting in 2010.

So if you’ve maxed out your 401(k) contributions and don’t qualify to make Roth IRA contributions because of your income level, you still can make nondeductible contributions to a traditional IRA over the next several years and then convert it to a Roth IRA in 2010.

Then, when needed during retirement, investors can make withdrawals from the Roth IRA tax-free. Taxes will not be owed on the original nondeductible contributions because they’ve already been paid, although the previous earnings on those contributions will be taxable. Those who convert in 2010 only have the extra incentive of being able to spread the tax liability over the following two years. Thereafter, all future earnings in the Roth IRA will be available for tax-free distributions if certain requirements discussed below are met.

With a traditional IRA, account holders are taxed on both their original contributions and their investment earnings when they start withdrawing money. Essentially, the tax responsibility has been deferred, not eliminated. The tax responsibility for a Roth IRA comes at the time of withdrawal. And that means that Roth IRAs essentially can make investment income tax-free income.

The opportunity to translate nondeductible contributions into additional savings that could result in a tax-free income stream for retirement is especially attractive for high-net-worth individuals who can afford to pay the conversion taxes without using funds from the account itself. By doing so, an investor can avoid paying taxes on the distribution as well as an early distribution penalty of 10 percent. This assumes that a Roth IRA has been open for at least five years and the investor is at least age 59½. Moreover, because high-net-worth families often have retirement income from other sources, they may not need to tap into their converted Roth IRA for many years, if at all. (Unlike traditional IRAs, there are no mandatory withdrawal rules for Roth IRAs if individuals are 59½ and the Roth has been established for five or more years.) So investors who choose the conversion option can theoretically shelter their earnings for years — an attractive advantage in estate planning.

Here is a simple example of the potential advantage of doing a Roth conversion: A married couple where both spouses are under age 50 can make nondeductible contributions of up to $8,000 ($4,000 per spouse) to traditional IRAs in 2007; they can contribute $10,000 ($5,000 per spouse) in tax years 2008 and later. That amounts to $28,000 in additional savings, excluding earnings, between 2007 and 2009. When the couple converts their traditional IRAs to Roth IRAs in 2010, the taxes due will, unless elected otherwise by the client, be paid for in equal installments in 2011 and 2012. All future earnings, however, will accumulate tax-free and all withdrawals from the Roth IRA will be tax-free as well, if the distribution requirements are met (i.e., later than age 59½ or five years after Roth IRA is established). And that’s something all investors can appreciate.

For more information, please contact Main Street Focus, 122 AE Backus Ave., Fort Pierce, FL 34950.

Note: If you already have a traditional IRA with pre-tax dollars (i.e., deductible contributions, rollovers from qualified plans), you should consult your tax advisor about the aggregation rules that will apply if you convert any traditional IRA assets to a Roth IRA. Tax laws are complex and subject to change. This information is based upon current federal tax rules in effect at the time this was written. Morgan Stanley and its Financial Advisors do not provide tax or legal advice, and are not “fiduciaries” under ERISA with respect to the services or activities described herein.

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Fall Fishing on the Way, and Speaking of Fish Stories …

by Dan Dannahower

We’re well on our way into fall with its cooling temperatures and often blustery days. The cold fronts become stronger and push south of us without stalling out as they do during summer. With them come rain, winds, and cloudy days and a much more frequently changing weather pattern. These changing conditions affect the feeding patterns of many local fish species resulting in some really great fishing days and other days when you couldn’t catch a thing to save your life. Those squally, windy white capped days on the river can provide some great trout fishing but require rain gear, warm clothing and a real determination to catch a fish as it isn’t the most pleasant time to be on the water. There will be plenty of nice days too, and those can be very productive. My point is, the changing weather patterns of fall turn the bite on and off more frequently and give us more opportunity to have a good day fishing.

The offshore scene also changes with the weather. The winds that accompany frontal weather turn the ocean rough and choppy. Offshore game fishing tends to be best during winter but requires a close watch on conditions for both safety and comfort. Local tackle shops and marinas usually have up to date info on conditions both offshore and inshore and on what’s biting and what’s not. A phone call or visit can be a great help to you for...
deciding whether tomorrow's a good bet to go for a lunker or wait for a better day.

To wrap up, here's a great fishing tale! You never know what you'll get when you head out on the water. Sharon Payne, wife of local firefighter Joe Payne was recently kayaking on the flats of the Indian River Lagoon. She spotted a large fish thrashing around on the surface. They paddled up close and Sharon was able to grab the flopping monster (it took two hands) and fling it into the kayak. In my 45 years of fishing local waters, Sharon is the only person I ever heard of to catch a 32 inch, 10 ? pound trout BY HAND! Turns out Mr. Trout had tried to swallow a mullet that was about twice the size his throat could handle and he was choking on it. Who needs bait anyway!

Good luck and good fishing.
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