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“Bahamian Sailing”
by A.E. Backus
So, What Exactly Does Main Street Do …?
by Britt Reynolds

Well, the Showdown at the Sunrise was a great success. Everyone had an amazing time. The Reverse Raffle was a blast as always and there were plenty of great items sold at both the silent and live auctions.

As we were wrapping up, a new volunteer mentioned to me what a terrific time she had. It turned out that she joined the reverse raffle committee because a friend was involved; however, she herself didn’t know that much about us. She asked me, “So what exactly does Main Street do?”

As I explained our mission, goals and accomplishments, I began to wonder how many others out there knew about our organization without really knowing who we were or what we did. So this month let me introduce you to Main Street Fort Pierce.

Beginning the tour with our website, www.mainstreetfortpierce.org, you’ll find this information:

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 is a for-profit, local, public-private partnership funded by memberships, fund-raising projects and city government.

Main Street programs bring development, activities, recognition and an improved economy to historic downtown areas by coordinating downtown improvements, creating a positive image to attract customers and investors, rekindling community pride, enhancing the visual quality of the downtown environment, and attracting strategic additions to the economic mix.

What does all this mean and where does the money go? It means that through Main Street’s efforts, Old City Hall and the Sunrise Theatre have been preserved for future generations to enjoy; not preserved in a “careful-it’s-a-museum” kind of way, but preserved instead, in a vital, living, “come-out-and-enjoy-us” kind of way. Other projects Main Street has had a hand in include:

- A charette at which over 250 people presented their ideas for a “Master Plan” for Historic Downtown Fort Pierce;
- A Main Street grant for 15 matching facade projects amounting to over $10,000;
- The restoration of the North Second Street historic bridge known as “Tickle Tummy Hill;”
- The Manatee Observation and Education Center;
- The rebuilding of the main branch of the St. Lucie County public library;
- The Community Redevelopment Agency and CRA waterfront development;
- Three murals in historic downtown Fort Pierce with the St. Lucie Mural Society, including a “Mural-In-A-Day” for the Centennial.

Continued on page 4 …
Most recently we purchased and are currently in the process of renovating the Platt-Backus house. Home to the Main Street office, we invite you to come down, say hello and see where the money goes.

We actively engage in fundraising efforts to expand our work. The first Friday of every month the community is invited downtown to Friday Fest to enjoy one of the most welcoming waterfronts on the Treasure Coast.

To paraphrase a friend of mine, our events are better viewed as FUNdraisers.

They not only raise funds to support our ongoing revitalization efforts, they answer the requests of our community for more “fun” things to do.

On the topic of fundraisers, while Friday Fest is our longest running and most well known fundraiser; it is only the tip of the iceberg.

Some lesser known, but equally fun opportunities to support your downtown include our Spring and Fall Wine Tasting Strolls, our hilarious Cowboy Golf outing, The Sandy Shoes Festival and the much beloved 4th of July Downtown celebration. To paraphrase a friend of mine, our events are better viewed as FUNdraisers. They not only raise funds to support our ongoing revitalization efforts, they answer the requests of our community for more “fun” things to do.

Not all our events are fundraisers; many are designed to promote the downtown area and help our local mom and pop businesses compete with the large franchise that have drawn people away from the traditional downtown. Among these are the Downtown Business Association’s monthly Art Walk, and Coffee With the Mayor events and the annual Sights and Sounds Parade which is put on in conjunction with the First Fierce Sunrise Kiwanis — one more example of non-profit, civic cooperation with the shared goal of improving and promoting Downtown Fort Pierce, a true jewel in the crown of St. Lucie County’s many amenities.

While I hope you’ve enjoyed this overview, I want to tell you who we really are. We are your co-workers and neighbors, your friends and family. We are the next generation with a new perspective and senior citizens with life lessons to share. But we are often the same old crew. Help us enlarge the circle. Look outside the box and invite that new neighbor, colleague or acquaintance you wish you knew better. Come join us as we continue to revitalize our remarkable downtown.

Get involved!

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

Friday, September 4: Friday Fest — 5:30 p.m. to 8:30 p.m., Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org

Wednesday, September 9: Artwalk — 5:00 p.m. – 8:00 p.m., Downtown Business Assoc., 465-7080, www.fortpierce-fl.com

Friday, September 18: Coffee With the Mayor — 8:00 a.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org

Friday, September 25: Classic Car Cruise-In — 8:00 p.m. to 9:00 p.m.; Downtown Business Association, 465-7080, www.fortpierce-fl.com

WEEKLY EVENTS

Ballroom Dancing Lessons — Tuesdays, 5:00 p.m. to 8:00 p.m.; Cobb’s Landmark, upstairs, 772-215-7800.

Art Mundo Open Studio — Wednesdays, 6:30 p.m. to 8:30 p.m.; The ArtBank at 111 Orange Avenue, www.greynoylestreet.com

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, 332-1103.

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Coffee With the Mayor Kicks Off New Season
by Pam Gillette

While doing the research for this article, I was struck by the fact that no one can remember when Coffee With the Mayor started, but everyone remembers who started it: former Mayor Edward G. Enns. During a time of struggles and negativity in the City of Fort Pierce, Mayor Enns wanted a place for city leaders, businessmen and citizens to come together to promote the positive things that were going on in the city.

Eddie Enns was a visionary who changed the face of Fort Pierce. Allen Osteen said, “Everyone looked up to him, and he was the city’s biggest Good Will Ambassador and a great man.” Eddie Enns liked to work behind the scenes to get departments and organizations to come together to make things happen. So when he approached Main Street Fort Pierce with an idea of a positive meeting in the community, Main Street jumped at the chance and together the city and Main Street came up with Coffee With the Mayor.

Coffee With the Mayor has become a popular networking event that is held every third Friday of the month (September – May). It is a positive event where people come together to promote their businesses and special events. Each month there is a business sponsor who speaks and distributes promotional material about their particular business to event attendees. Coffee With the Mayor begins at 8:00 a.m. and is held on the second floor of Historic City Hall located at 315 Avenue A in downtown Fort Pierce. Everyone is invited to attend.

In 2002, Allen Osteen was kicking off the 100th anniversary of East Coast Lumber. Allen was approached by Eddie Enns about the number of great projects going on around the city. There were many people beginning to invest in Fort Pierce and Mayor Enns felt that these people should be recognized. Allen’s respect for Mayor Enns and their passion for continued development in the city, lead him to sponsor the awards for community improvement.

The awards needed a name. Both men noticed that the East Coast Lumber logo was a hammer and so the Golden Hammer Awards were born. The Golden Hammer Awards are given out twice a year, March and September, at Coffee With the Mayor and are sponsored by East Coast Lumber. The categories are Commercial Improvement, Residential Improvement and New Construction. Public buildings are not eligible and awards are only given to buildings within the city limits.

If you are interested in nominating a commercial building or residential home for one of these awards, please go by City Hall and pick up a form at the information desk or the Mayor’s Office. Deadline for September’s awards is Friday, September 4, 2009. Winners will receive community recognition through a sign for their yard and a gift certificate from East Cost Lumber.

Eddie Enns is no longer with us, but his idea for a positive networking event still lives on. On September 18, 2009, Coffee With the Mayor will begin a new season with Mayor Bob Benton carrying on the traditions. Our sponsor for the month is Main Street’s yearly partner, Orchid Island Juice. Orchid Island Juice will be kicking off their 20th anniversary activities with a special announcement, an assortment of breakfast treats, and their famous orange and grapefruit juice. Golden Hammer Awards are also given out in September.

If you are new in town, a community citizen or one of our favorite local businesses, join Mayor Bob Benton and Main Street Fort Pierce this month and every month for Coffee With the Mayor.

Sponsorships are still available in the spring of 2010. To sponsor a Coffee With the Mayor, contact Main Street Fort Pierce at (772) 466-3880. Cost to sponsor Coffee With the Mayor is $200 per month.
Creating Spoil Islands to Protect Marina
by Mayor Bob Benton

On August 11th, Governor Christ and the Florida Cabinet gave approval to the City of Fort Pierce to rebuild the City Marina using spoil islands. This was a great accomplishment for the city. The spoil islands are designed to protect the marina from a storm surge and waves generated by hurricanes. During the 2004 hurricanes, Frances and Jeanne destroyed our marina and our downtown waterfront, leaving us with a loss in revenue, downtown fishing tournament activity and traffic from the boating community visiting our restaurants and stores.

After four years of hard work designing, discussions with DEP, the Army Corp, and meetings, the team made up of Richard Czaplinski and Jane Bergstrom, with Tetra Tech, Ed Seissiger, Christa Razem, Dean Kubichek, and myself headed to Tallahassee to gain approval of this unique project. The first of two meetings in Tallahassee in August was with the Trustees and aids to the Governor and Cabinet. With a sense of uncertainty of the projects approval, we returned for the final showdown.

The choices to armor the marina from storm surge were a cement wall, rocks or the innovative thinking of creating spoil islands. By creating spoil islands, we generate a natural habitat for wildlife. The islands will include an oyster habitat, an artificial reef and a costal dune, inviting shore birds, seagrass beds and mangroves. The impact to the environment is minimal and the benefits outweighing.

This project, approved by the Governor and the Cabinet, will be a pilot project and the only one in the state for years. DEP will monitor the long term effects to document the benefits of this type of project working with the environment.

The economic impact of this project for our downtown is great! The jobs produced to reconstruct our marina and construct the islands will put our people to work, and bring additional activity to downtown businesses.

When complete the marina will have approximately 140 additional boat slips for traveling boaters and resident boaters living in and supporting our downtown.

The demolition of the King power plant allows for the project of a resort-style complex to compliment the marina and downtown area. In addition, the demolition of the old Days Inn on South Beach along with A1A reconstruction keeps Fort Pierce’s future looking bright! In fact, Fort Pierce’s recognition as one of the top 10 undiscovered retirement communities in the United States gives us the status as the brightest city on the east coast of Florida!

So when someone talks bad about the community, remind them of all the blessings and great accomplishments that are transforming this community daily! Enjoy Fort Pierce, for our future is bright!
Natalie’s Orchid Island Juice Company 20th Anniversary Celebration
by Lisa Rymer

It’s a celebration and everyone is invited! The fun begins when Natalie’s Orchid Island Juice Company kicks off its 20th Anniversary Celebration on September 18th, 8:00 a.m. at the Old City Hall in Fort Pierce. As the sponsor of Coffee With the Mayor, the event promises plenty of delicious citrus juice, games, prizes and a walk down memory lane.

It is with gratitude, humility and tremendous pride in the combined effort of so many people in the community that Natalie’s Orchid Island Juice Company celebrates this landmark occasion. This event provides an opportunity to honor the contributions of today’s citrus growers and citrus juice producers, as well as the contributions of the region’s forefathers. Without their vision, hard labor and business ingenuity, the Indian River Citrus District would not enjoy worldwide renown. What a privilege it is to be a part of such an illustrious heritage and to help pass that heritage on to future generations.

The Indian River Citrus District spans 200 miles of Florida’s east coast from Daytona Beach to West Palm Beach. The area is world famous for producing delicious fruit, most notably grapefruit. However, it is the orange juice industry that put Florida on the map. Florida oranges weigh 25% more than fruit grown in many other geographical locations. In contrast to California oranges, which have a thick skin and are easy to peel and eat, Florida oranges are thin skinned and filled with sweet solids; the extra weight makes Florida oranges perfect for squeezing juice.

According to the Indian River Citrus League, 66% of the groves in the Indian River Citrus District produce oranges and 98% of the oranges grown in this district are squeezed for juice. In fact, national data indicates that 77% of the orange juice produced in the United States is from citrus grown in Florida.

Natalie’s Orchid Island Juice Company is owned and operated by 4th generation citrus growers, Marygrace and Robert Sexton. Descendants of Indian River County pioneers, the Sextons are part owners of the Oslo Citrus Growers Association, formerly the Oslo Packing Company, which is the oldest citrus packing house operating on Florida’s east coast. Marygrace Sexton, who runs the day to day operation of Natalie’s Orchid Island Juice Company, also sits on the board of directors of the Florida Citrus Processors Association. Marygrace is one of few women in the history of the Indian River Citrus District to own and operate a citrus facility.

Natalie’s Orchid Island Juice Company is named after Marygrace and Robert Sexton’s oldest daughter. A second daughter, Lucy, is the namesake of another line of citrus juices. With the girls being part of the family business, Natalie’s Orchid Island Juice Company is consequently owned and operated by 5th generation citrus growers. In American history, there are few companies still in operation that can claim such a lineage.

Orange juice is about as American as apple pie. The United States has always been the world’s biggest fan of orange juice. Starting in about 1945, frozen concentrate orange juice provided American families with the convenience they wanted, and a taste they grew accustomed to. Florida’s citrus industry flourished, becoming the global leader in agriculture. However, by 1989, Brazilian imports of frozen concentrate had taken about 50% of the market share.

Citrus growers Marygrace and Robert Sexton, who were new parents to baby Natalie, were looking for ways to add value to their citrus crops. Although fresh squeezed juice seemed a questionable enterprise at the time, the Sextons knew it tasted superior to frozen concentrate.

In November, 1989, Marygrace Sexton and her brother John Martinelli, began making fresh squeezed juice from only Florida grown citrus. The production facility was located in the back of a building on US Highway One in Vero Beach, now the home of the Quilted Giraffe restaurant. Back then, the business featured a retail store with citrus juices and specialty foods for area residents and roadway tourists.

By 1992, Americans in general preferred fresh produce to frozen. As the demand for high quality Florida citrus juice grew, the company adopted a business model that allowed for global expansion.

Continued on page … 12
In 1996, the company moved into the former Dandee Bakery building in historic downtown Ft. Pierce. Now, the company employs over 80 people to produce fresh squeezed, gourmet pasteurized and fresh frozen juice — all from Florida grown citrus. Brother Frank Martinelli is credited with ensuring the quality of the juice is as close to perfection as the Creator intended. Brother Bil Martinelli makes sure the equipment and facilities keep up with year round production.

Natalie’s Orchid Island Juice Company products are available nationwide and in many foreign countries. And … business is still growing! The company not only represents the region’s history; Natalie’s Orchid Island Juice Company is part of the region’s future.

Natalie’s Orchid Island Juice Company credits its success to the amazing fruit produced in Florida, which is hand selected from only the highest quality citrus on the trees. In 1998, the company’s process for making fresh squeezed juice was recognized by the Food and Drug Administration as the industry benchmark. Despite its worldwide expansion, Natalie’s Orchid Island Juice continues to make juice the old fashioned way. There are no additives in the juice, nothing artificial about the products. And with so many imported juices populating grocery store shelves, juice connoisseurs can taste the Florida difference.

In the past year, Natalie’s Orchid Island orange juice has been named the “Best Tasting” orange juice among leading brands in three national taste competitions, including Cook’s Illustrated magazine, on NBC’s the Today Show and in Real Simple magazine. Who would have thought all those years ago that a small citrus production company nestled in obscurity on the Indian River could hold its own against huge corporations!

While Natalie’s Orchid Island Juice Company undeniably makes a delicious juice that continues to bring global acclaim to Florida’s citrus producers, the company’s greatest achievements are right here in the local community. Over the past 20 years, Natalie’s Orchid Island Juice Company has donated untold millions to nonprofit organizations on the Treasure Coast. In addition, every week, hundreds of gallons of juice are given away to boost philanthropic efforts that elevate the local quality of life. It is the belief of the owners that their blessings are meant to be shared.

None of this would be possible without the help of loyal customers and the citizens of this region. The company is committed to the American economy by providing jobs, supporting farmers and using only American-made packaging. The vision for a better quality of life for all residents in the community is substantiated by a variety of resources. Perhaps most notably, God as the source of all the company’s blessings is recognized on the product label and in front of the production facility. Hopefully, there’s a place in your refrigerator for Natalie’s Orchid Island Juice Company products. It’s much more than just orange juice.
Downtown Hero: Kathleen Fredrick
by Camille S. Yates

At age 10, Kathleen Fredrick fell in love. That was when her sister first introduced her to the famous landscape artist, Albert E. Backus. Decades later, the love affair continues, although Backus died in 1990. Fredrick is now the Director of the Backus Museum and Gallery. A Fort Pierce native, she grew up as a “Backus Brat,” a group of kids that hung out at Backus’ house and studio on Avenue C and Second Street. According to Fredrick, what attracted her at first to Backus was the general lack of adult supervision — Backus was known for his easy-going lifestyle. But what really fascinated Fredrick was Backus’s intellect. “We had many challenging discussions on books, politics, and religion,” Fredrick explains. “Backus was inter-esting because he broke the social norms about race and class and was endearing to almost all people.”

When told that Main Street had selected Fredrick as its Downtown Hero, she replied, “Backus was the original Downtown Hero. He lived downtown and every merchant on Second Street would have a story about him. He touched the lives of so many people, not just because he was a good artist, but because he was so generous.”

According to Fredrick, not only was Backus known to donate his artwork to many worthy organizations, but he also was generous with money. For example, he often paid for other people’s utility bills and mortgages.

Fredrick has seen Fort Pierce go from being an energetic city with a downtown shopping mall to dilapidation in the late 1970s. “What Main Street has done to downtown in recent years is wonderful,” she says. “I am looking forward to a more vibrant retail environment with door to door stores. Of course, a vibrant cultural hub is just as important as a vibrant retail center.” Fredrick’s vision is to see, in the next 10 years, contiguous retail shopping on Second Street; total occupancy at the Renaissance; and all of the old houses on Second Street re-vitalized.

Fredrick was elected to the Board of Directors at the Backus Museum in 1992, just 2 years after Backus’ death. She was hired as the Executive Director in 1999. “Back when I was a teenager, if I had known that I was going to be the Director of the Backus Museum, I would have asked a lot more about painting and less about politics,” she says.

Although Fredrick is passionate about Backus and his art, she has the same zeal for her hometown. “One of the saddest things that ever happened to me is that I left Fort Pierce to go to boarding school,” she says. “I hated to leave my friends and the Backus studio, but my new school was a wonderful environment.” Fredrick graduated high school and later studied anthropology at Cornell and Tufts. “I am fascinated by people’s culture, rituals, and their society,” she says. “Backus was interesting because he broke the social norms of his community. He lived outside of the social constraints about race and class and was endearing to almost all people.”

Fredrick says. “I want everyone to be inspired by Backus, but I also want to bring national and international artists into town.”

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Fredrick’s vision is to see, in the next 10 years, contiguous retail shopping on Second Street; total occupancy at the Renaissance; and all of the old houses on Second Street re-vitalized. Her goal is to get full accreditation for the Backus Museum and to expand the exhibit space for Backus paintings. She also sees the museum as having the ability to acquire more Indian River School artists’ works as well as additional Highwaymen paintings.

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“I want everyone to be inspired by Backus, but I also want to bring national and international artists into town,” Fredrick says. With Fredrick’s drive and enthusiasm, it is certain that culture will continue to grow in Fort Pierce. That is why Kathleen Fredrick is Main Street’s Downtown Hero.

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The Backus Museum: A Fifty-Year Legacy

by Robin Dannahower

Recently, Michelle Obama returned to the setting of her first date with President Barack Obama as she participated in a ceremony to reopen a wing of the Metropolitan Museum of Art in New York City. At the event, the First Lady spoke about the role the arts play in our society. Mrs. Obama said: “The arts are not just a nice thing to have or to do if there is free time or if one can afford it. Rather, paintings and poetry, music and fashion, design and dialogue, they all define who we are as a people and provide an account of our history for the next generation.”

The most drastic change has been making a transition, a long-time goal of the board and president, will come true this year. Rather than a modest community gallery to a full-scale art museum, the transition was made possible because the museum has built a significant permanent collection of more than 36 additional gallery exhibitions. The museum has been a major part of the changing exhibitions for inspiration, education and enjoyment. Last year alone, the museum hosted more than 28,000 visitors from 36 states and 11 countries. Additionally, the museum has recently acquired many works of art from Florida Hall of Fame Artists A.E. Backus and the Highwaymen as well as works by some of the most noteworthy Indian River School Artists. “The cultural, artistic and environmental heritage of our region is represented in the museum’s distinguished permanent collection,” said Kathleen Fredrick, director of the A.E. Backus Museum. “Each work of art has a powerful story to tell, and each represents a part of our region’s past, present and even our future.”

When the museum first opened its doors in 1960, it was known as the Fort Pierce Art Gallery. At that time, it was simply intended to be a facility to show the work of local artists. Today, the museum continues to show the work of local artists and in more recent years has expanded to show work by artists from across Florida as well as from across the country. The museum has also brought important nationally touring exhibitions to the region including a prominent Ansel Adams photography show and a legendary National Geographic exhibition. Having a significant permanent collection through is what defines the Backus as a true museum and positions it as a valuable resource for the entire region.

The Backus Museum encourages people to explore the permanent collection as well as the changing exhibitions for inspiration, education and enjoyment. Last year alone, the museum hosted more than 28,000 visitors from 36 states and 11 countries. Additionally, school field trips brought hundreds of children to the museum from as far away as Clermont and Indianantown. This year, for its 50th season, the museum will reinstall the permanent collection to give it more prominence. The new layout will also make room for and accommodate recent additions to the permanent collection.

On September 26, the museum will reopen and visitors will be able to see the many of the inspiring works now owned by the Backus Museum. Also on view will be the season’s opening exhibition, Homage to Impressionism. The 2009-2010 Season will include the annual juried art and photography shows, A Tribute to A.E. Backus, the Florida Highwaymen Show and Festival along with several other exhibitions.

New this year in the museum’s schedule is an invitational exhibition called Through Women’s Eyes – By Women’s Hands. The show promises an outstanding line up of talented women artists with a wide array of media including painting, photography, sculpture and more.

The museum will also host a three-day celebration in January called Art in Bloom. This special event will feature flower arrangements, from florists from around the Treasure Coast, inspired by and placed alongside paintings, sculpture and other decorative art objects. The events will include a preview cocktail party on Friday night, a luncheon and demonstrations on Saturday and Family Day activities at the museum on Sunday.

Please call the Backus Museum at 772-465-0630 or visit backusmuseum.com for more information. The museum is located at 500 N. Indian River Drive in Fort Pierce.
Dear Downtown Pierce, 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 advanced notice and invitations to special events.
• 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 $10.

Main Street Membership Levels

Benefactor Levels
Headline Sponsor ($5,000)
Patron Sponsor ($1,500)

Community Levels
Main Street Student Membership ($15)
Main Street Friend Membership ($25)
Main Street Family Membership ($50)

Corporate Levels
Main Street Small Business Membership (less than 10 employees) ($500)
Main Street Medium Business Membership (11-50 employees) ($1,500)
Main Street Large Business Membership (51 or more employees) ($5,000)

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: ___________________________ Membership Level: ___________________________

Company/Organization: ___________________________

Street Address: ___________________________

City / State / Zip: ___________________________

Phone: ___________________________

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Dale’s BBQ Opens in Downtown Fort Pierce
by Beth Williams

When Danny Adkins, manager of the new Dale’s BBQ location in downtown Ft. Pierce, opened his doors for business on Friday, August 7th, he welcomed a “pretty good crowd” of customers. “We were very pleased with our first day,” said Adkins. “We haven’t even advertised, but word of mouth downtown brought business owners and employees who wanted Dale’s BBQ for lunch”

The downtown location will have the same great menu of sandwiches, sides, and salads. “We’re going to provide a simple, inexpensive, and efficient lunch service,” said Adkins. While they won’t serve chicken and ribs, he says the ease and quickness of the lunch menu will make it a popular noontime alternative for busy employees who have limited time for a meal. “Our customers are glad to have something new downtown and we appreciate their support,” he said.

The downtown restaurant is at 208 Second Street where Lazy Daze was previously located. It has been renovated and while it’s smaller than the other Dale’s locations, it has the same feel and delicious barbecue aroma as its sister facilities on Orange Avenue and South US 1. Adkins said normal hours will be Monday through Friday, 9:00 a.m. to 6:00 p.m. He’ll extend hours to 9:00 p.m. to accommodate downtown events such as Sunrise Theatre show nights, Friday Fest and Bike Night. “We’ll be open late for anything associated with downtown special events,” Adkins said. “There are probably ten nights a month when we’ll extend our hours.”

As a native Fort Pierce resident, Adkins says opening a location downtown makes good business sense. “Being downtown has its magic,” he said. “There are a lot of visitors and people who work downtown but don’t live in Fort Pierce.” Adkins hopes that his daytime customers downtown will enjoy Dale’s famous barbecue so much they visit the other two locations for dinner. “Our family-owned restaurants have been around a long time and we look forward to the same success downtown as we’ve experienced in the other locations.”
Jazz & Blues Society Brings Passion for Music to Community

by Beth Williams

Fort Pierce Jazz & Blues Society leaders, Bill Genson and Debbie Denning, are passionate about the future of music in our community. Sitting in the organization’s office at 124-A North Second Street, they chat about upcoming events, a heightened focus on music education, and the ever-present challenge of funding the array of events they have slated for the next year.

Genson, who serves as president of the 18-member board of directors, says that partners such as the Fort Pierce Redevelopment Agency provide much needed support. “Funding is always going to be a focus. Our biggest endeavor is to provide scholarships for high school students who want to develop their musical talents,” he said. “We granted three $1,000 scholarships this year and would like to greatly expand that.” Contributors to the Society help make scholarships as well as the many free concerts and events possible.

Denning, Vice President and manager of the Saturday morning Arts & Crafts market says that very popular downtown event is a major source of funding for the Society and allows them to put on free concerts such as the Waterside Blues Series held at Marina Square. “We also work with the schools to expand music education and community access,” she said. “With budget cuts in schools we want to make sure our young people stay interested so we bring in international talent to perform at local schools.”

Genson notes that students who have received scholarships in the past, return to Fort Pierce to contribute their time and talent for the free concerts. “This is where they came from and it’s great to see them perform.”

In addition to the Waterside Blues series, the annual Mardi Gras Festival held in February, and Brown Bag Lunches on Melody Lane, the Society hosts weekly Jazz Jam sessions October through May. The jam sessions are wildly popular and draw musicians from all over the region. “The Jazz Society Ensemble plays and local musicians join in,” said Genson. “We invite them to bring two pieces of music to share with the group.” Genson, a musician who plays the trumpet and flugel horn, says the weekly event is a great place to practice your talent as well as to enjoy the talents of others. Jazz Jams are held on Wednesdays at the Holy Faith Episcopal Church in Port St. Lucie, and Thursdays at the Fort Pierce Community Center.

For more information on upcoming events, to volunteer or contribute to the Society, or to book the Jazz Ensemble for private events, contact their office at 772-460-JAZZ.
Crazy for Clams by the Diva Devour

Growing up in Fort Pierce, my Dad often took me clamming. He had his “clam” rake and I, well I used my feet, to seek out those elusive mollusks. We’d always come back with buckets of these tasty bivalves for mom to prepare. There’s something especially gratifying about finding your supper.

Dad put the smaller clams on the grill, once they popped open we would top the tasty bivalves with Dad’s special hot pepper juice. Mom would take the larger clams, grind them and make all kinds of yummy morsels: stuffed clams (recipe to follow), clam fritters, clam strips, etc.

Clam tips: It is alright for clams to open while you’re storing them, but throw out any clams that don’t close when tapped. Also discard any clams with broken shells or shells that can be easily pried apart. Another test is to place clams in a pot of water. Any that float must be discarded.

Joan Payne’s Stuffed Clams

2 cups cooked clams, reserve broth
1 onion, chopped
2 stalks celery
1/3 cup green pepper
Salt & pepper to taste
2 eggs
1 Tablespoon poultry seasoning
4 cups breadcrumbs
Bacon
8 large clam shells

Grind clams, celery, green pepper, and onion. Add eggs, breadcrumbs, salt, pepper, and poultry seasoning. Add enough clam broth to make a wet mixture (the consistency of turkey stuffing). Put stuffing into clam shells. Bake 350 degrees for 45 minutes.

Top each clam with 1 slice of bacon. Broil for 10 minutes or until bacon is done. Serve 8.

Pasta with White Clam Sauce

3 cans of minced clams with juice
(or use fresh clams and grind)
1 cup cream
1 cup white wine
1 teaspoon tarragon
1/2 teaspoon rosemary
1/2 teaspoon basil
1/2 teaspoon thyme
1/2 teaspoon white pepper
1/2 teaspoon salt
4 Tablespoons butter
1 large onion, chopped
4 large cloves garlic, minced
8 mushrooms, sliced
1 pound angel hair pasta, cooked as directed on box

Saute onion, garlic and mushrooms in butter until soft. Add remaining ingredients and simmer for 20 minutes. Thicken with flour and water. Cook for another 10 minutes. Toss with warm pasta. Serve with Parmesan cheese. Note: When serving this to company I place steamed little neck clams on top of tossed pasta. Serve 8.

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Sunrise Theatre September to December 2009 Schedule

- Mighty Clouds of Joy
  - Day: Friday
  - Date: September 18, 7:30 p.m.
  - Price: $25

- Hank Western Comedy Show
  - Featuring Hank Western, Dak Rakow, Steve Zimmerman, Amy Dingler & Jim Morgan
  - A benefit performance to support the Sunrise Theatre Foundation

- Kool & The Gang
  - Day: Sunday
  - Date: October 11, 7:00 p.m.
  - Price: $59/$49

- An Evening with Chris Botti
  - Day: Saturday
  - Date: October 17, 8:00 p.m.
  - Price: $59/$49

- Jo Dee Messina: The Music Room Series
  - Day: Friday
  - Date: October 23, 8:00 p.m.
  - Price: $49

- National Touring Company of Tap Dogs
  - Day: Saturday
  - Date: November 7, 8:00 p.m.
  - Price: $50/$40

- JIGU! Thunder Drums of China
  - Day: Saturday
  - Date: November 21, 8:00 p.m.
  - Price: $35/$29

- ABBA Mania
  - Day: Saturday
  - Date: December 7, 7:00 p.m.
  - Price: $36/$29

- National Touring Company of Camelot
  - Day: Saturday
  - Date: November 28, 8:00 p.m.
  - Price: $60/$50

- A Kenny Rogers Christmas
  - Day: Sunday
  - Date: November 29, 7:00 p.m.
  - Price: $69

- “I Love A Piano”
  - Day: Thursday
  - Date: December 3, 7:00 p.m.
  - Price: $40/$35

- Little Anthony & the Imperials
  - Day: Saturday
  - Date: December 5, 8:00 p.m.
  - Price: $55/$45

- An Evening with Craig Morgan
  - Day: Friday
  - Date: December 11, 8:00 p.m.
  - Price: $45/$35

- “Gotta Get A Gimmick, Burlesque to Broadway”
  - Day: Sunday
  - Date: December 13, 7:00 p.m.
  - Price: $27.50 - $99

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New patients always welcome!
Historic City Hall
by Pam Gillette

Built in 1925, the Historic City Hall building was the home to early Fort Pierce government. Designed by William Hatcher and built by J.C. Hammer, the building was built during Florida’s “boom” period and exemplifies Mediterranean-style architecture. The Mediterranean style is evident by the barrel-tiled roof, the ornate decorations and the arched windows. The original construction cost for Historic City Hall was $45,000.

In 1972, the government’s needs outgrew the 7,000-square-foot interior and the building was closed. Beginning in 1991, concerned citizens, the City of Fort Pierce, and Main Street Fort Pierce began efforts to restore Historic City Hall in place of plans to demolish the building. At an approximate cost of $475,000, funds were raised through the CRA, the City of Fort Pierce, state grants and a loan taken by St. Lucie Preservation Association, Inc. to finance the restoration of the Historic City Hall building. The renovations were completed in 1995.

Since 1995, St. Lucie Preservation Association, Inc./Main Street Fort Pierce, Inc. has managed Historic City Hall. The upper level of the building is rented out for community functions while the downstairs office area is leased to a local business. Historic City Hall is an outstanding example of Mediterranean Revival architecture. The construction features stucco over clay tile, with Spanish clay tile roof and cast stone ornamentation. The original Dade County Pine wood floors, unique arched windows, and beautifully detailed ceilings create an “old Florida” ambiance for any special occasion.

If you are looking for that ideal location to hold your next meeting, wedding or special event, Historic City Hall is the place for you. The hall holds approximately 130 people with tables & chairs, 150 with chairs only and 180 standing only. Tables and chairs are provided with the rental. There is an elevator for easy access to the second floor and a refrigerator, microwave and a sink are also available for use. There is no cooking facility at the hall.

Historic City Hall will bring a piece of Fort Pierce history and architectural beauty to your next event. For more information on renting the Historic City Hall or available dates, please call the Main Street Fort Pierce office at 466-3880 or e-mail at mainstreet15@aol.com.

Meagan Osteen – World Champion
by Camille S. Yates

In June, I reported on Megan Osteen becoming the new nationally acclaimed Justin Boots Rookie of the Year.

Now, Osteen has laid claim to being an American Quarter Horse Association World Champion. Guiding her horse, Naturally Bionic, through the tough competition, Osteen captured the World Champion title for Youth Working Hunter over Fences and third in the World for Youth Hunter Hack.

“Megan has been riding since age 4 and her dedication has paid off,” says Osteen’s Mother, Terry. “Her father, Allen, and I are so proud of her. We just wanted her to get in the top 15. Never did we expect her to win the World! Osteen is still a little shocked. “I have never felt like this before,” she says. “It is just indescribable. When I heard my name called as the winner, I was overcome with emotion and just broke down crying.”

Main Street Fort Piece is also very proud of its Down-town celebrity, Megan Osteen.
Coping with Stock Market Uncertainties

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

Global events can certainly affect the U.S. stock market. Throughout its history, however, the U.S. stock market has proved to be quite resilient over the long term—bouncing back time and time again from the impact of world crises. Examining how some past global problems have affected the U.S. stock market may help you better grapple with the economic and investment uncertainties of crisis events.

Action and Reaction

It may reassure you to know that the stock market has historically rewarded those who stayed the course during tumultuous times, although past performance cannot guarantee future results. For instance, on the first trading day after the Cuban Missile Crisis (October 23, 1962), the S&P 500 fell 3.78%. Yet only six months later, it had surged 24.66%. Moreover, over the one-month period after Iraq invaded Kuwait—a move that eventually led to the first Gulf War—the S&P 500 declined 9.12%. One year later, the index had jumped 10.16%.

Sometimes the market’s rebound has been slower in coming. For instance, after the bombing of Pearl Harbor, the S&P 500 experienced an initial drop, rose slightly after one month and then found itself lower six months after the attack. But by V-J Day, less than four years later in August 1945, the S&P 500 had rebounded 57%.^1

Moving Forward

Of course, economic developments take time to play out, and markets often remain highly volatile in the immediate wake of a world crisis. Aside from keeping history in mind, how might you cope in our ever-changing world? Consider these suggestions:

• Focus on your long-term financial plan rather than short-term market dips.

• Be realistic, but not fatalistic, about current market conditions and returns. Investors prepared for occasional declines will be less likely to fall prey to panic selling.

• Keep your portfolio well diversified to help cushion volatility.

• Get to know your finances better and review how different accounts—such as IRAs and employer-sponsored retirement plans—are invested.

• Review your portfolio and make sure that your risk tolerance meshes with your financial goals and time horizon.

Remember that while our nation has faced crises before, the economy and the stock market have recovered, in time, stronger than before.

For more information, please contact Jim O’Connor & Morgan Stanley Smith Barney 772-231-3800.

^1 Source: Standard & Poor’s. This article is provided by Standard & Poor’s. Past performance is not indicative or a guarantee of future results. This article is published for general information purposes only and is not an offer or solicitation to sell or buy any securities or commodities. Investments and services offered through Morgan Stanley Smith Barney LLC, member SIPC. © 2009 Morgan Stanley Smith Barney.
Beat the Summer Heat
By Dan Dannahower

We’re in the midst of our hot summer season. August and September can be stifling. Getting on or near the water with the chance to catch a cool breeze is a popular goal along the Treasure Coast. Whether fishing, cruising or just sitting along a cool shore boards of us strive to do exactly that as often as possible. Our beautiful beaches, inland and offshore waterways offer some of the most scenic marine venues to be had anywhere.

If you’re looking for more than just a pretty view (i.e. hoping to catch a little dinner while enjoying your water experience) you’ve come to the right place. Fishing along the Treasure Coast is renowned. Numerous professional and amateur tournaments are held here each year for that very reason. While summer can be a little slower than some of the other seasons each year is different and there is always something biting. A little perseverance with local bait and tackle shops and marinas will always yield some good info on where to go and what’s likely to bring success.

This summer, although very hot, has been fairly productive compared to others I can remember. Fishing in the Indian River Lagoon has produced trout, redfish, snook, snapper, grouper and numerous bottom fish. You may have to adjust your timing or the area you fish but they are there to be caught. Again, a little research can go a long ways toward putting you on the fish. Our local tackle shops are happy to sell you the right gear, tell you how to rig it and suggest where and when to go with just a single visit.

Offshore ocean fishing has also been good this summer. Some big cobia and wahoo have been boated along with on- and off action for dolphin. Lots of sailfish have been caught and released. Kingfish seem to be everywhere. Live bait can be tough to catch, particularly on the weekends with lots of boats at all the popular bait spots. Alternatively you can purchase frozen ballyhoo, either pre-rigged or do it yourself from local bait shops. They’ll be happy to show you how to fish them and suggest where the action has been hot lately.

For any boating venture during summer, particularly offshore jaunts be sure to get a good weather briefing, start early, and be ready to run for home if those big afternoon thunderboomers threaten. Our big Florida thunderstorms usually contain strong winds, dangerous lightning and rough seas and should be avoided! A little planning makes for a great day on the water and a safe trip home.

Good luck, good fishing and I hope you enjoy our wonderful marine resources here along the Treasure Coast!
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