Showdown at the Sunrise

16th Annual Reverse Raffle
August 15, 2009
Have you ever stopped to consider how many ways there are to celebrate in life? In uncertain times it’s easy to forget the simple pleasures that surround us. With that in mind I’ve compiled a list of opportunities to celebrate in August. From the ridiculous to the sublime, there are plenty of reasons to smile.

The first week of August is National Clown Week. Do you know a clown? Professionally or just one of those natural born clowns — it doesn’t matter — celebrate!

Week two is both Elvis Week and National Apple Week — now there’s a combination to think about.

How about week three? That’s Air Conditioning Appreciation Week. After all, who in Florida doesn’t appreciate A/C?

The third week is also American Dance Week, but please don’t tell my wife — she swears the only time I dance with her is at the Reverse Raffle. Speaking of which, be sure to join us on the 15th. It’s always a great event.

Month long observations include; Artist Appreciation, Foot Health, Home Business, Catfish, Golf, Water Quality and Inventor’s Month.

How about special days? This August you can celebrate: National Mustard Day, the first Saturday in August; Friendship Day, first Sunday in August; Respect for Parent’s Day, August 1st (now there’s a day to celebrate!); National Watermelon Day, August 3rd; National Chocolate Chip Day, August 4th; Wiggle Your Toes Day, August 6th; Sea Serpent Day, August 7th; Betty Boop’s Birthday, August 9th; S’Mores Day, August 10th; Play in the Sand Day, August 11th; Middle Children’s Day, August 12th; International Left-Hander’s Day, August 13th; National Relaxation Day, August 15th; Roller Coaster Day, August 16th; and Archaeology Day, August 17th.

I kid you not; these are all legitimately recognized holidays, at least according to about.com. Visit their website for a complete list of reasons to smile in August.

In the words of Annie Dillard, the Pulitzer-prize winning American author, “How we spend our days is, of course, how we spend our lives.” How will you have spent your days? Get involved!

Britt Reynolds, President
Dine, Shop and Enjoy Beautiful, Historic, Downtown Fort Pierce!

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

Wednesday, August 12: Artwalk — 5:00 p.m. – 8:00 p.m.; Downtown Business Assoc., 465-7080, www.fortpierce-fl.com

Saturday, August 15: 16th Annual Reverse Raffle & Silent Auction Event — 6:00 p.m. – 11:00 p.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org

Friday, August 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

Art Mundo Open Studio — Wednesdays, 5:00 p.m. to 8:00 p.m.; The ArtBank at 111 Orange Avenue, www.ginnypiechstreet.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, 332-1130.

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

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

Volunteers needed for Ft. Pierce Police Athletic League. Persons interested in teaching the fundamentals of sports, mentoring and tutoring should contact Paul Pearson or Gabe Gonzales 772 460 0606. The PAL Center is located at 1401 N. 2nd Street, Fort Pierce.

Drama and Dance: Register now for Drama and Dance. Hours are 5:30 to 7:30 p.m. on Thursdays and 10 a.m. to 2 p.m. on Saturdays. Call the PAL Center at 466-0606 to sign up. Ages 8-18.
Fort Pierce Community Center Opens its Doors for Community Events

by Pam Gillette

Nestled in Veteran’s Memorial Park and overlooking the beautiful Indian River is the Fort Pierce Community Center. In March 2008, Veteran’s Memorial Park was included in the City of Fort Pierce’s waterfront charrette. City commissioners, residents, and city planners selected Veteran’s Memorial Park as part of the City’s redevelopment plan for the future. In the fall of 2008, St. Lucie County decided to move their programs to the Fenn Center, a newly built county facility. This gave way for the City of Fort Pierce to regain the operation of the Fort Pierce Community Center.

In December 2008, the daily operation of the Community Center fell under the direction of Greg Martolz. Greg and his staff started working on the facility by painting, adding new fixtures, and creating a space that Anne Satterlee, Communications & Marketing Manager for the City of Fort Pierce, believes “will become another asset to the City of Fort Pierce.”

The Fort Pierce Community Center has 3 rooms available for rental. Each room is guaranteed to meet each of your individual needs. The rentals come with tables, chairs, a catering kitchen and a fully qualified staff member.

The staff member will be on site to assure you that you have everything you need during your event. Alcohol is allowed in the facility, but requires additional liability insurance which the City of Fort Pierce can provide for a fee.

The Pierce Room is the largest room for rental and accommodates up to 170 assembly style and up to 120 seated. The room has a kitchen, stove, refrigerator and a stage at the north end of the room for bands, DJs or programs. These extras are available at no additional fee.

The second room is the Cobb Room. The Cobb Room is a smaller, cozier room. This room will allow seating for 30-40 guests. Catering kitchen is available with this rental. The third room is the Executive Conference Room. This room is perfect for a small business meeting of 12-20 people seated at a conference table.

The Fort Pierce Community Center offers the public a few weekly programs such as bridge and shuffleboard. But the City is looking to expand these programs and attract other programs such as yoga, pilates, karate or other groups to the center. If you are looking for a place to hold that special occasion or program; call Michelle Kubitschek at 489-3094 for fees and availability. Michelle states that “the Community Center is for all organizations and individuals to meet and rent space. It is open for everyone to enjoy.”

The Fort Pierce Community Center, nestled in Veteran’s Memorial Park and overlooking the beautiful Indian River, is the perfect spot for your special event, community program or business meeting. Call today to reserve your rental and see what Downtown Fort Pierce has to offer.
“Showdown at the Sunrise” — Reverse Raffle Returns to Downtown Fort Pierce

by Pam Gillette

On August 15, 2009, the Sunrise Theatre’s doors will open to make way for the 16th Annual Reverse Raffle. Main Street is excited to bring this popular event back into downtown Fort Pierce. This year’s theme is "Showdown at the Sunrise".

"Showdown at the Sunrise" will be held on Saturday, August 15, 2009, at the Sunrise Theatre at 117 S. Second Street, Fort Pierce. The doors will open at 6:00 p.m. with registration, photo opportunities, and the silent auction. At 7:30 p.m. Storm Rider takes the Sunrise Theatre stage with music and dancing, taking a break at 8:15 p.m. for the Live Auction. Storm Rider will return after the live auction and play until 11:00 p.m.

The Reverse Raffle event starts at 7 p.m. counting down the numbers to the grand prize winner. The Reverse Raffle begins with 300 numbers. The first number called wins $100.00 and every 25th number called up to 250, wins $50.00. The last 10 numbers all win money starting at $100.00 and ending with the grand prize of $2,000.00. So bringing up the rear and staying on the board is where you want your number to be.

Only 300 tickets will be sold for the raffle. Each ticket is $80.00 and entitles the ticket holder to one number, admission for two people, light grub, 2 free drinks at the saloon, sponsored by Hill Barth & King, LLC., live country music and dancing, sponsored by the Long Branch Saloon, and a fabulous live & silent auction. Tickets are limited, advanced ticket purchase only, and no tickets will be available at the door.

Tickets are going fast so rustle up your gang, put on your western wear, grab your hat and boots and come on down for a social gathering of the summer. "Showdown at the Sunrise" — The Reverse Raffle.

The Reverse Raffle is a fundraiser for projects and goals of Main Street Fort Pierce, Inc. For more information or to purchase a ticket, please call Main Street at (772) 466-3880.

Sponsors of the Reverse Raffle include:
- Showdown Sponsor: Hill, Barth & King, LLC
- Presenting Sponsors: Lawnwood Regional Medical Center & Heart Institute and Long Branch Saloon

Main Street Focus Celebrates Four Years as a Community Publication

by Camille Yates

In July, 2005, the staff, board and volunteers of Main Street Fort Pierce began in-house production of its monthly newspaper, Main Street Focus. The last 4 years has been an exciting venture for everyone involved, including our readers. The Main Street Focus continues to cover news about events, people, businesses, and redevelopment taking place within the Main Street Fort Pierce boundaries.

Main Street’s monthly newspaper is an important way to keep our members and the public informed about the revitalization efforts in downtown Fort Pierce. The newspaper highlights the people, places, and events that work together to make our community a desirable place to live and work.

For example, during the last year, we featured articles about the Renaissance luxury condominiums for both businesses and residents. We also did a story about the new St. Lucie County Lawnwood Skate Park and the Undercover Skate Shop located on Second Street. In every issue, we feature people who have contributed tireless efforts towards revitalizing Fort Pierce. We call these folks our Downtown Heros. In past issues, we have featured Pat Alley, Greg and Cindy Rosslow, and Dr. William R. Dannahower to name a few.

Continued on page 10 …
Meet Arlo Koletzky, Seven Gables Manager

by Beth Williams

Arlo Koletzky moved to St. Lucie County in 2005 after having visited her daughter’s family and falling in love with the sunshine and great people of the community. Koletzky, along with her husband Wayne, retired from the Department of Navy prior to moving to the area. Her tenure as an Administrative Officer was the perfect background for her role with the St. Lucie Chamber of Commerce which hired her in October of 2005 to provide administrative services for the Board and various chamber committees.

Koletzky was asked to take over management of the Chamber’s visitors services at the Seven Gables House in downtown Fort Pierce when long-time manager Ann Berner became ill last October. “It has been a real challenge to follow in Ann’s footsteps,” said Koletzky. “She put the center together and helped to make it what it is today. Ann was a beautiful and gracious woman and I hope I can earn the love and respect from the community that she had.”

While Koletzky continues to provide services to the Chamber’s committees, her main focus is on continuing to build the Seven Gables House as a dynamic visitor center for tourists and residents alike. Her role includes recruiting and training of volunteers, ensuring up-to-date and comprehensive information about our community, and promoting Fort Pierce and the county as a whole. “Because the center is frequented by tourists and new residents have of our community, I want to ensure we have a clean, safe and welcoming atmosphere at all times,” she said. “We hope to add more handicapped parking spaces before season and the city staff has been very helpful with my requests.”

Recruitment and training of volunteers to man the center is one of Koletzky’s biggest challenges. “Many of the people who typically volunteer have returned to the work force because of the economy,” she points out. “My goal is to get out to community meetings like Cof-fee with the Mayor and let people know of our volun-
teer opportunities. It’s a great experience and my cur-
rent volunteers tend to be my best recruiters.” Volun-
teers at the Seven Gables House receive training to bet-
ter equip them to answer questions and interact with visitors. Koletzky plans on asking volunteers to partic-
ipate in the Chamber’s ‘Visitor Friendly Program’ recently launched to help local hospitality staff become more familiar with area attractions.

Because the center is located in downtown Fort Pierce, Koletzky has focused on meeting more of the downtown businesses and getting involved with organizations such as Fort Pierce Main Street and the Downtown Business Association. “I want to stay in tune with what is going on downtown and get to know the business owners,” she said. “Most of our visitors are looking for eateries, activi-
ties and a place to stay in Fort Pierce and the surround-
ing area. You can’t sell what you don’t know so staying connected is very important for me and my volunteers.”
New Downtown Fort Pierce Gift Shop Opens
by Beth Williams

When Dale van der Lugt and Mandy Green dreamt about opening a gift shop together, neither believed it would be a reality, especially so soon.

Dale, a district manager for a big box retailer, often considered opening her own business. She explored different routes, including franchises and creating her own business from the ground up. Knowing Dale’s expertise in business, Mandy, a paralegal in Downtown Fort Pierce, called her aunt in November, 2008, to bounce a few entrepreneur ideas off of her. Mandy considered thoughts of possibly starting an event and wedding planning business, something that she could run from her home. They fanaticized about the ideas they both had, adding to each other’s, if only they had a shop. Taking the conversation lightly, Mandy hung up thinking “that sure would be nice … if only.” Unbeknownst to Mandy, Dale had already submitted her resignation as a district manager. The next week Dale made the announcement to her extended family, including Mandy, that she would no longer work for her previous employer. At that time, she asked Mandy if she was ready to open a gift shop.

To see if there was a way to make their new adventure a reality, in January, 2009, Dale and Mandy began discussing locations and the big picture of their gift shop. Both growing up in Fort Pierce, Dale and Mandy agreed that the best location for their gift shop would be in Downtown Fort Pierce. In mid January they looked at 205 Orange Avenue, the location of what was once the Gift Horse, which had closed its doors the year prior. Seeing much potential in the location, Dale and Mandy began negotiations with their future landlord, believing this was the best location for their new adventure, Sentiment.

After determining the location, Dale and Mandy decided to work up a business plan. As advised by many professionals, they made an appointment with the Small Business Development Center at the Indian River State College. There they received valuable information on how to polish their business plan to the likes of a lender. They also met with an accountant and an attorney, to make sure they were not overlooking any major details of their future plans or the actions that had transpired thus far.

The following months consisted of the small and large details of business. Inventory began rolling in during the month of June as Dale, Mandy, and their family, began prepping the store for their business. Before they knew it, their doors would be opened and customers began exploring the new downtown gift shop.

Included in their plans for the gift shop was Homage Candles by Sentiment, a candle line manufactured by Dale and Mandy. Each scent created for Homage Candles by Sentiment pays tribute to a person, place, or thing. The signature scent for Homage Candles by Sentiment is “Sentiment” as it pays tribute to their new gift shop. Fragrance oils included in the scents are specific to the acco-lade. For example, the scent, Sentiment, includes (but is not limited to, as the remainder is top secret) a pineapple fragrance oil, representing hospitality, and an ocean scent fragrance oil, reminding us that Sentiment began at a location blessed with the scent of the ocean. Homage Candles by Sentiment are created with palm wax.

Also included in their plans for the gift shop was Declare!, a premier event and wedding planning service. In an effort to provide you with the best service possible, both Dale and Mandy will be certified in event and wedding planning, prior to planning your event. Declare! will help plan your next event with professionalism and ease.

Dale says, “The idea behind Sentiment is that you can come here to purchase items you typically would not find elsewhere. You can find unique gifts with personality. Added to that, we can create a custom gift basket for you to present your gift.”

Sentiment is a premier gift shop in Downtown Fort Pierce with custom gift baskets, Homage Candles by Sentiment; Declare!, an event and wedding planning service with in-the-shop gift items, home accents and decor, local art-work, and so much more. Sentiment’s hours are 9:00 a.m. to 6:00 p.m., with extended hours for downtown events.

Sentiment — where the thought does count. Located at 205 Orange Avenue, Fort Pierce, FL 34950, sentimentdowntown@yahoo.com.
Rumirs, Inc. Day Spa & Salon – A Visionary’s Dream Continues
by Karen Bickerton

It was in December of 1999 that Mirta Head, and her very charming husband Rufus Head, ventured to open a day spa in downtown Fort Pierce.

Moving up from Fort Lauderdale, and hoping that her clientele would follow, was Mirta’s first step. It was a brave and daring move; but Mirta had the foresight to see the potential in Fort Pierce. The city’s location, between Stuart and Sebastian, and the fact Fort Pierce is adjacent to the lovely Indian River contributed to Mirta’s decision to open Rumirs, Inc. along Avenue A in the Second Street Station. Mirta realized that downtown Fort Pierce would grow to be “the happening place” that it is still evolving into today. “I could not have been nearly as successful without the downtown exposure,” Mirta stated resolutely.

Rumir’s Day Spa & Salon spent a very successful ten years located in the Second Street Station. Their clientele (all considered friends) have followed them not only from Ft. Lauderdale but from all over Florida to treat themselves to the wonderful services that Mirta and her staff provide. “I would recommend a downtown location to any new business starting up in Fort Pierce! We would never have been as successful as we are without the exposure that only downtown can give you,” commented Mirta.

As the company grew, the need for space and expanded services did as well. Mirta explains, “Moving from the Second Street Station to The Renaissance was part of my long-range plans. Perhaps I should have put it on hold, with the economy being what it is, but I believe in sticking to my plans; I trust my instincts, they haven’t failed me yet!” Rumir’s Day Spa & Salon now has twice the space they used to have plus an unobstructed, gorgeous view of the Indian River.

It was the co-founder, Rufus Head, along with several very special and very talented friends who accomplished the complete build-out of the interior of the new salon. It is truly gorgeous! The layout is spacious and open; the décor is rich, yet tasteful. There are two plush reception and waiting areas; from there the clients can relax and enjoy the view while waiting for their turn to be pampered. The hospitality is inviting and everyone is offered a cool drink or perhaps a custom blended tea.

Rumir’s offers “express services” for those in a hurry or “all day” total luxury packages for those who desire a very special day indeed. For those in need of a “perfect present” in almost any price range, Rumir’s gift certificates are available. One of their most exclusive services is a true “spray tan.” This is not an airbrush application — it is a true spray tan. The product is exclusively blended by Rumir’s and for Rumir’s, but they do sell some of their product to a few high-end salons.

Mirta and Rufus did not for a moment consider moving away from the Main Street Fort Pierce area. They firmly believe that Fort Pierce’s downtown is where future businesses will want to be. “People who invest in Fort Pierce today will be very grateful tomorrow. They will not lose. You can grow here,” stated Mirta with solid conviction.

Mirta and Rufus Head are visionaries. They foresaw the potential in Fort Pierce when it was just a little, historic town located in a rather remote area of the east coast. Now they look to the future with great expectations. Mirta stated, “I see the day when our riverfront will be expanded; hopefully to something like River Walk in Fort Lauderdale. It will be an area where a marina allows boaters to dock and disembark to enjoy dinner and a show.” The location of the inlet and the proximity to the entire east coast by boat makes Fort Pierce the ideal half-way point for so many other cities; and Rumir’s Day Spa & Salon will be right there, literally welcoming the passers-by along the walk.

For more detailed information about Rumir’s Day Spa & Salon personalized and customized services, please call Mirta or Rufus at the salon, (772) 468-0099, or visit them in their new location in The Renaissance at 161 Melody Lane, Fort Pierce.

Space is available at the Second Street Station on the corner of 2nd Street and Ave A. This is a 1,600 sq. ft. store front in what is one of the best locations downtown. For more information, please call John Goodman with Hoyt C. Murphy, Inc. REALTORS at (772) 461-3303.
The original tin roof remains atop the cottage today, and the interior walls consist of the original interior paneling, which are accented by the original handmade chair rails.

Today, the property houses Fort Pierce attorney Dawn Kirk’s practice. Dawn and her husband, Greg, purchased the property about four years ago. Greg is a captain with the Fort Pierce Police Department, and has been with the agency since 1982.

Dawn is a Minnesota native and first came to Fort Pierce with a friend one summer and opened Dawn’s Dogs, a hotdog stand located next to Indian River State College. Her original intent was to return to Minnesota. Instead, however, she met and fell in love with Greg, and the rest is history.

Dawn’s area of practice is family law, with a concentration on family law mediation. “Look how far Fort Pierce has come,” she said, referring to Downtown and other area improvements like the Backus House and the Seven Gables House. “I am glad to be here, and look forward to continued improvements. I have high hopes for Fort Pierce.”

The Pineapple Cottage at 120 A.E. Backus Avenue

by John Culverhouse

The historic Pineapple Cottage, located at 120 A.E. Backus Avenue, was built in 1901, on what was then known as Seminole Avenue. Today, the Pineapple Cottage houses the Law Offices of Dawn Kirk, and is located next door to the Backus House, which is the home of Main Street Fort Pierce, Inc.

The cottage was built during the same year that Fort Pierce was incorporated into Brevard County, as St. Lucie County was not established until 1905.

The property has had many different owners over the years, including Annie K. Hogg, who operated the P.P. Cobb General Store with her husband, Benjamin. The Platts family later owned the property and the neighboring property where the Backus House sits.

In the 1950s, the cottage was home to Alma and Floyd Behr. The Behr’s enjoyed fishing, and according to the family, they kept a boat across the street along Moore’s Creek, which they would take to meet the Indian River.

Built in the Victorian era, the house has a high-pitched Victorian tin roof, a wraparound porch, and sturdy Dade County pine siding that has protected the structure from many hurricanes over the years.

The year 1999 marked a new beginning for the Pineapple Cottage. Ronald and Deborah Ray, of Fort Pierce, purchased the property and spent their time and money revitalizing the cottage after years of deterioration. The Rays were inspired by all of the revitalization occurring downtown and were optimistic about contributing to the area’s improvement efforts. The Rays used the restored Pineapple Cottage for their real estate office.

Seven layers of paint were removed as part of the three-month restoration, revealing many shades displayed by the façade over the years, including purple, which was a popular color during the Victorian era. The Rays also took the bars off the windows, proclaiming their confidence in the area and their willingness to be there.
Main Street Fort Pierce wants to invite you to become a part of the renaissance of our Historic Downtown area. Over the past twenty years, we have worked to repair streets and sidewalks, upgrade storefronts, renovated the Sunrise Theatre, Old City Hall and the Platts Backus House, sponsor charrettes to design a downtown “Master Plan,” built the Marahette Observation and Education Center and so much more! Many of Main Street Fort Pierce sponsors over 30 events — most which are free of charge.

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

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

Why Main Street Fort Pierce?

- Downtown Fort Pierce is an important employment center.
- The area is a reflection of the community image.
- Locally owned businesses keep profits in town and support other local businesses and community projects.
- A vibrant downtown creates a feeling of “hometown pride” and sense of place.
- The downtown district is a public gathering area, where parades, special events, and celebrations other local businesses and community projects.
- 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.

Main Street Membership Levels

Benefactor Levels: Main Street Student Membership ($15)
Patron Sponsor ($50)
Community Levels: Main Street Small Business Membership (less than 10 employees) ($500)
Main Street Medium Business Membership (11-50 employees) ($2500)
Main Street Large Business Membership (51 or more employees) ($5000)
Corporate Levels: Main Street Student Membership ($15)
Main Street Family Membership ($50)

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: ______________________________ Email: __________________________________

Become a Member of Main Street Fort Pierce

Three Easy Ways to Join!

1. Call Main Street Fort Pierce at (772) 460-3880
2. Visit our Website: www.mainstreetfortpierce.org, click the Membership Link
3. Fill out the form below and mail to: Main Street Fort Pierce, 122 E. Backore Avenue, Fort Pierce, Florida 34950

Exchanging the Local Real Estate Market

As a prelude to this, my first Main Street Focus article, I must advise you that what you are about to read is strictly my own opinion. I am not a Realtor; I am not a financial advisor; I am not an accountant and I am not an attorney. I am essentially a “new-comer” to Fort Pierce, having moved here in 2002. However, I am an observer by nature and I write this article strictly as just that — an observer.

I do hold one advantage, I have been employed in the real estate and mortgage industries for almost 8 years now. During this time I have enjoyed the benefits of working with some of the most knowledgeable individuals I have ever met. I have done my best to learn from each and every one of them.

During the years 2002 through 2005, the real estate market was literally “on fire,” to say the least. Prices were going through the roof and Port St. Lucie was leading the way. Builders couldn’t build homes fast enough to meet demand so they started building homes on “spec” — knowing full well that once the home was complete there would be an anxious, new home buyer just begging to buy.

Then, almost without warning, the bottom started falling out. Lot sales seemed to be the precursor; they slowed to a snail’s pace. Once the lot sales slowed, next the spec homes began to accumulate and sit for longer periods of time without contracts. Sales were still there but they were fewer and longer between. During this period it was thought to be a “slump” and everyone knew that sales would go back to their frantic normal. Demand so they started building homes on “spec” —

To maintain this feeling of “hometown pride” and sense of place, the area is a reflection of the community image.

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Phone: ______________________________ Email: __________________________________

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Examine the Local Real Estate Market

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Then, almost without warning, the bottom started falling out. Lot sales seemed to be the precursor; they slowed to a snail’s pace. Once the lot sales slowed, next the spec homes began to accumulate and sit for longer periods of time without contracts. Sales were still there but they were fewer and longer between. During this period it was thought to be a “slump” and everyone knew that sales would go back to their frantic normal.

However, finally, even the Realtors (who are by nature a very positive group of people) had to acknowledge that this was far more than a slump. This was a very real market recession. Once that realization hit home, those very positive-thinking Realtors began to ask the same question over and over again; “when will we hit bottom?” To my best recollection, that was three years ago and yes, it still remains the question of the day.

For far too long now, St. Lucie County has held the ignominious title of having the highest ratio of foreclosures, in the State of Florida. (Not a pretty thought when taken into consideration that Florida holds its place within the top three states, the other two being California and Nevada.) However, we are always examined as St. Lucie County as a whole. If one were to dissect the county into its components you can see a much clearer picture of what has occurred. For the purpose of simplicity let’s consider only the major areas of the county in this discussion; Fort Pierce, Hutchinson Island and Port St. Lucie.

Port St. Lucie, the youngest city in our county, experienced a rapid growth spurt in the years from 2002 to 2005. Construction was at an all time high; homes were being built on pure speculation and were being successfully sold. The economics of growth caused the pricing to escalate at a rate previously not seen. The growth was almost exponential, with each year compounding on the previous. The market could not maintain such increases and almost without warning, it seemed that there were more homes for sale than buyers to purchase them. Thus the market started to fall. It is that wild roller coaster ride of the Port St. Lucie market that leads the county (and the country?) in its foreclosure statistics.

Fort Pierce, the oldest city in the county, did not have the same rapid growth spurt that Port St. Lucie enjoyed. Our growth was at a slow, steady incline and therefore, the prices were at a more consistent growth. Yes, Fort Pierce has taken a hit in this economic downturn but far
less of a hit than our younger, sister city of Port St. Lucie. As a result, we have our share of foreclosures but nothing like the numbers that exist in Port St. Lucie.

Lastly, we must consider Hutchinson Island. The Island stands almost as a market unto itself. Foreclosures are extremely rare. Buyers who purchased during the growth years of 2002 through 2005, have currently lost market value on their property but are not in such a precarious financial position as to even consider foreclosure. They have lost “market value” which is in reality only a perception of value.

There is an old saying in the real estate industry: “a house is worth whatever someone is willing to pay for it.” Those pre-recession buyers on the Island purchased not only a home but a lifestyle. Hutchinson Island will always hold more intrinsic value than that of the mainland and therefore, will always be a more stable market. That being said, with Hutchinson Island being a part of and immediately accessed via Fort Pierce, it is reasonable to conclude that the Fort Pierce market will always be a more stable market than the rest of St. Lucie County.

At the time of this article, the numbers of actively available foreclosure properties, with no contracts pending, are as follows: Hutchinson Island — 5; Fort Pierce — 48; Port St. Lucie — 104.1

As you can see, Port St. Lucie completely dominates the foreclosure market. And, with Hutchinson Island being within the greater city limits of Fort Pierce, our market actually looks better than the national average. Way to go, Fort Pierce!

However, in all fairness we must acknowledge that our sister city of Port St. Lucie has a greater population and therefore has had a greater inventory. When all is said and done, we will survive this economic downturn together and hopefully, we will all be a little bit the wiser for it.

This brings us back to our initial question: “when will we hit bottom?” Or, perhaps better yet, “have we hit bottom?” The month of April was the first month in over three years in which the number of new foreclosures dropped. Those in real estate are not quite sure how to interpret this news. Is it a sign of better times? Or is it just the banks temporarily holding back new foreclosures to see what relief new legislation brings?

Personally, I believe that we are seeing the start of our recovery. Subsequent months may show another increase in foreclosures but we have had our first month of decline. That in itself is a notable accomplishment. This is not going to be a swift turn-around; years of economic decline cannot be recovered in a few months. Those markets with the least economic turbulence will stabilize first; Hutchinson Island, Fort Pierce and lastly, Port St. Lucie.

“The proof of truth is time”2 and with three years of watching, and waiting, and hoping that our market will at least begin the long process of recovery, the citizens of Fort Pierce have become quite accustomed to this drama. I see an end in sight. I believe I am correct. Ultimately, when all is said and done, we will survive this economic downturn together and hopefully, we will all be a little bit the wiser for it.

Are you ready for the upcoming Hurricane Season? We Are Ready at Fort Pierce Utilities.

For more information on how to get prepared visit us online at www.FPUA.com

1Date of verification, 5.31.09. 2Unknown, thought to be Aristotle.

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**Fort Pierce Home to the Region’s First Trauma Center**

Lawnwood Regional Medical Center & Heart Institute earned provisional status as a Level II Trauma Center effective May 1st of this year. Trauma alert patients identified by EMS providers will now be transported to the Fort Pierce hospital rather than being flown outside the region for life-saving care.

“Without a doubt we will be able to save lives by reducing transport time to Melbourne or Palm Beach,” said Rodney Smith, Lawnwood’s chief executive officer.

“From resuscitation to rehabilitation, we are able to provide a complete continuum of care for these critically ill or injured patients.”

A Level II Trauma Center differs from a typical emergency room in that it is equipped to provide specialized, comprehensive emergency medical services to patients suffering traumatic injuries. A key requirement for obtaining the provisional Level II designation is having a trauma surgeon at the patient’s bedside within minutes after notification of the arrival of a patient deemed to be in need of rapid assessment — a critical factor in successful treatment. The trauma surgeon is the captain of a trauma team that is assembled when word reaches the hospital that a trauma case is on the way.

“Since implementing trauma services in May, Lawnwood has received over 150 trauma patients,” said Dr. Danny Jazarevic, Lawnwood’s chief of trauma services.

“Our team works together to give the patient the most rapid and appropriate care possible. This trauma center has dramatically enhanced the availability of life-saving care for the region.”

Lawnwood is one of very few privately funded trauma centers in the state of Florida. The hospital’s parent company, HCA, is supporting the center through funding of the extraordinary requirements of physicians and other specially trained medical personnel.
August can be a brutal month. The relentless sun beats down, forcing us to retreat to air-conditioned spaces. Cardinals chirp their summer songs and the U.S. is blistering from Florida to California. The last thing in the world you want to eat, much less prepare, is something hot.

One possible antidote to all this heat is grilling. My Little Italy Chopped Salad with Jumbo Grilled Shrimp is a savory example of good food from the grill. Fortunately, the very season that brings on all this heat is also responsible for providing us with an abundant supply of fresh fruits and vegetables that can be prepared, often with little or no cooking, to satisfy the summertime craving for something light and cool. The Farmer's Market Chopped Salad with Rotisserie Chicken does call for cooked chicken, but my solution is to purchase a plump chicken from my local supermarket. Enjoy!

**Farmer’s Market Chopped Salad with Rotisserie Chicken**

**Balsamic Yogurt Dressing**

1 medium shallot, finely chopped  
1 1/2 Tablespoons balsamic vinegar  
2 teaspoons fresh lemon juice  
1 teaspoon Dijon mustard  
3 Tablespoons olive oil  
2 tablespoons plain nonfat yogurt  
1/2 teaspoon salt  
Pinch of black pepper

**Salad**

1 medium head of romaine lettuce, light green and white leaves only, finely chopped  
1 bunch Arugula, coarsely chopped  
1 bunch watercress, leaves only, coarsely chopped  
1/2 medium red bell pepper, diced into 1/4-inch pieces  
1 ear of white or sweet yellow corn, husked, shucked, par-cooked and cut off cob  
1/4 cup coarsely shredded Parmesan (use shredder or peeler)  
1 Rotisserie Chicken, meat removed and chopped coarse

In a small mixing bowl, combine the shallot, vinegar, lemon juice, and mustard and whisk to combine. Slowly add the oil, whisking to incorporate. Add the yogurt, salt and pepper and blend well. Taste for seasoning. Combine all the salad ingredients in a large salad bowl. Add the dressing and toss until all the vegetables are well coated. Place salad in individual bowls and top with rotisserie chicken. Serve immediately. Serves 4-6.

**Little Italy Chopped Salad with Jumbo Grilled Shrimp**

**Shrimp**

24 jumbo shrimp, peeled & deveined  
4 Tablespoons olive oil  
2 Tablespoons fresh lemon juice  
2 Tablespoons Worcestershire Sauce  
1 teaspoon dried thyme  
1 teaspoon paprika  
1 teaspoon salt  
6 Large skewers

**Salad**

1/2 head chopped iceberg lettuce  
1 head chopped bib lettuce  
2 diced plum tomatoes  
6 sliced scallion  
3 ounces crumbled Danish blue cheese  
4 thinly sliced prosciutto, pan fried and chopped  
1 avocado, diced

**Dressing**

1 teaspoon Dijon mustard  
1 teaspoon granulated sugar  
1 cup water  
1 teaspoon fresh garlic, minced  
1 cup red wine vinegar  
1 tablespoon salt  
1 cup vegetable oil  
1 teaspoon dried oregano

Freshly ground black pepper to taste

Combine all shrimp ingredients in a bowl and marinate for an hour.

In a small bowl, whisk together mustard, sugar, water, garlic, vinegar and salt until smooth. Slowly drizzle in the oil, continue to blend. Add spices and whisk. Place shrimp on 2 skewers and grill for about 2 minutes per side or until opaque.

Place lettuces in large bowl. Add all the ingredients and mix well. Add dressing and toss. Dish into 6 individual bowls. Top with a shrimp skewer. Serves 6.
Broadway and Beyond, Coming to the Sunrise Theatre in 2009/10 Season

by Renee Page

This coming 2009/2010 Broadway and Beyond Series at the Sunrise Theatre has something for everyone. From Boomers and Snow Birds, to lovers of comedy, drama and burlesque, everyone should enjoy the diverse programming offered this coming season.

Tap Dogs

If you have heard or seen Stomp, you’ll love Australia’s Tap Dogs, coming to the Sunrise on November 11th at 8 p.m. Winner of 11 International Awards, Tap Dogs is “Rhythmic, meditational, exciting, rejuvenating, if you’ve got a headache stay home, otherwise you’ll fall head over heels for ‘Tap Dogs.’”

Camelot

The National Touring Company of Camelot, Lerner and Loewe’s brings this timeless masterpiece to Fort Pierce. A sumptuous tale set in a land where honor and chivalry reign, Camelot follows the love triangle of King Arthur, his Queen Guenevere and the young Lancelot. With one of Broadway’s most enchanting scores featuring the hauntingly romantic “If Ever I Would Leave You,” “I Loved You Once in Silence,” and “Follow Me”, hauntingly romantic “If Ever I Would Leave You,” “I Will Follow You,” “I Am indefinitely musical theatre fable. “Timeless” says the New York Times ….”The ultimate fantasy of the musical stage,” says Newsweek. I don’t about you, but I can’t wait for this one myself!

Gotta Get a Gimmick, Burlesque to Broadway

On December 13, 2009 at 7 p.m., Quinn Lemley stars in Gotta Get A Gimmick, Burlesque to Broadway. Leave reality behind as you enter the outrageous world of concert, comedy and burlesque in this Vegas-style production starring Quinn Lemley, star of the critically acclaimed The Heat is On! A life in concert celebrating Rita Hayworth. One show-stopping hit after another, complete with sequins, feathers, gorgeous girls who pay homage to the music and world of Burlesque to Broadway.

Inspired by the outrageous Bette Midler, legendary Gypsy Rose Lee, Flo Ziegfeld and his “glorified girls,” Queen of Comedy, Fanny Brice, America’s Sweetheart Ruth Etting, Sally Rand and her Fan (who actually performed at the Sunrise in the 1930s) and the other characters that defined burlesque and ultimately illuminated Broadway.

The Wedding Singer

The National Touring Company of The Wedding Singer comes to Fort Pierce on January 23rd at 8 p.m. This musical comedy is based on the 1998 comedy of the same name which starred Adam Sandler and Drew Barrymore as a singer and a waitress engaged to be married to the wrong people.

Cabaret

Next in the Broadway Series is the National Touring Company of Cabaret, winner of 12 Tony Awards including Best Musical (1967) and Best Revival (1998). Whatever your troubles, you will forget them at the Cabaret. Songs include: It Couldn’t Please Me More, Willkommen, Cabaret, Don’t Tell Mama and Two Ladies. Get your top hat and cane ready … this one is going to be fantastic!

101 Years of Broadway

Neil Berg comes back to present 101 Years of Broadway on March 7th, at 7 p.m. This show features five of Broadway’s finest singers. 101 Years of Broadway is a wonderful sequel to last year’s sold out highlights of shows such as The Phantom of the Opera, Les Miserables, Evita, Wonderful Town, Jesus Christ Superstar, and Fiddler on the Roof. This time, it’s a sprawling revue of American musical treasures from Irving Berlin to Andrew Lloyd Webber — including dazzling tributes to Rodgers and Hart, Kander and Ebb, Lerner and Lowe, George Gershwin, Stephen Sondheim, Stephen Schwartz, and Oscar Hammerstein. 101 Years of Broadway is an unforgettable evening of music that “will keep Broadway buffs in a state of bliss for weeks to come.”

The Broadway Series shows listed above is just one series for the upcoming Sunrise Theatre season. There will be a country series, a comedy series, a family series, and a jazz/R&B series as well. There will also be additional shows throughout the season. Be sure to keep up with all the Sunrise Theatre events posted on Twitter, Facebook and Eventful.com. You can even set up a reminder to go right to your e-mail. You can also click to be a “follower” or “friend” on the Sunrise Theatre website and receive all of the updates throughout the season.

If you’re thinking about going to more than one show this season, consider a Sunrise membership. For more information on memberships or upcoming shows, please contact the box office at 772-461-4775 or visit www.sunrisetheatre.com.
Protecting Your Retirement Investments During a Job Transition

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

The current economic and market environment has prompted many Americans to rethink their retirement strategies. If you are experiencing a job transition—particularly if the transition is unplanned and unexpected—a reassessment may be particularly important for you. While it may be tempting to focus more on your immediate needs, you should not lose sight of long-term goals, especially your retirement strategy.

**Some Basic Decisions**

Your employer-sponsored retirement plan is likely to be a key component of your retirement strategy. Because it represents a key source of future retirement income, it is important to carefully consider your alternatives for administering these assets. During a job transition, you will usually have three options: take a lump sum distribution, leave your assets in the employer-sponsored plan or move your assets into a Rollover IRA.

**Taking a direct, lump sum distribution** — With this option, the assets in your plan are distributed directly to you in a lump sum, which provides you with immediate access to your funds. Depending on your short-term needs, that may appear to be an attractive alternative. Alternatively, according to the strategy you specify.

**Establishing a Rollover IRA** — A Rollover IRA simultaneously addresses the issues of taxation, flexibility and control, and may hold significant benefits for you as a beneficiary. If your distribution is transferred directly to a custodian, rather than to you, the Rollover IRA eliminates the withholding requirement and penalties that may result from a lump sum distribution.

**Greater investment flexibility** — A self-directed IRA generally offers you the ability to choose from a wide range of investment products, including stocks, bonds, mutual funds, annuities and more. Simplified tracking — It is easier to monitor your progress and investment results when all your retirement savings are in one place, because you will receive one statement instead of several. That simplifies your life while protecting the environment.

**Lower costs** — Reducing the number of accounts may also reduce your account fees and other investment-related charges. DEALING WITH MULTI-IRA ACCOUNTS

Dealing with one account rather than several also simplifies the distribution process — including complying with complex minimum distribution rules when you reach age 70½. And you avoid the risk of losing track of your retirement accounts or access to the account assets should your former employer merge with another company or go out of business. Your financial professional can help you assess your alternatives so you can make decisions based on what’s best for you. You may find that this transition holds benefits for your retirement assets.

For more information, please contact: James O’Connor CFP® CIMA 772-231-3800.

Asset Allocation does not assure a profit or protect against loss in declining financial markets. The 50% tax penalty for not withdrawing a required minimum distribution from the 2009 tax year has been suspended. However, individuals who attained age 70½ in 2009 must take their initial required minimum distribution not later than April 1, 2009.

This material was not intended nor written to be used for the purpose of avoiding tax penalties that may be imposed on the taxpayer. Individuals are urged to consult their personal tax or legal advisors to understand the tax and related consequences of any actions or investments described herein. Investments and services are offered through Morgan Stanley & Co. Incorporated, member SIPC. © 2009 Morgan Stanley Smith Barney. CFP® (01125D Y01-09) 09/09.
The heat of summer is definitely upon us, August and September are typically the hot dog days of summer and this year is shaping up no different. Record highs have already been set several times along the Treasure Coast this season. Who knows what the rest of this summer will bring but we certainly are having a “hot one” that will be remembered.

The heat of summer tends to draw us to the water for relief from the heat and the cool summer breezes. Whether by boat or from one of our piers or park shorelines being on or near the water is a great way to escape the heat of summer and enjoy a hot summer day.

Fishing our local waters, both inshore and offshore is one of the biggest recreational activities along the Treasure Coast. The Indian River Lagoon is well known as one of the most diverse ecosystems on the planet. Trout, snook, redfish, bottom fish, the list is endless and fishing opportunities unlimited. Offshore opportunities are also world-class and attract fishermen from around the country in search of kingfish, wahoo, cobia, sailfish and more. Charters are available for both deep sea and inshore fishing. Your local marinas and tackle shops can provide a wealth of information and are happy to do so. Boat, bridge, seawall, dock, whatever you prefer get out on the water and enjoy our great marine assets. Catch a little sea breeze and hopefully a fish or two. Enjoy!
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