24th Annual Reverse Raffle, Live & Silent Auctions

See Story p5
July was a great month! Our Stars Over St. Lucie 4th of July Celebration was filled with fireworks and celebrations. Many thanks to our sponsors: the City of Fort Pierce, Southern Eagle, Bluewater Beach Grill, Cobb's Landing, Fort Pierce Utilities Authority, Fort Pierce Yacht Club, the Original Tiki Bar, Sea Coast Bank, and Waste Management. And thanks to our business partners: Billy's Bounce House, iHeart Media - WAVE 92.7 and OLDIES 103.7, Coca Cola Bottling Company, Park's Rental, and Gotta Go Green.

On August 18th, we have our annual fundraiser at the Pelican Yacht Club. The Reverse Raffle Live & Silent Auction is always a sellout. Only 250 tickets will be sold at $100 per couple. This year our theme is the Love Boat. This is always a fun event and you have a chance to win cash prizes. We will have great silent auction items as well as spectacular live auction packages. I look forward to seeing you there.

I encourage you to become involved in downtown Fort Pierce by joining Main Street as a member. Your membership dollars can be found hard at work — Main Street puts on more than 30 events yearly and most are free to the public. Call me at (772) 466-3880, I'll sign you up today! Would you like to volunteer? We have many positions available both in the office and during our events. You can write for the Focus magazine, pour beer during Friday Fest or help with the Reverse Raffle. Whatever it is you enjoy doing, we can always use your help.

Don't forget to shop in Historic Downtown Fort Pierce! I shop local, I hope you will too!
**Come Aboard the “Love Boat” for the 24th Annual Reverse Raffle, Live & Silent Auctions**

By invitation from Main Street Fort Pierce and the “Love Boat” crew, you are cordially invited to attend the 24th Annual Reverse Raffle Live & Silent Auction held on Saturday, August 18, 2018.

**ITINERARY & PORTS OF CALL**

Once through our cruise check-in, the fun starts!

Start the night socializing in the main dining room. While sipping your beverage of choice, dine on a variety of appetizers and enjoy the music entertainment provided by DJ Jeff Brown. Capture your memories in the “Take a Shoe Photo Booth” and try your hand at the blackjack tables. Starting at 8:15 p.m., the live auction will have some of your returning favorites — Adams Ranch Back Country Safaris & Chuck Wagon Dinner, Reverse Raffle Committee Dinner, Music by Anita Prentice, and an original painting by Calvin Nadh Bieh. Some exciting new items will be on hand and an original painting by Dorothy Ham Truelove (wife of original, late highwaymen Alfred Hair). In the Indian River Room, an array of silent auction items await your bids. At 6:30 p.m., one of the evening highlights begins — the **Reverse Raffle**!

The **Reverse Raffle** starts with a set amount of numbers. The first number wins $100 and then every 25th number called wins $100. The last 10 numbers will win money starting at $100 and ending with the grand prize of $2,000.

Your cruise ticket to board the “Love Boat” is $100 and admits two. Each ticket is a chance to win the grand prize of $2,000, all the food and entertainment mentioned above. Tickets are limited, must be purchased in advance and will not be available at the door. This event sells out so call today for tickets (772) 466-3880.

All proceeds benefit the projects of Main Street Fort Pierce, Inc., a 501(c)3 nonprofit corporation. The Main Street Program was created by the National Trust for Historic Preservation in the late 1970s to revitalize downtown commerce and save historic properties nationwide. Main Street Fort Pierce restored the Historic City Hall building, the Sunrise Theatre, and managed the grant to build the Manatee Observation & Education Center. Main Street Fort Pierce’s most recent and current restoration project is the Plants/Backus House. Along with major restoration projects, Main Street Fort Pierce organizes over 30 community events each year to draw people to eat, shop and play in beautiful, historic downtown Fort Pierce.

The **Reverse Raffle** is the major fundraiser for Main Street Fort Pierce, and we are extremely grateful to the local business sponsors that help us put this on.

When the need arises, please consider supporting these local businesses that support our local community:

**“PACIFIC PRINCESS” SPONSOR**

Associated Coastal Ear, Nose & Throat Physicians PA

Richard B. Allen, MD, Christopher L. Slack, MD, Michelle L. Richards, MD, Jose E. Phillips, MD, and Nicole Thompson, ARNP

Otolaryngology is more commonly known as ENT — ear, nose, and throat. Otolaryngologists are physicians trained in the medical and surgical management and treatment of patients with diseases and disorders of the ear, nose, throat (ENT), and related structures of the head and neck. An otolaryngologist diagnoses and treats patients in all age groups, from the newborn to the elderly.

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Associated Coastal Ear, Nose & Throat Physicians PA has four, full-time board certified Physicians, 2 Doctorate level Audiologists and an Advanced Registered Nurse Practitioner specializing in allergy. Our physicians and staffs are located in St. Lucie County and believe that providing comprehensive, compassionate care for families throughout the community is our top priority. We take pride in providing our patients with the best care, nose and throat care available on the Treasure Coast.

Continued on page 6 …
We keep same day appointments available and have two full services, centrally located offices in Fort Pierce and Port St. Lucie. In addition to treating disorders of the ear, nose, and throat, a large portion of Dr. Slack's practice is devoted to cosmetic surgery: phone 772-464-9595, website www.coastalent.org. Custom Air Systems, Inc has provided quality air conditioning and heating service to Treasure Coast residents since 1974. Our licensed and factory-trained staff specializes in the installation and repair of a variety of appliances, including heaters, air conditioners, refrigerators, washers, dryers, microwaves and more! Our Mission: Hoskins, Turco, Lloyd & Lloyd is a law firm that provides legal representation to people who have been seriously injured as a result of an accident, have become disabled as a result of an injury or disease, or have incurred serious financial hardships due to Social Security disability or bankruptcy or foreclosure. At Hoskins, Turco, Lloyd & Lloyd, we believe every client deserves the best legal representation possible because they are important: phone 772-503-3222; website: www.hoskinsandturco.com. Superior Event Rentals was founded in 2006 and is a locally-owned, veteran-owned, family-owned and-operated company. The company has 20 offices — 222 Colonial Road, Suite 200 in Fort Pierce and 591 S.E. Port Saint Lucie Blvd. in Port St. Lucie: phone (772) 466-8833, website www.hblcpa.net. Our Mission: Hoskins, Turco, Lloyd & Lloyd serves the entire beautiful Florida Treasure Coast area with our four offices: Fort Pierce, Port St. Lucie, Okeechobee and Vero Beach. Hard work, dedication, commitment; simple words that define our law firm. Our Mission: Hoskins, Turco, Lloyd & Lloyd is a law firm that provides legal representation to people who have been seriously injured as a result of an accident, have become disabled as a result of an injury or disease, or have incurred serious financial hardships due to Social Security disability or bankruptcy or foreclosure. At Hoskins, Turco, Lloyd & Lloyd, we believe every client deserves the best legal representation possible because they are important: phone 772-503-3222; website: www.hoskinsandturco.com. Superior Event Rentals was founded in 2006 and is a locally-owned, veteran-owned, family-owned and-operated company. The company has 20 offices — 222 Colonial Road, Suite 200 in Fort Pierce and 591 S.E. Port Saint Lucie Blvd. in Port St. Lucie: phone (772) 466-8833, website www.hblcpa.net. Our Mission: Hoskins, Turco, Lloyd & Lloyd serves the entire beautiful Florida Treasure Coast area with our four offices: Fort Pierce, Port St. Lucie, Okeechobee and Vero Beach. Hard work, dedication, commitment; simple words that define our law firm. Our Mission: Hoskins, Turco, Lloyd & Lloyd is a law firm that provides legal representation to people who have been seriously injured as a result of an accident, have become disabled as a result of an injury or disease, or have incurred serious financial hardships due to Social Security disability or bankruptcy or foreclosure. At Hoskins, Turco, Lloyd & Lloyd, we believe every client deserves the best legal representation possible because they are important: phone 772-503-3222; website: www.hoskinsandturco.com. Superior Event Rentals was founded in 2006 and is a locally-owned, veteran-owned, family-owned and-operated company. The company has 20 offices — 222 Colonial Road, Suite 200 in Fort Pierce and 591 S.E. Port Saint Lucie Blvd. in Port St. Lucie: phone (772) 466-8833, website www.hblcpa.net. Our Mission: Hoskins, Turco, Lloyd & Lloyd is a law firm that provides legal representation to people who have been seriously injured as a result of an accident, have become disabled as a result of an injury or disease, or have incurred serious financial hardships due to Social Security disability or bankruptcy or foreclosure. At Hoskins, Turco, Lloyd & Lloyd, we believe every client deserves the best legal representation possible because they are important: phone 772-503-3222; website: www.hoskinsandturco.com.

**ENTERTAINMENT AT SEA** 
**SPONSOR**
Sunrise Ford

Sunrise Ford has been a strong supporter of Main Street Fort Pierce since its inception. Over the years, the dealership has sponsored a myriad of activities and is especially proud of its financial support of the Sunrise Theatre renovation in 2006. The theatre’s ornate second floor bar — the oldest permitted bar in Florida — was donated by Sunrise Ford.

Sunrise Ford’s first dealership was located in downtown Fort Pierce — at the foot of the citrus Avenue overpass — and during its 85 years in business it continues to have strong ties to downtown. Sunrise Ford is located at 5435 U.S. Hwy. 1 in Fort Pierce: phone 772-461-6000, website www.sunrise-ford.com.

**WELCOME ABOARD**
**SPONSORS**
Custom Air Systems

Custom Air Systems, Inc has provided quality air conditioning and heating service to Treasure Coast residents since 1974. Our licensed and factory-trained staff specializes in the installation and repair of a variety of appliances, including heaters, air conditioners, refrigerators, washers, dryers, microwaves and more!

With 40 years of experience, the technicians at Custom Air Systems have the knowledge, tools, and dedication to handle any heating or air conditioning project. Call today for a free estimate at 772-335-3232; website: www.customaironline.com.

Dibartolomeo, Mcbee, Hartley & Barnes, CPAs

Dibartolomeo, Mcbee, Hartley & Barnes is a full-service accounting firm serving clients throughout the Treasure Coast, Florida area. Since 1981, Dibartolomeo, Mcbee, Hartley & Barnes has been providing quality, personalized financial guidance to local individuals and businesses. Dibartolomeo, Mcbee, Hartley & Barnes’s expertise ranges from basic tax management and accounting services to more in-depth services such as audits, financial statements, and financial planning. The company has 2 offices — 222 Colonial Road, Suite 200 in Fort Pierce and 591 S.E. Port Saint Lucie Blvd. in Port St. Lucie: phone (772) 461-8833, website www.dmbhca.net.

HBBK & HBBK Wealth Advisors: Providing Peace of Mind

The HBK family of firms offers the collective intelligence of hundreds professionals in a wide range of tax, accounting, business advisory, financial planning, and other business operational services from offices in four states. Top-ranked in our accounting and wealth management services, we offer national-level expertise with the personalized attention of a local company: phone 287-4480, website: www.hbbkcpa.com/consultants/rita-stikeler/th/. John Jacobs Construction

Locally owned and operated, we perform all levels of building and remodeling, home additions, garages and more! We guarantee high-quality construction for each and every project. Check out our samples of our recent work, and you'll agree that we're the best choice for your home renovation project: phone 772-882-8334, website www.johnjacobconstruction.com.

Law Firm Of Hoskins, Turco, Lloyd & Lloyd

Hoskins, Turco, Lloyd & Lloyd serves the entire beautiful Florida Treasure Coast area with our four offices: Fort Pierce, Port St. Lucie, Okeechobee and Vero Beach. Hard work, dedication, commitment; simple words that define our law firm.

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Superior Event Rentals

Established in 2006, (formally All in Fun, LLC) Superior Event Rentals is a locally-owned, veteran-owned, family-owned and-operated company. With an inventory consisting of tents, table, chairs, linens, custom lighting, dance floors, bars and much more, there is no event too big or too small. Since 2006, Superior Event Rentals has been community-oriented by donating goods and services totally over $100,000 to local charities on the Treasure Coast. Superior Event Rentals prides itself on helping our clients “Make Memories One Event at a Time” phone 772-337-1580, website: www.supereventrentals.com/.

Waste Management Inc. of Florida

Waste Management is North America’s leading provider of integrated environmental solutions. We partner with our customers and communities to manage and reduce waste, increase recycling and create clean, renewable energy. Waste Management operates a transfer station in Fort Pierce to accept the city’s solid waste and recyclables. Our employees are dedicated to doing their jobs professionally and safely, and our corporate mission is to maximize resource value while minimizing environmental impact so that both our economy and our environment can thrive. Waste Management is committed to giving back to the communities it serves and is a proud sponsor of this year’s Reverse Raffle website www.wm.com.

**"ANCHOR’S AWAY" SPONSORS**

Berger, Toombs, Elam, Gaines, & Frank CPAs; P.L. Blue Water Grill, Goldbl’s Lending, Original Tiki; East Coast Lumber/Ace Hardware; Fort Pierce Yacht Club; McAlpin Cavaletti & Lewis CPA; Ocean Chiropractic & Health Centers; RK Davis Construction; Seacoast Bank; Southern Eagle Distributing, St. Lucie Battery & Tire; Spinner Van Car; and St. Lucie County Sheriff’s Office.

**“SHIP’S PORT” SPONSORS**

Airtronics Automation & Security; Clarizio CPA, PLLC; Epic Events; Fee, Yates & Fee, PLLC; Hailey Funeral & Cremation Service; Jiffy Photo Center & Framing; Louden Bonded Pools; Mast for Congress; Post Insurance & Financial, LLC; Pepco’s Pizza; Pierced Ciderworks; St. Lucie Eye Associates; The Cake Lady Custom Cakes; and Treasure Coast Title & Escrow.

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

The “Love Boat” is waiting, so get your tickets and be ready to board! ❖
THE SUMMER'S ANNUAL RITUAL OF classroom teachers preparing for the coming school year included Sandra Van Vorst, veteran educator and education director at the A.E. Backus Museum & Gallery. But in Van Vorst’s case, she was doing something a little different — polishing a 300+ page standards-based curriculum for fourth grade classrooms on Florida's A.E. Backus and the Highwaymen. She devoted the last school year to developing the curriculum in partnership with St. Lucie Public Schools, and led a pilot launch last Spring in three classrooms from the Fort Pierce Magnet School for the Arts (reopening this school year as the Creative Arts Academy of St. Lucie or CAST).

"The story of Bean Backus is important, it's engaging — both artistically and historically," Van Vorst said. "We can learn so much from his iconic paintings of the Florida landscape, and also his personal philosophy of 'passing it on,' of helping people. It's a perfect fit for teachers looking for ways to introduce new content to cover their existing Language Arts and Social Studies standards and bring something special to their students."

Last May, the museum hosted a teacher workshop to introduce partner teachers Robyn Church, Christel Denman, and Sabrina Woulard from Fort Pierce Magnet School for the Arts to the draft curriculum and to plan implementation in their classrooms. The content covers the life and work of A.E. "Bean" Backus (1906-1990), and also includes the powerful story of the African American artists whom he mentored and encouraged during the Jim Crow era. This loose association of young artists later became known as the Florida Highwaymen. A few weeks later, the museum also hosted a field trip for students to visit the galleries in person, to see the original works of art and discover the stories firsthand from staff. Van Vorst met with the teachers and gathered practical feedback from the pilot stage to incorporate, polish, and improve the curriculum for classroom use.

"The lessons were engaging and students were excited to visit the museum and see Backus’ work in real life," Church said. "It was interesting to see how the students noted environmental differences between Backus’s artwork and our existing landscape today. It was all smiles and excitement throughout."

"We couldn’t have asked for more receptive partners in the St. Lucie Public Schools for a special project that brings art and local history to life. Backus and the Highwaymen are nationally known, but this really couldn’t happen like this anywhere else," said J. Marshall Adams, museum director. "The students were extremely well prepared, curious and inquisitive, so much so that after the school year ended and during the summer break, I recognized one of those students who came back to the museum with her family. She wanted to share with them what she had learned — and she was their tour guide! Whether you’re a teacher in the classroom or a museum, it’s rewarding evidence like that, that lets you know you’re making an impact."

The museum is working to finalize the curriculum and make it available as a free downloadable resource for educators. In the 2018–19 school year, the museum will continue working on the project with St. Lucie Public Schools by partnering with CAST and with the Samuel S. Gaines Academy of Emerging Technologies. For more information on the curriculum project, or for fourth grade classrooms interested in partnering with the museum, please contact Sandra Van Vorst at education@BackusMuseum.com.

About the A.E. Backus Museum & Gallery: Fresh from a multi-million dollar expansion, the museum houses the nation’s largest public presentation of artwork by Florida’s preeminent painter, A.E. “Bean” Backus (1906–1990), as well as the state’s only permanent multimedia exhibition on the Florida Highwaymen.

With a career spanning more than 70 years, Backus was the first Florida-born artist to build his professional reputation by painting the landscape and scenes from daily life of his native state. He was fortunate to have known great success during his lifetime, with paintings hanging in the businesses and the private collections of many of Florida’s most prominent citizens.
**Mayor’s Message**

**Governor Dan McCarty’s Legacy**

by Linda Hudson, Mayor, City of Fort Pierce

Dear Mayor,

I read your article titled “Taking the Dan McCarty Memorial Highway to Vero Beach,” and I want to state that during the six months Dan McCarty was Governor of Florida he did two major things: he had the Florida Turnpike from Miami to Fort Pierce built and he signed the bill to have the Shands Hospital built in Gainesville. As far as I know these were his two major contributions to the State of Florida. Very truly yours,

—John T. Brennan

Former City Attorney, John Brennan, of Fort Pierce has shared more information about Fort Pierce native, Dan McCarty, Governor of Florida in 1953. During the six months Dan McCarty was Governor of Florida, he did two major things: He was responsible for extending the Florida Turnpike from Fort Pierce to Miami and he signed legislation to build University of Florida Health Shands Hospital in Gainesville. According to the Florida Department of State, during his short term of office, McCarty began major construction projects in the state, reformed purchasing and hiring practices, boosted teachers’ salaries and created scholarships for teacher training, opposed oil exploration in the Everglades, and instituted aid programs for the disabled. These accomplishments continue to have local, regional and statewide impact. Governor McCarty is buried in the Palms Cemetery in South Indian River Drive. When you drive the 15-mile stretch from Fort Pierce to Vero on the Dan McCarty Memorial Highway, remember its name, and the accomplishments of this Fort Pierce native son.

The Mayor’s Message in the July 2018 edition of the Main Street Focus (read it online at www.mainstreetfortpierce.org) was about Governor Dan McCarty. The information above is an addendum to that article.

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**MUSEUM ... continued from page 9**

A renowned humanitarian who abhorred the racist attitudes and segregation that engulfed the region, Backus taught and mentored the group of entrepreneurial African American artists who became known as the Florida Highwaymen. Their inspiring story is part of the A.E. Backus legacy.

In addition to preserving and perpetuating the artistic and humanitarian legacy of Backus, during the regular season the museum organizes and hosts changing exhibitions from artists of national and international acclaim.

In addition to the permanent collection and video presentation always available to view, there is an outdoor family scavenger hunt accessible at any time on the Outdoor Mural Plaza. And no visit would be complete without a stop in the museum store, which offers many fine and creative gift items, including unique merchandise inspired by the works of Backus. The Backus Museum was voted “Best Museum 2018” in Indian River Magazine’s annual “Best of the Treasure Coast,” where it was described as “a fabulous place to visit.”

Summer museum hours are Saturdays, 10 a.m. to 4 p.m.; and Sundays, Noon to 4 p.m.; other hours by appointment. The museum’s summer schedule will continue through Sunday, August 12, then closing to prepare for the upcoming new season. Admission is $5 per person; AARP, AAA, and veterans with appropriate ID receive a $2 discount. Museum members, students with school ID, children under 18, and active duty military are always free. The first Sunday of August is free admission day. For more information, please visit www.BackusMuseum.com. The A.E. Backus Museum & Gallery is located at 500 North Indian River Drive in Fort Pierce; info@BackusMuseum.com, www.BackusMuseum.com.

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**TREASURES OF THE PAST**

**A Look Back: Excerpts from the Wednesday, September 30, 1953 edition of the Tampa Morning Tribune**

**Death of Gov. McCarty is Termed Tragic Loss for Florida by Many State Leaders**

SEPTEMBER 30 1953 – Chief Justice B.K. Roberts said “the untimely death of Gov. Dan McCarty is a tragic loss to the whole State of Florida. A great leader who never compromised his high principles, Governor McCarty was also a splendid and patriotic citizen and a devoted husband and father. Even though his life ended all too soon, he has left a high standard of public service that will remain with us in the years ahead.”

Atty. Gen. Richard Ervin said “he was a fine man and a great governor and it is an almost irreparable loss to the state.”

Commissioner of Agriculture Nathan Mayo: “I can’t think of a greater calamity that could have happened to Florida — certainly none has during my 29 years as a member of the cabinet. Frankly, I am too full of grief to make a coherent statement. I do think he had the makings of going down in history as one of our greatest governors and I think perhaps his very conscientiousness in wanting to do a job for Florida brought on death…”

Dr. Dovak S. Campbell, president of Florida State University: “I consider his death a very great loss to the State of Florida and a great personal loss to me.”

Dr. George W. Gore, president of Florida A. & M. University: “We regard his as an outstanding governor of the state who had started a great program. We consider his passing a distinct loss for the State of Florida.”

Dr. J. Hillis Miller, president of the University of Florida: “The university has lost a great alumnus and friend. We must now close ranks with the good people of the state to carry on the work he so effectively undertook.”

U.S. Sen. Spessard Holland: “Dan McCarty was one of the cleanest men I’ve ever known. He was one of the ablest public servants I’ve ever known.”

Former Sen. Claude Pepper (for whom our Pepper Park is named after): “He was an exemplary life. He embodied all the private and public virtues which our people love and respect.”

Sen. Harry King, Winter Haven: “Governor McCarty’s death leaves a sense of shock and sympathy for his widow and family. He and they have paid the highest possible sacrifice for the public service rendered by the governor. The state has lost its outstanding exponent of good government. This tragedy is a challenge to the citizenry and officials of Florida to make Dan McCarty’s life and sacrifice a permanent monument to the high type of public service for which he stood.”
A trio of family-owned businesses have been the cornerstones of historic downtown Fort Pierce’s economic endurance. Collectively, East Coast Lumber & Supply Company, Rosslov’s Ladies Apparel and Sweet’s Jewelers have been supplying customers with goods for 276 years.

Born of necessity, industry in Fort Pierce began along the waterfront. As pioneers settled, the need for supplies grew. Independent retailers took root and could easily ship materials by boat on the river to areas north or south.

Established in 1902, East Coast Lumber & Supply Company began supplying pine crates for pineapples grown in the area. Located at Palmetto Avenue and High (Avenue A and Depot Drive) the lumberyard and corporate offices above Ace Hardware in Fort Pierce’s historic downtown are adjacent to city hall and the 4-story public parking garage, making it easy to find.

With a reputation that is known throughout the coastal building industry from Orlando to the Space Coast and south to West Palm, its five sites are along Florida’s eastern shores. A few years after its founding, the enterprise was enjoying expansion, adding to its assets of cattle and delivery wagons and locating to Fort Pierce. In time, operations in Eau Gallie, Fort Pierce, Cocoa, and West Palm Beach offered local deliveries by mule cart.

As transporting goods developed over land, The Sunny South was sold off. Local fruit and vegetable growers became the catalyst for sales of “crate kits” — a collapsible wood slat and wire box complete with “Indian River” imprinted wrapping tissue to enfold the produce.

Through the years of WWI and WWII, the founders held steadfast to love of country. Post-war time brought a better economy and a Miami lumberyard was added to the portfolio. A new age was dawning that brought the advancements of the automobile; deliveries became more readily available to customers. In 1924, Melbourne and Okeechobee locations were added followed by Sebastian.

Profitability waned when the Great Depression struck the nation in 1929. In order to cut losses, East Coast Lumber was forced to downsize, closing several of its sites. WWII brought economic challenges and opportunities. A board decision granted military-minded managers a salary to make up the difference in pay if they served our country. Following the war years, industry grew and the population increased significantly, in part to the Navy training that took place in Fort Pierce.

From their website:
From the beginning, East Coast Lumber has been the leader in the Southeast region of Florida, delivering quality building materials along the coastline. A few years after its founding, the enterprise was enjoying expansion, adding to its assets of cattle and delivery wagons and locating to Fort Pierce. In time, operations in Eau Gallie, Fort Pierce, Cocoa, and West Palm Beach offered local deliveries by mule cart.

As transporting goods developed over land, they sell.

The five, Cocoa, Melbourne and Fort Pierce are its heritage sites.

From their website: Each location is staffed by a core group of professionals who are knowledgeable in all aspects of the building industry, and who understand the products they sell.

In the early part of the 20th century, an enterprising businessman did not have a marketing strategy, elevator speech or salesperson. The back and the school of hard knocks were the methods of business boot camp. Faced with hardships from hurricanes to the Great Depression, East Coast Lumber weathered them all.

Life was different then. It was a time of fishing for dinner or hunting rabbits, riding a horse to town and Flagler’s locomotive, when men worked in overalls and sign painters did your advertising on the side of a wagon, attracting attention to who you were in the community.

Operating with a four-man board of directors, East Coast Lumber began in Eau Gallie (now part of Melbourne), home to the Sunny South that carried materials along the coastline. A few years after its founding, the enterprise was enjoying expansion, adding to its assets of cattle and delivery wagons and locating to Fort Pierce. In time, operations in Eau Gallie, Fort Pierce, Cocoa, and West Palm Beach offered local deliveries by mule cart.

As transporting goods developed over land, The Sunny South was sold off. Local fruit and vegetable growers became the catalyst for sales of “crate kits” — a collapsible wood slat and wire box complete with “Indian River” imprinted wrapping tissue to enfold the produce.

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About the Sunny South: Founded in 1924, The Sunny South served Florida’s earliest customers with goods for 276 years. Its “generation-to-generation” ownership represents harkens to traditional values of friendly service and quality products. Its “generation-to-generation” ownership represents A Vero Beach location was realized in 1949 as business flourished. The “cash-and-carry” sales model, requiring up-front payment for all goods and services, lost its luster in the 1960s. Plastic credit cards were now being offered to the public for consumer convenience. In 1966, Eau Gallie became a manufacturing plant for roof trusses and remained in operation there until 2010.

By the mid ’80s, Port St. Lucie’s boom was making a comeback and East Coast Lumber added a small lumberyard there to service the professional home builders. A truss manufacturing plant was built in western Fort Pierce to supply growth until recession pressures caused them to finally shut down all truss production.

Singularly, one of the most august and revered lumber and building material dealers in Florida, East Coast Lumber still harkens to traditional values of friendly service and quality products. Its “generation-to-generation” ownership represents...
a steadfast promise to both its employees and customers of dependability and resolute confidence. Their motto, “We’re here to help you build a better way,” says they value the public’s trust.

Regular customers depend on the knowledgeable staff ready to serve their needs. Without sacrificing quality or personal touch, East Coast Lumber enjoys continued growth by catering to the handyman and trades while facing challenges that affect the economy.

At the helm of this downtown Fort Pierce institution is Allen Osteen, a fourth-generation owner of the family business. Involved at a young age, he learned the business from the ground up. As a curious teen, he became a stock boy and “supervisor of refuse.” This distinction allowed him entrance into the corporate offices. He saw first-hand the inner workings of business management.

Transferring after graduating John Carroll High School meant leaving the confines of Fort Pierce to attend Tulane University in New Orleans. After working in Texas, Osteen was recruited by Jay Stein of Jacksonville-based Stein Mart department stores. Desiring to return to Florida, he took the job. It was Stein who played matchmaker for Osteen and his wife, Terry, seating them side-by-side as guests at a dinner.

Fort Pierce was always home. He joined East Coast Lumber in 1989 as Chief Executive Officer and Owner. Osteen reflects on his management style: find the best talent possible, set expectations, allow employees to be stakeholders. “I never see them as shopkeepers; they own that yard and have the flexibility and responsibility to make decisions under the guidelines that are set.”

Recently awarded the Entrepreneur of the Year distinction from Indian River State College’s Dan K. Richardson Entrepreneurship Program, established by the IRSC Foundation, Osteen was recognized for his entrepreneurial spirit, business excellence and community involvement. The award was established to promote awareness and appreciation of the free enterprise system.

The program encourages entrepreneurship through education with community lectures and instructional programs. Each facet of this program supports and reinforces the principles of free enterprise that have made our nation great.

IRSC President, Dr. Edwin R. Massey, noted the crucial role entrepreneurship plays in the economic success and health of the community. “Allen Osteen’s innovation, drive and persistence exemplify the characteristics of a successful entrepreneur and it is a great honor to present him with the 2018 Entrepreneur of the Year Award.” Massey credited Osteen with propelling the company into the 21st century as a thriving enterprise.

His deep roots led him to co-founded Indian River Magazine with Greg Enns, which has been serving the Treasure Coast for more than a decade. Osteen is Vice President and Assistant Publisher for the publication. The “Great Recession” of 2007–2009 impacted generation-after-generation lumber companies who folded. “We hunkered down and continued to put people first to get through that very difficult time,” Osteen comments. East Coast Lumber was a company that had no debt. It was their saving grace. Adjustments were made to regroup and get lean. Joining forces with Ace Hardware made the company stronger. “Allen never gave up when other companies were selling out,” says Craig Davis, VP – Indian River Division, East Coast Lumber.

A good community partner, East Coast Lumber supports nonprofits — Rotary, St. Anastasia School, Main Street and CASTLE — selecting what has meaning. He reaches out to his own network to assist with fundraisers like the 2013 Kid’s Crossing community playground build.

Fellow Rotary member, Earl Gordon says Osteen genuinely enjoys being on the front lines of serving the community. “It would be easy just to write a check, but that’s not how he is; he wants to make sure it’s done right and he’s involved.”

His good nature and humor, deep faith and love for his family set an honorable example. A father of three daughters, Osteen has instilled confidence in them. The girls grew up riding horses and Allen attended their competitions, going as far as forming a small polo team. But beyond that, the one thing he considers most important in life is passing on his faith in God; it is the bond to get through tough times.

Being profitable in an ever-changing world takes innovation. The company website is goes the extra mile. It is easily navigable, shares the history of the early days and links to myriad products in multiple departments. Examples are their Wood Species Library which includes detailed information on major North American species, an A–Z glossary of builder’s terms to increase your vocabulary and a ‘green’ guide to advance your eco-understanding. It is a veritable compendium of knowledge gleaned from decades of business savvy.

Osteen attributes success to humility and gratitude. “I am very fortunate and blessed and have a lot to be thankful for. My success is the people around me,” he says.

Comprehensive services include Blueprint Estimating, Contractor Sales and Outside Sales Reps. Delivery is available. Visit them online at www.eastcoastlumber.com. East Coast Lumber & Supply Company: Fort Pierce Yard & Ace Hardware is located at 508 Avenue A in Fort Pierce; phone 772-461-5950, e-mail ftpierce@eastcoastlumber.com. Store hours are Monday through Friday, 7:30 to 5:00.

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Coming up in the September issue of Main Street Focus, the history and contributions of Rosslow’s Ladies Apparel and Sweet’s Jewelers.

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Secretary Detzner Designates Main Street Vero Beach as Florida Main Street Program of the Month

Secretary of State Ken Detzner designated Main Street Vero Beach as July’s Florida Main Street Community of the Month. Communities are selected based on their development achievements and participation in the Florida Main Street program. “For over 20 years, Main Street Vero Beach has worked to revitalize downtown with an array of historic preservation projects and events,” said Secretary Detzner. “This historic Florida community retains small town charm while offering a city core that features beautiful scenery, endless shops and restaurants.”

Main Street Vero Beach was designated a Florida Main Street program in 1998. Over the past 20 years, the program has revitalized downtown through notable preservation projects. ❖

Main Street Vero Beach Host of Florida Main Street Annual Conference

Last month, dozens of directors, volunteers, civic leaders and managers from all over the state converged in Vero Beach to attend a variety of educational sessions and workshops centered on helping improve their downtowns or districts.

As stated on the Department of State’s Florida Main Street’s website: (http://dos.myflorida.com/historical/preservation/main-street-program/), “In the past, the word “downtown” brought to mind an image of a bustling center of commerce and activity. Too often today, the images are of vacant, deteriorating buildings. Now communities have discovered that with the help from Florida Main Street, Downtown can thrive again.”

One of the greatest assets of the Main Street community is that it is nationwide and that it loves sharing ideas to strengthen other downtowns in need. Many great ideas were spread during the Florida Main Street conference and our sister organization, Main Street Vero Beach, was a superb host. ❖

Downtown Businesses Rally to Help Chic & Shore After Fire Damage

What makes downtowns special? It’s the bond shared by small business owners and their commitment to the community they represent. Last December, during the holiday shopping season, a devastating fire broke out in the building that housed three, longtime, local businesses. After damage to their merchandise and stores, two of these businesses decided not to reopen. The remaining business, Chic & Shore, was not as damaged, but upcoming repairs will require Becky, the owner, to move all her merchandise and close her business for the month of August. When her family, friends, and fellow downtown business owners heard this news they rallied together to help her with this endeavor. Christine Coke, owner of the Raulerson Building next door, prepared a space in her building for storage. Beryl of Notions & Potions and Doris of Main Street Fort Pierce put out the word and helped Becky pack her items for storage. The Freedom Boat Club offered vehicles to help move the items to the storage location and Jose, from LeGit Cuts Barbershop, stepped in as well to help move the items. Moves can be very stressful and Becky wishes to sincerely thank all of those that helped her and her business. She hopes to open the 2nd week of September once the repairs are complete (by the way, Chic & Shore has fabulous & unique Halloween decorations). This example of neighbor helping neighbor is one reason why it is important to support our local businesses. They all invest much more than funds in their communities. ☺
Love, JAZZ Community: Hustle Back to the 1970s

by Don Bestor

It is summer time, Fort Pierce Jazz and Blues Society is setting the time machine backwards again for another fabulous mini class reunion. On Tuesday, August 28th, the Sunrise Black Box Theatre will be positively vibrating with the sounds of the 1970s, and that includes classics that will instantly transport you to your favorite lighted dance-floor, white polyester disco suit, and that decade when every weekend you seemed to have an incurable case of Saturday Night Fever.

Sure, we’ll still have the classic jazz jam you love for the first hour of the evening as we always do, but on August 28th, we’ll roll up the rugs and the evening will be punctuated with the music of your favorite jukebox which was the soundtrack of your romantic teenage nights. It’s a chance to get in touch with the music of your favorite jukebox which was the soundtrack of your romantic teenage nights.

On Tuesday evening, August 28th, at the Sunrise Black Box Theatre, 200 10th Street, downtown Fort Pierce, we’ll “do a little dance, make a little love, and get down tonight,” and we’re betting you still know your inner Sunshine Band suits, and that decade when every weekend you seemed to have an incurable case of Saturday Night Fever.

So think about it for a minute or two. Were you bonkers for the Bee Gees? Freaked out for Frampton? Abba-solutely Dancing Queen. And, don’t forget to vote for the Downtown Fort Pierce Farmers’ Market in the 10th Annual America’s Favorite Farmers’ Market Celebration. Go online to markets.farmiland.org. Select Downtown Fort Pierce Farmers’ Market, click on each of the five stars, and submit. Thank you for your vote and your support of the Downtown Fort Pierce Farmers’ Market.

It’s a Saturday Morning Tradition at Marina Square in Downtown Fort Pierce from 8 a.m. until noon (rain or shine). ♦

National Farmer’s Market Week is August 5–11. Here are five fresh, healthy, and fun facts about the Downtown Fort Pierce Farmers’ Market.

❖ You are likely to save 25% annually on food purchases at the Farmers’ Market as compared to grocery store purchases.

❖ While most food eaten in the U.S. travels approximately 1,500 miles before it reaches your table, you can buy fresh and locally grown (farm to table) foods at the Market each Saturday.

❖ You can whittle your waistline at the Farmers’ Market. Statistics show living near and shopping at a farmers’ market is associated with lower body mass index.

❖ The Fort Pierce Farmers’ Market is a favorite place to gather and socialize. People who visit the Market average 15–20 social interactions per visit. They would only have 1–2 per visit at a grocery store.

❖ In 1730, the first U.S. farmers’ market was opened in Lancaster, Pennsylvania, in a dedicated square in the center of town. For 21 years, the Fort Pierce Farmers’ Market has been held at Marina Square in downtown Fort Pierce. ♦
Arcade Building Shop Offers Authentic African Art
by Britt Anderson

African Art, Antiques, Gifts & Accessories is a unique, one-of-a-kind, welcomed addition to the Fort Pierce art scene. Ndiga Niang, the owner, has brought the world of Africa, it’s myriad of countries and tribes, and their rich heritage to our doorstep. The pieces he shows all have a history. While not the kind of history western art has (date, signature, etc.) his pieces belong to a particular people as a whole.

They represent the culture’s or tribe’s belief in protection, good luck, harmony, harvest, power, wisdom, etc. Each culture has a specific way of manifesting those beliefs and is different from those of another. Niang can walk you through this way of expression and to whom it belongs from his own knowledge and as documented in the texts which are about his shop.

It’s a walk through a history and a culture with which most of us are unfamiliar.

All of the pieces are for sale but it is worthwhile to stop to just educate yourself. Niang tries to do so by bringing school children into the store to learn the history of Africa: to understand the significance of masks; to play the instruments of a people; to pound on the drums of a continent. Niang is open to all groups to explain and help them explore the cultures of Africa and how they can be incorporated in their daily lives.

Ndiga grew up in Senegal and has sources from all over Africa. The pieces all originated in Africa and were crafted by the local tribes. They are not mass produced and each is unique and tells it’s own story. While you may not want to go totally “African” in style, what harm can there be in a mask, basket or statue that brings harmony, peace and/or well-being into your life. Niang’s African Art is definitely a place you need to stop by and browse. It will take you to another place in time and life.

African Art has an assortment of items for sale: clothing, jewelry, handmade baskets, statues, furniture, and soaps and oils made from the Shea Tree. The tree, with which I became fascinated, has amazing properties and its oils are incorporated into shea butter and black soaps. You’ll find the same oils in many of the products you now use. I checked his pieces from his own knowledge and as documented in the texts which are about his shop.

To create curiosity about earth sciences we carry a line of geodes, fossils, gems, stones and crystals. We even have real crystallized dino poop!

When looking for new products, I, as our gift shop buyer, try to source items that are sustainable and reflect some of our conservation programs. One of the most interesting items that fit that description is a line of earrings from a company called Jabebo. Most of their earring designs are of animals or sciences icons. The list of critics is quite extensive and represent many habitats from oceans to pine forests. But the really wild thing is that they are made from upcycled cereal boxes.

Another line of jewelry we are proud to carry is Organic Tagua, handcrafted from a palm nut found in the tropical rainforests of Ecuador. It is organic, eco-friendly, sustainable and its creation provides jobs in a depressed area of Ecuador.

We find that our guests enjoy supporting a cause and like to feel good about their purchases. The “Mermaid” carries a large variety of realistic plush animals they can actually see in our area: alligators, river otters, pelicans, sea turtles, sharks, and of course manatees! The Manatee Observation and Education Center is cuddly and smart. He loves to share manatee facts with you when you press his flipper.

The Manatee Observation and Education Center’s primary purpose is to promote environmental awareness and responsible stewardship of our fragile ecology, concentrating on our local ecosystems, especially the Indian River Lagoon and its inhabitants.

MOEC has taken to heart the famous quote of Baba Bloom: “In the end we will conserve only what we love; we will love only what we understand, and we will understand only what we are taught.”

When it comes to teaching children, it is best to include as many senses as possible. Children are tactile creatures and will remember an encounter with a wild creature much longer if it is touched, or even better, held in their hands. To have children appreciate sea life and water quality, discovering baby sea creatures by seining will impress them much more than a PowerPoint presentation.

MOEC’s gift shop, The Vanishing Mermaid, is an extension of those learning experiences for children as well as adults.

We encourage children to appreciate animals by offering a variety of realistic plush animals they can actually see in our area: alligators, river otters, pelicans, sea turtles, sharks, and of course manatees! The Manatee Observation and Education Center is cuddly and smart. He loves to share manatee facts with you when you press his flipper.

The Manatee Center August Events

Summer hours begin. July 1st through September 30th we are open 10 a.m. to 5 p.m., Thursday through Saturday.

Friday, August 10th at 12 p.m. — Air Potato Biological Control — Bugs and Beetles
“Lunch & Learn.” Join us for a presentation by Dr. Carey Minteer, Assistant Professor of Entomology and Nematology at the University of Florida’s Indian River Research and Education Center. Dr. Minteer will be discussing the invasive air potato here in Florida, and the work that UF has done in researching solutions to this problem.

Bring your lunch and learn! Free event.

Recurring Programs

Thursdays, 1:30 p.m. — Meet the MOEC Reptiles — and witness Diego the corn snake eating.

Fridays, 1:30 p.m. — Seahorse Snack Time — watch the MOEC seahorses eat and play.

Saturdays, 1:30 p.m. — Fin-Tastic Fish Feeding — come meet the fishes in the Center.

Every 1st and 3rd Thursday at 10:30 a.m. — Mermaid Tales — join us as we share tales from the sea. From the fantasy world of mermaids to the real-life, awe-inspiring world of marine animals, this is one story time you don’t want to miss!
Anytime Fitness Relocates to New Facility

by Britt Anderson

Anytime Fitness has moved! Its new facility is located a few blocks west of its former location. You’ll find the gym happily relocated at 7th and Orange Avenue. When I use the treadmill in the morning not only do I check the news and weather, I can observe the comings and goings of the “critters” in Peacock Park as they fan their glorious tails and strut about. Anytime Fitness’ new facility is light, bright and a pleasant place to be, with a cheerful and friendly staff to assist you in every way. There is also new equipment which the staff will readily acquaint you with.

Anytime Fitness is open as usual 24 hours a day, so you can fit exercise into your schedule. It’s secure — admittance only by membership key when employees are not present — and fully covered by surveillance cameras. Staff is on the premises to follow and benefit from the traffic created other businesses will encour-

Anytime Fitness program and other insurance covered wellness programs.

Richard Broderick, the owner of the Fort Pierce Anytime Fitness, is an enthusiastic supporter not only of Fort Pierce but of the downtown area as well. Anytime Gym has been a fixture in the downtown area since it opened in 2009. He hopes that the presence of Anytime Gym will encourage other businesses to follow and benefit from the traffic created by its presence, at present, over 2,000 members.

If you didn’t know, there are over 4,000 Anytime Fitness franchises in the United States and they have expanded internationally as well. All meet the same high standards. So, if you’re a member here in Fort Pierce, you can use your membership in any of their gyms, wherever you go. There are various cost levels. Speak with the staff directly regarding a program that meets your needs. Note that they participate in the Silver Sneakers program and other insurance covered wellness programs.

See more at www.anytimefitness.com for additional information.

Holistic Wellness:
Listening to Your Body

S

lowng down, deeply breathing, and taking conscious steps, can all be part of living a lifestyle that nourishes your body, mind, and soul, but what about the food we eat? Everywhere you look there are advertisements and articles about super foods, the newest fat burning diet, and the foods you must never eat. But who is to say that in order to thrive, you need listen to anything but your very own body? I’m writing this as a vegan who eats a whole food, plant-based diet, but also as a human who has taken initiative to learn to listen to my body.

I am beginning to understand why I have certain cravings and imbalances throughout my body and mind, and I eat accordingly. For example, if I am craving cooked foods, I know that my body might be having a tough time digesting certain raw foods, or if my skin flares up with redness or acne, I know that my body is craving more cleansing foods like greens, and more fiber. We can begin to tune into our bodies by simplifying our life, but especially our diets. It is very simple: eat more fiber. We can begin to tune into our bodies by simplifying our life, but especially our diets. It is very simple: eat more fiber. We can begin to tune into our bodies by simplifying our life, but especially our diets. It is very simple: eat more fiber.

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**Spotlight on Local Artists — Seriously Mixed Media**

*by Holly Thoms, Director Art Mundo*

This Month’s Featured Artist — Sherry Horton

Q. What type of art do you have at Seriously Mixed Media?
A. Cold wax and oil on cradle board, in various sizes. Subjects are mostly abstract landscapes. Also some one-of-a-kind greeting cards.

Q. When did you first get started with art?
A. My four children had grown up, my nest was empty and I took my first painting class when I was about 47. I have always been a major nature person. I worked as the gardener at Heathcote Botanical Gardens and started my own garden design business. My eye has always been drawn to nature and the landscape around me.

Q. Where do you get your inspiration from?
A. Nature. Florida, where I live, and North Carolina, where I own property.

Q. Where is your favorite place to get art supplies?
A. Dick Blick online and Crafts & Stuff in Vero Beach.

Q. What is your favorite place to get art supplies?
A. Pottery. I make some of my own pottery at a handbuilding class I take with local artist Ginny Poch Street. North Carolina is a great place to shop for pottery. My mother and I used to go on pottery tours to potters studios around Sea Grove. That was when I first caught the pottery bug. Now I spend time at the shops and studios around Penland, North Carolina, home of the Penland School of Crafts; in places like Burnsville and Bakersfield. I used to collect santas, snowmen and chickens.

Q. How long have you lived in Florida?
A. 43 years. All of my children and their families live in Florida, too.

Next time you are in Downtown Historic Fort Pierce stop in Seriously Mixed Media on Orange Avenue to see Sherry’s latest work. You are going to love it!

Seriously Mixed Media is an art gallery opened a little less than three years ago, owned by five partners — Judy Coffman, Allie Comer, Janet Fuller, Gretchen Green and Sherry Horton. It’s called Seriously Mixed Media because each artist-owner has their own distinct art medium or mediums for sale. In season, the gallery features monthly guest artists. Their hours are Tuesday through Friday 11:00 a.m. to 4:00 p.m. and Saturday 10:00 a.m. to 2:00 p.m. Seriously Mixed Media participates in Fort Pierce’s Art Walk from 5:00 p.m. to 8:00 p.m. the third Friday of every month. Support Local Art!

Seriously Mixed Media is located at 207 Orange Avenue in Fort Pierce; SeriouslyMixedMedia.com, SeriouslyMixedMedia@gmail.com, 772-201-1605.

I still have those collections they are just not growing anymore.

Q. How long have you lived in Florida?
A. 43 years. All of my children and their families live in Florida, too.

Next time you are in Downtown Historic Fort Pierce stop in Seriously Mixed Media on Orange Avenue to see Sherry’s latest work. You are going to love it!
Small Business Solutions: 5 Best Risk Management Strategies

by Barbara Weltman, Guest Blogger, from www.sba.gov

Being in business is exciting but it also means facing challenges and risks every day. These risks and threats to your business can come from innumerable sources, including economic conditions, lawsuits, competitors, and the weather. In order to be able to sleep at night, it’s essential that you adopt a variety of risk management strategies. These are designed to avert catastrophe and provide you with protection to the extent possible. There’s no single action to shield you from the consequences of risks to your business. You need to take a holistic approach and cover your bases. Here are five strategies to consider.

1. Choice of Entity

You start a business to make money, but things don’t always work out as planned. If, for example, you can’t pay the remainder of your lease, you may be personally liable for what’s owed. One way to protect your personal assets—your home, your personal car, your personal bank account—is to use a business entity that provides personal liability protection. A sole proprietorship or general partnership does not provide personal liability protection, but a limited liability company (LLC) or corporation does. The cost of setting up an LLC or corporation does. The cost of setting up an LLC or corporation does include the cost of an LLC or corporation does include the cost of an LLC or incorporation and complying with other administrative tasks associated with having the entity is small compared with the potential personal liability exposure for not having the entity.

2. Insurance Policies

There are many statistics showing that it’s not a matter of if but rather when you’ll experience an occurrence that could have been covered by insurance. Carrying adequate insurance coverage can go a long way in protecting you from property losses as well as liability claims. Consider the following types of policies for optimum protection:

- **Business owner policy (BOP):** This policy for small businesses provides protection for your property (except for excluded events and amounts over the policy limit) as well as liability protection for claims by third parties (e.g., a customer slip and falls on your premises). The policy may also cover employee theft and other occurrences.
- **Professional liability coverage:** This policy protects professionals from client claims of mistakes (malpractice), negligence, or unfinished work.
- **Business interruption policy:** This policy provides funds to cover your fixed costs (and possibly loss of profits) following an event that shuts you down (e.g., a hurricane).
- **Workers’ compensation insurance.** This protects the business for claims when employees have a job-related injury or illness.
- **Employer practices liability insurance (EPLI).** This covers you for claims by employees and former employees for such actions as discrimination and wrongful termination.

3. Contracts and Agreements

Put it in writing … whatever you consider important to your business. This can be requiring employees to sign nondisclosure agreements protecting your trade secrets (client lists, pricing, etc.). In some cases, you can’t even sue unless you have a written contract: sale of goods over $500; leases over $1,000; agreements creating a security interest (e.g., a right to collateral). If you draft contracts and agreements yourself, be sure to have an attorney review it so you’re protected to the extent you expect.

4. Disaster Preparedness Plans

What will you do when disaster strikes? What steps will you take to recover from a disaster? These actions should be specified in a plan you create for your business. The SBA offers guidance on crafting a preparedness plan.

5. Best Business Practices

All of the actions listed above are best business practices, but this list isn’t exclusive. There are numerous business practices that you can use to minimize risk. Here are some ideas to get you started in developing your own list of best business practices:

- **Hire right.** Be sure to find the right person for your job opening. For example, if you’re hiring someone who’ll be driving on company business, check the driving record.

Mind/Body/Perspective / Find Balance & Enjoy the Journey

by Margarida Tree

Enjoy the whole pie! Last month we took a look at the concept of ourselves and our values. This month we continue to find balance and to enjoy the journey. Begin by taking a step back and reflect on yesterday, and how much time was spent on the different things you did. Now, if you were to create a pie chart of what you did throughout your day, how would it be divided? How much time in your day is dedicated for work? Time spent with your loved ones? For your own self and your community?

In yoga there are four equal divisions of our lives that help to create a life in balance, and they are abundance, responsibilities, pleasure and freedom. However, you can create your own pie chart dividing up important areas of your life. Take a moment to imagine what your life might be like if it was divided evenly. How would your life feel if you spent time equally on yourself, your work, your family and your personal growth? You can create as many equal slices in your life pie chart as you would like.

All too often, our lives are divided up with little time for ourselves, or the experiences that bring meaning to our lives, resulting in a life that can feel empty and yet overwhelmed. Mindfully dividing equal time for all the important areas in our lives cultivates meaning and balance. Sometimes it only takes a few subtle shifts to get our lives back in balance, sometimes more is required, but without attention to balance even things that should bring us joy can seem empty and unfulfilling. This is your life, so go ahead and enjoy the whole pie! Margarida Tree has been practicing and teaching Yoga for 26 years and has owned and operated One Yoga Planet and Educating Yoga Teacher Trainings for 12 years in historic downtown Fort Pierce. As a Yoga Teacher she works with individuals from the "arboristic" approach of Yoga to help students find their own balance and harmony. 

SMALL BUSINESS … continued from previous page
August Fishing Report: Sails & Kings

With a lot of bait in the area like threadfins and pilchards, all offshore fishing is going strong. Anglers are targeting cobia, mahi, kingfish, and sailfish. Slow trolling around weed lines at 60-100 feet with these live baits will produce results. Keep your eyes on the water because mahi will swim right up to the boat. Cobia are also sometimes seen near the surface around buoys and where there's one, there are usually more. Kingfish are frequently found near schools of baitfish so if you find the bait, put a line out quick and be prepared for some action.

Bottom fishing on the reefs has been good for snapper. Use a small hook and a long leader with live shrimp for your best chance to put snapper on the boat. Flounder, also called “door-mats”, are being caught in the area. Flounder are a very tasty flat fish with a white belly and both eyes on one side of their bodies. Use a jig head with live shrimp or small mullet to keep your bait on the bottom when fishing for flounder.

If you want to stay cool this summer, keep Pullin Drag!

Recipe Corner

Shoeppeg Corn & Baby Pea Salad

This recipe is from our former City Manager, Dave Recor. Dave brought this salad to a pot luck. It was a hit!

1 large green pepper, seeded and chopped
1½ cups celery, chopped
1 (15-ounce) can baby green peas
1 cup green onion, chopped
1 (4-ounce) jar diced pimentos, drained
1 (11-ounce) can white shoepeg corn

Salad Dressing

½ cup apple cider vinegar
¼ cup sugar
¼ cup canola oil
¼ teaspoon salt
1 teaspoon dried dill

In a large bowl with a good top that seals, combine all of the vegetables and toss to combine. In a separate jar or bowl, mix together dressing ingredients. Pour dressing onto salad and mix together. Place tight fitting top on bowl and refrigerate for at least 2 hours. While salad is in the refrigerator, reach in about every 30 minutes or so and give the bowl a shake upside down to help the dressing cover all the veggies. Serve cold with a slotted spoon. Pour dressing.

Marianne’s Boyce’s Oriental Pasta Salad

My friend, Jeff Boyce, loves his sister-in-law’s Pasta Salad. You will too!

1 teaspoon crushed red pepper
¼ peanut oil
½ cup sesame oil
6 tablespoon honey
5 tablespoons soy sauce
1 teaspoon salt
½ tablespoon cilantro
¼ cup peanuts
½ cup green onions
1 tablespoon sesame seeds
1 pound pasta (cooked)

Add-ons: Veggies like snap peas, broccoli, snow peas, bok choy, red cabbage, or another oriental veggie and Chopped chicken


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