Think Outside the Box — Go West, Young Man!
Downtown Fort Pierce Progress Continues West of U.S. 1

by John Culverhouse

Folks who saunter through downtown Fort Pierce find a variety of activities to immerse themselves in, from dining and shopping, to recreation. As most people see it, a visit downtown means frequenting areas from Second Street to the gorgeous waterfront, from Seaway Drive south to Citrus Avenue. Well, now it's time to start thinking outside of the box.

Spurred by the renovation of the Arcade Building at U.S. 1 & Orange Avenue, the Main Street Board of Directors expanded the Main Street boundary west in 2003, to include Orange Avenue up to Tenth Street. At the time, renovation of the Arcade building was in progress, and soon thereafter, the United States General Services Administration (GSA) purchased property for Fort Pierce's Federal Building and U.S. Courthouse, which will be located at the southwest corner of Orange Avenue and U.S. 1. Site and design plans have already been drawn out. The Federal Building and U.S. Courthouse project was supposed to have been already underway, however federal funding problems have caused this project, along with several other domestic projects to be delayed. Completion is expected sometime around 2010.

Continued on page 10 …
BRADFORD L. JEFFERSON, P.A.

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101 North U.S. 1, Suite 208
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THE JAZZ MASTERS CONCERT SERIES

DIRECTORS CHOICE
CONCERT SERIES
PRESENTED BY THE FORT PIERCE JAZZ & BLUES SOCIETY
AND THE SUNRISE THEATRE

YURI NUGMANOV & MARIAN PETERSCU
THURSDAY, JANUARY 25 7:00 P.M.
Town Hall, Core Communities 10799 Civic Lane,
Tradition - West of I-95 at exit 118, off Tradition Pkwy.
Ticket Price: Members $9 / Non-Members $15

TS MONK SEXTET
FRIDAY, FEBRUARY 2 8:00 P.M.
Pt. Pierce Magnet School of the Arts
1100 Delaware Ave., Ft. Pierce
Ticket price: Members $27 / Non-Members $33

JOEY DEFRANCESCO
SATURDAY, FEBRUARY 10 8:00 P.M.
Sunrise Theatre
117 South Second St., Fort Pierce
Ticket price: $30 $40 $50 / Members $27 $36 $46

SAMMY FIGUEROA
AND THE LATIN - JAZZ EXPLOSION
WITH BRAZILIAN VOCALIST/GUITARIST
LUCA MUNDACA
FRIDAY, FEBRUARY 16 8:00 P.M.
Pt. Pierce Magnet School of the Arts
1100 Delaware Ave., Ft. Pierce
Ticket price: $28 / Members $16 / Non-Members $22

ASTRAL PROJECT
FRIDAY, FEBRUARY 23 8:00 P.M.
Unitarian Universalist Fellowship of Vero Beach, 1500 27th Ave.
General admission: $15 / Members $13.50

YELLOWJACKETS
SATURDAY, FEBRUARY 24 8:00 P.M.
Sunrise Theatre
117 South Second St., Fort Pierce
Ticket price: $30 $40 $50 / Members $27 $36 $46

THE NELSON RIDDLE ORCHESTRA
SUNDAY, FEBRUARY 25 7:00 P.M.
Sunrise Theatre, 117 South Second St., Fort Pierce
Ticket price: $30 $40 $50 / Members $27 $36 $46

JAZZ WEEK 2/19 - 2/23/07
additional concerts, lectures, brown bag lunch concert series and much more!

THE NEW ORLEANS JAZZ ORCHESTRA
FEATURING
IRVINE MAYFIELD
TUESDAY, FEBRUARY 6 8:00 P.M.
Lyric Theatre, 59 SW Flagler Ave., Stuart
Ticket price: $35 $45 / Members $42

TICKETS
Tickets for the performances at the Sunrise Theatre
can only be purchased by calling 772-468-8775, visiting
sunrisetheatre.com or at the Sunrise Theatre's Box
office. Tickets for all other performances can be purchased
at the Barkery, 304 North Second Street, Fort Pierce
Ken Reed Printing, 475 Bimmar Drive PSL.
The Pipe Den, 1448 30th St.; Vero Beach
The Vero Beach Book Center, 2145 Indian River Blvd.
The Unitarian Universalist Fellowship, 1500 27th Ave.
Noteworthy by Design next to Deb's Flowers in The Village
Shops
The Lyric Theatre Box Office,
59 S.W. Flagler Ave.; Stuart

CALL 772-468-JAZZ (5299) FOR INFORMATION
OR VISIT US AT WWW.JAZZSOCIETY.ORG

Programming is supported in part by the National Endowment for the Arts, Southern Arts Federation, the State of Florida, Department of State, Division of Cultural Affairs, and the Florida Arts Council. Special thanks to our local supporters: The City of Fort Pierce, St. Lucie County Cultural Affairs Council, Childrens Services of St. Lucie County, Harbor Federal Bank, Lawnwood Regional Medical Center, Sunrise Ford, Southern Eagle Distributors, Ian's Tropical Grill, ScrippsTreasure Coast Newspapers, Roy's Liquors, The Sunrise Theatre, Ken Reed Printing, The Palm Beach Post, 88.9 FM and 104.7 WFLM.
A New Year Brings New Opportunity

With New Year resolutions well underway or in some cases, ones that have been conveniently forgotten, Main Street Fort Pierce resolves for a better and continuing successful down-town. Always with a positive approach, the Main Street Board continues the New Year by emphasizing the four basic elements of the Main Street Program to address the needs in our city:

**Organize** – Groups to work together to improve the downtown area for the benefit of all of the community.

**Promote** – Create a positive image of the downtown by developing events and festivals, drawing investors, developers and new businesses to the area.

**Design** – Working with the city to enhance the visual quality of our downtown by giving attention to all physical elements: buildings, signs, landscaping, promotional materials to demonstrate the quality of the area.

**Economic Restructuring** – Strengthening the existing economic assets while diversifying its economic base. Retaining, improving and expanding existing businesses, converting unused space into viable property while keeping the competitiveness of existing merchants.

A New Year means new opportunities. One possibility on the verge of becoming reality is expanding the retail base in downtown Fort Pierce by requiring first floor space to be available for retail only. The City of Fort Pierce is reviewing the feasibility which would bring more foot traffic and new retail, restaurants, etc. to our city.

St. Lucie County and the City of Fort Pierce are working together to hold a “Planning Activity” in February for the FPUA Power Plant, its wastewater site, and Veteran’s Memorial Park. These areas in our community have the potential to evolve to provide new and improved uses in the future.

More parking is coming soon to downtown Fort Pierce with the City Hall Parking garage project beginning work this month.

And last but certainly not least is the news that Main Street Fort Pierce’s signature event, Friday Fest, returns to the waterfront along Melody Lane after completion of the Indian River Drive reconstruction project.

The New Year is here, so let’s work together to make our community even better. Main Street Fort Pierce looks forward to the new opportunities and challenges. With your continued support, we can all reap the benefits.

Cheers!

Anne Satterlee, President

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

Friday, February 2: **Friday Fest** – 5:30 to 8:30 p.m.; Main Street Fort Pierce, 466-3880.

Friday, February 2: **TS Monk Sextet**, featuring vocalist Rachael Price – FP Jazz & Blues Society Masters Concert Series; Fort Pierce Magnet School of the Arts, 460-5299.

Saturday, February 3: **Saxophonist Mike Phillips & Unwrapped** – FP Jazz & Blues Society Masters Concert Series; Fort Pierce Magnet School of the Arts, 460-5299.

Tuesday, February 6: **The New Orleans Jazz Orchestra featuring Irvine Mayfield** – FP Jazz & Blues Society Masters Concert Series; Lyric Theatre, 460-5299.


Wednesday, February 14: **2nd Wednesday Walkabout** – 5:00 to 8:00 p.m.; Downtown Business Association, 465-7080.

Wednesday, February 14 to Saturday, February 17: **Venetian Glass Master, Luigi Cattelan** – Beads & Baubles Gallery, 468-0207.

Friday, February 16: **Coffee with the Mayor @ Historic City Hall** – 8:00 a.m.; Main Street Fort Pierce, 466-3880.

Monday, February 19 to Friday, February 23: **Annual Jazz Week** – Activities planned daily; Fort Pierce Jazz & Blues Society, 460-5299.

Saturday, February 24: **Frontier Florida Fest** – 12 to 5 p.m.; St. Lucie County Historical Museum, 462-1891.

**WEEKLY EVENTS**

**Ft. Pierce Farmer’s Market** – Saturdays, 8:00 a.m. to Noon; Marina Square on Melody Lane; Market Manager, 940-1145.

**Arts and Crafts Show & Sale** – Saturdays, 8:00 a.m. to 2:00 p.m.; north of downtown Fort Pierce Library, 460-5124.

**Fort Pierce Bike Night** – Thursdays, 6:00 to 9:30 p.m.; 2nd Street, Downtown Fort Pierce; Yellowfin Grill & Raw Bar, 468-7071.

**FORT PIERCE COMMUNITY CENTER ACTIVITIES**

For information, please call 462-7071.

**RESTAURANT ENTERTAINMENT**

**The Original Tiki Bar** – 461-0880; Music by “Barely Broken,” Sundays, 3 to 7:00 p.m.

**Governor’s Grill** – 466-6900; “Open Mike Night” on Tuesdays, 9 p.m. to closing; “Blues Night at the Grill” on Wednesdays, 8 p.m.; “Ladies Night” on Thursdays, 10 p.m. to 12 a.m.; Live Music on Friday evenings; Live Jazz with Matrix on Saturday evenings.

**DOWNTOWN FORT PIERCE LIBRARY ACTIVITIES**

For information, please call 462-2787.

**MANATEE OBSERVATION AND EDUCATION CENTER**

For information, please call 466-1600, ex. 3333.

**ST. LUCIE COUNTY HISTORICAL MUSEUM**

For information, please call 462-1795.

**BACKUS GALLERY**

For information, please call 465-0630.

**BACKUS GALLERY SEASON’S PREMIERE EXHIBITIONS**

**SPONSORED BY RIVERSIDE NATIONAL BANK**

**January 9 to February 17** – **Ansel Adams: The Man Who Captured the Earth’s Beauty.** Ansel Adams created iconic images of the American West, particularly Yosemite National Park, which he photographed every year starting in 1916 when his family first visited. His technical innovations and brilliant vision transformed landscape photography and furthered the cause of conservation. The show features twenty-five works, among them some of Adams’ most famous images: Clearing Winter Storm, Yosemite National Park, California; Moonrise, Hernandez, New Mexico; Sand Dune, Sunrise; Tenaya Creek, Dogwood, Rain; and Moon and Half Dome, Yosemite National Park, California. Organized by the Mint Museum of Art.

**January 9 to February 17** – **Clyde Butcher: Parallels of Black and White.** In July of 2000, Popular Photography asked the question, “Who is the Next Ansel Adams?” Clyde Butcher was honored as being one of four large format photographers from across the nation who was chosen to be featured in this article. Butcher believes the essence of good photography is two-fold: seeing the image with the heart and knowing enough about the mechanics of photography to get a good shot.

**February 21 to March 17** – **Tribute to Backus.** The annual Tribute to Backus will feature some of the best original painting by A.E. Backus. Many are part of private collections from around the country and are rarely seen by the public. Don’t miss this opportunity to see more than 100 Backus masterpieces on view during this extraordinary event.
ShopMainStreet.org

by Sue Dannahower

ShopMainStreet.org is a national directory of Main Street businesses that have an online retail component. Whether full-fledged e-commerce (shop & pay online) or simply an online catalog (call, fax or e-mail the business to purchase items), ShopMainStreet.org allows visitors throughout the country to access unique and interesting shops. It is designed to make listing a business quick and easy — both for the local Main Street Manager and for the business owner. In five minutes, a local business can use our site to list their business and product lines. Then, online shoppers will be able to access their business through ShopMainStreet.org links.

Why Shop Main Street? Americans love “Mom & Pop” shops. We love their attentive customer service, their unique merchandise, and the special atmosphere of their stores, as opposed to the cookie-cutter retail chains that all seem to sell the same thing. We also love our heritage, and Main Street districts are the cultural centers of their communities.

Many people consider shopping on Main Street “experience shopping,” because you interact with people and a community, instead of frantically hunting for rock-bottom prices. Shopping on Main Street is about finding merchandise that is infused with local heritage and can’t be found anywhere else. It’s about making a connection. It’s also about keeping the entrepreneurial spirit alive and helping local businesses compete against Big Box retailers and other large retail institutions. Choosing to shop Main Street lets these businesses know you appreciate them and want them to stick around.

Why is supporting small, independent businesses important? Buying from independent businesses has a greater economic impact. Recent studies have shown that a larger share of each dollar spent in a local business stays in the community as compared to chain stores. Furthermore, the economic impact of dollars spent at local businesses is increased through a local multiplier effect.

Community-based businesses give more time and money to community activities. According to the U.S.

Continued on page 6 …

First United Methodist Church
Presents
Murder on the Petulant Express
a Mystery/Dinner Theatre
on March 3rd and 4th at 6 p.m.

It all took place in Ohio in 1937. Find out who murdered technology titan Peter Petulant in his private car on the Petulant Express.

Price $10 per ticket/$30 for a family of 5. All proceeds will go to our summer mission’s ministry. Call the church office at 772-464-0440 or stop by at 616 Orange Avenue for tickets.
Small Business Administration, small businesses give more time and money to charitable organizations than do their large competitors.

Online shopping for holiday sales is rising for all businesses. In 2005, E-commerce sites rang up more than $30.1 billion during the weeks leading up to Christmas, according to an eSpending report produced by Goldman Sachs, Nielsen/NetRatings, and Harris Interactive. Online sales positively affect the bottom line for independent businesses and can make a difference in their ability to remain competitive and stay open.

Vibrant Main Streets help reduce sprawl and maintain community character. Local businesses reflect the character of their community through their unique products, services, and atmosphere. They also preserve an authentic sense of place by locating their shops in historic buildings. These districts embody smart growth principles by concentrating retail; offering housing on Main Street or nearby to create pedestrian-friendly communities; and using community resources, such as infrastructure, tax dollars, and land, wisely.

How Can You Find Participating Businesses? In your browser, type: www.shopmainstreet.org and press Enter. You will be taken to the web page illustrated below. Search by business category or by state.

How Can Your Business Participate? This is free, there is no cost associated with this listing. In order to be listed on ShopMainStreet.org, your business:
• Needs the ability to shop online or at least have product(s) listed online (i.e. a website) that people can order via phone, fax, or e-mail.
• The business must be located in a district served by a Main Street program, a Main Street Network Member organization, or another downtown/neighborhood revitalization organization.

Once your business has a website you can then ask your local Main Street Manager to be added to the Main Street Fort Pierce, Florida page. What he/she will need: your organization name; the business name; the business website; a contact e-mail for the business; a description of the store (255 character limit); the category of store (i.e. sporting good, apparel, hobby, gift, etc.).

Please e-mail this information or questions to mainstreet@nthp.org with the subject heading ShopMainStreet.org.
Consider the Future of Our Wonderful Waterfront Community

by Mayor Bob Benton

The elected officials of the City of Fort Pierce, also acting as the Fort Pierce Redevelopment Agency (FPRA), together with the elected officials of St. Lucie County have hired the Treasure Coast Regional Planning Council to organize a planning session open to all citizens. This session will be planning the future of our wonderful waterfront community. The target topic for this session will encompass the Hutchinson Island wastewater treatment plant, the downtown FPUA power plant, and Veterans Memorial Park. We are also asking the owner of the former Causeway Mobile Home Park to join this session. The date set is the week of February 26th through March 2nd. The location of the planning session is yet to be determined at the time of this writing. As your mayor I am asking you, the citizens of this great city, to watch for the exact dates, times and locations of these planning sessions and plan to attend.

It is very important that we, the elected officials of Fort Pierce and the elected officials of St. Lucie County, listen to the ideas and input from you, the public. Your input is important to determine how the Fort Pierce waterfront should be developed. We will be incorporating the ideas previously acquired from the public session held for the Veteran’s Memorial Park and the power plant locations.

Questions for you to think about, include:
— Should this public property remain in public hands?
— Should it be leased to the private sector?
— Should it be sold to help offset cost of removal of the sewer plant and the power plant?
— What density should this area have?

These are several very vital questions to be answered and your voice needs to be heard!

I am looking forward to this great opportunity to hear your ideas about the future growth of Fort Pierce’s downtown waterfront community. The continued improvements being made to Fort Pierce shows that we are growing, and growing well. Please bring your ideas and smiles to this important future planning session in February!

On another note, I hope to see many of you attending the variety of wonderful activities being held in beautiful Fort Pierce during this month! It will great to see you downtown at the fabulous Farmer’s Market, which celebrates their 10th anniversary this year. Also, held this month is the upbeat Mardi Gras Parade in downtown Fort Pierce and the Cattleman’s Parade along Virginia Avenue!

To learn more about what positive happenings are occurring in Fort Pierce or to introduce yourself or your business to the area, join me for Coffee with the Mayor which is always held the third Friday of the month from September to May at the Historic City Hall building.
Meet the Band: Skeezix Makes Its Friday Fest Debut in March
Band Welcomes Don Ciccone of The Four Seasons as its Newest Member

by Pam Gillette

Main Street welcomes a new band to Friday Fest for March 2007. SKEEZIX, a Treasure Coast-based band, combines a repertoire of rock, pop and blues and blends unusual music choices to present an unparalleled entertainment experience. A popular attraction at festivals such as The Pineapple Festival and Westfest, Skeezix has opened for notable acts including The Little River Band, and The Jefferson Starship.

SKEEZIX consists of four musicians with years of performing experience. Albert Miller on keyboards; Lenny Rocco on bass guitar; and Milt Koster on the drums; all have been playing Treasure Coast area clubs together for over five years. In January, Skeezix announced the addition of hit singer/songwriter Don Ciccone, one of Frankie Valli’s Four Seasons (“Who Loves You,” “December ’63/Oh What A Night,” and more).

Albert Miller - Keyboards and Vocals. An award-winning singer-songwriter from the New Jersey metropolitan area, Albert has written for movies, short films, and commercials. His exceptional songs are a regular part of each performance. Classically trained, Albert skillfully blends his love of Honky-Tonk, Stride, and Rock into each exciting performance. A former MGM Stormy Forest recording artist, Albert worked with Lenny for many years before moving on to Brunswick Records. His album with Brandywine, “AGED” is a well-reviewed cult favorite today. Albert was also a member of the hit 60’s group, The Critters of “Younger Girl”, and “Mr. Dyingly Sad” fame.

Lenny Rocco — Bass Guitar and Vocals. Also from
the New Jersey metropolitan area and a former MGM Stormy Forest recording artist, this talented singer-songwriter has been performing with some of this area’s most popular groups for over 25 years. An original member of the popular Treasure Coast group Front Street and as part of The Fabulous Show Stoppers Lenny has worked with many celebrities, including Johnny Rivers, Dennis Yost, and The Supremes. Lenny’s unparalleled vocal abilities are a plus for every performance. His “Keep America Dancing” is a Skeezix signature song.

Milt Koster — Drums and Vocals. Milt developed his drumming and entertainment skills performing with many celebrated acts throughout the world famous Pocono resorts of Pennsylvania. Milt worked with the very popular Chris London, and was a member of resort party band Adrian, Priest, and Grimes. As a long time Treasure Coast resident, Milt continued his music career working with The Ed Marshall Swing Band, and Big Daddy and The Reign. His musical endeavors have brought him together with some of the industries’ biggest talents including The Bellamy Brothers, Mickey Dolenz, and Survivor.

Don Ciccone — Guitar and Vocals. With over 40 gold records and over 100 million records sales, hit singer/songwriter/recording artist Don Ciccone has been satisfying record buyers and radio listeners for years as one of The Four Seasons, with monumental hits like “Who Loves You” “December ’63 (Oh What A Night),” and so many others. Don’s hit-record streak began as the lead singer/songwriter for The Critters with the classic hit love song he wrote and sang, “Mr. Dyingly Sad”, voted one of the Top 100 Songs Of All Time (WCBS Radio).

Don is thrilled to be joining Skeezix. “I met [Skeezix keyboardist] Al Miller last year and realized that he had actually become one of The Critters after I was drafted into the service. So, although we didn’t actually perform together in the late 1960s, it’s certainly fitting that we’re in the band at the same time now!”

Together, these four entertainers will continue with a spirit rarely captured on any music scene. Their deep musical skills enable them to please nearly every age group. Whether you are hosting a small private party, or planning a corporate or other major event, Skeezix is sure to be the right choice for your entertainment success. To contact Skeezix or for booking information, contact Milt Koster at 772-335-1595.

Friday Fest is held the first Friday of every month at Marina Square on Melody Lane in downtown Fort Pierce. Friday Fest can be postponed to the 2nd Friday of the month due to weather issues. The event is sponsored by Main Street Fort Pierce, Inc. For more information please call the Main Street office at 772-466-3880.
Doug Davis, President of Richard K. Davis Construction Corporation, is very excited about this area’s potential. Davis will open the Citrus Avenue Professional Building this August, with development co-owner Gary Berger. Berger’s CPA firm Berger, Toombs, Elam, Gaines, and Frank, will occupy the second floor, while the entire 6,860 square feet of ground floor will be available for rent for up to two tenants.

“Fort Pierce is popping,” said Davis. “As a lifelong resident of Fort Pierce, I believe in this city. Great things are going to be happening in this area, comparable to what’s occurring on Indian River Drive.”

Davis points out buildings like Saint Lucie County’s new addition to the County Courthouse as well as The Renaissance as buildings that enhance the aesthetic appeal to an area. A fan of the Mediterranean architectural style prominent throughout downtown,
Davis personally designed the project to echo new urbanism in a Mediterranean style, hoping to pioneer a new standard of development in the Citrus Avenue / Seventh Street section of Fort Pierce. Establishments like the **Citrus Avenue Professional Building** and the proposed U.S. Courthouse are a great start for stimulating this area. Other factors must come into play as well, however, before we realize a westward downtown expansion. Anne Satterlee, **Main Street Fort Pierce** President, says that the area can and will become prosperous with the right mix of establishments and in time.

“The key for this area to be prosperous relies on the development of retail,” Satterlee said. “If the commercial buildings that are there now only remain as businesses or offices, there is no reason for pedestrians to venture out. I envision retail, restaurants, museums, the Courthouse and renovation of the housing stock in this area.”

*Continued on page 12...*
Davis thinks his project will stimulate such improvements. “Perhaps this project will be the forerunner for improvements in the Seventh Street area,” Davis said. Street improvements, which include decorative lamp posts and sidewalks, have been completed on Seventh Street, from Georgia to Delaware Avenues. Currently, the City of Fort Pierce is continuing the street improvements from Delaware to Orange Avenue.

Other projects west of U.S. 1 are underway. The former U.S. Post Office on Orange Avenue and Fifth Street is being restored into a museum. The Fort Pierce Redevelopment Agency (FPRA) recently purchased the Saint Anastasia building on Orange Avenue, and a full restoration is planned along with streetscaping the roads leading up to the Saint Anastasia property — Tenth and Thirteenth Streets.
Other large storefront buildings and historic homes are being renovated along Seventh Street, Delaware, and Orange Avenues. The Arcade Building now houses a healthy mix of tenants. Professionals like lawyers and realtors call the Arcade Building home. Salons, spas, art galleries, and other shops are there, along with a couple of places to eat. The Citrus Avenue Professional Building will set the trend for things to come, especially once the Federal Building and U.S. Courthouse are completed and other professional buildings are constructed. As Fort Pierce’s downtown manifests its destiny of sorts west of U.S. 1, experts will reiterate that the recipe for success in this area is a good mix of venues – restaurants, shops, and perhaps a small park or two to keep the pedestrian foot traffic circulating through the district.
Mimi Ewan Joins the Staff of Main Street Fort Pierce

by Pam Gillette

Main Street Fort Pierce would like you to meet its newest employee, Mimi Ewan. Mimi joined the Main Street Staff as our part time accountant in November 2006. Mimi was born and raised in Fort Pierce. She attended St. Anastasia, John Carroll High School, and Indian River Community College, where she graduated with an Associate of Arts Degree in 1971. You could say that accounting runs in her family. She has three sisters and one brother and two of her sisters, Rita Stikelether and Kim Schelin, are CPAs here in Fort Pierce. All of her family members are natives and reside in our community. Mimi is blessed with 2 children, Sean and Kristin, and 2 grandchildren, Kaitlyn, 4 years old, and Noah, 6 months. Her hobbies are horseback riding and fishing.

Mimi has been in the accounting business for the past 30 years. She is excited about working with Main Street. When asked about her new career
choice, she said “I like working for a non profit and being part of the renovations of Downtown Fort Pierce. This is where I grew up.” Mimi worked for Indian River Habitat for Humanity for 4 years and knows the challenges of a non-profit business.

While accounting is her profession, Mimi’s love is interior design. She recently trained with Carole Talbott and started a new business, Visional Coordination’s by Mimi. Visional Coordination’s is the art of looking at the architectural design of your home, the home’s focal points, and the size and shape of the rooms to rearrange your furniture and create the perfect room design. So, if you are looking to redesign your space, just let her know.

Main Street Fort Pierce is proud to welcome Mimi Ewan to the Main Street family and we look forward to the professionalism and organizational skills she will bring to our organization.
Sunrise Theatre February Events *In Beautiful Downtown Fort Pierce*

**Little Anthony & The Imperials**
*with special guests*

Gerry & the Pacemakers
**Wednesday, February 14**

What better way to spend Valentine's Day than a night in downtown Fort Pierce rocking to the sounds of Little Anthony & the Imperials? The group was recently honored as recipients of the Rhythm & Blues Foundation’s Fourth Annual Pioneer Award, and was inducted into the Vocal Group Hall of Fame Museum in Sharon, Pennsylvania. With such successful hits as “Tears of a Clown,” “I’m on the Outside Looking In,” “Hurt So Bad,” “Tears On My Pillow,” and “Shimmy, Shimmy, Ko-Ko Bop” one cannot help but be transported back to a simpler place in time.

**Fort Pierce Jazz Society Presents**

**Joey DeFrancesco**
**Saturday, February 10**

Organist Joey DeFrancesco established his credentials with virtuoso technique and an innate soulfulness that he brought to bear on the Hammond B-3 organ. This tribute performance will highlight the work of “The Incredible Jimmy Smith,” who in the sixties and seventies helped create the jazz style known as ‘soul jazz.’

**Yellowjackets**
**Saturday, February 24**

The Yellowjackets made serious waves in jazz radio, garnering public and critical acclaim. The unmistakable talents of the individuals involved still have the unique...
signatures that shine through regardless of their musical setting; whether it is blistering-hot fusion or full-blown acoustic jazz, there’s no mistaking that it is Yellowjackets.

Nelson Riddle Orchestra
Sunday, February 25

The Nelson Riddle Orchestra under the direction of Christopher Riddle featuring vocalist Kirsten Gustafson presents a tribute to “The First Lady of Song” in The Ella Fitzgerald Songbook.

Sunrise Theatre, 461-4775
www.sunrisetheatre.com

Advertising that really makes a difference.
Call Delila at 772-466-3880 to promote your business in Main Street Focus.
Planning a Wedding? Perfect Dreams Come True in Downtown Fort Pierce

by Kathleen McKee

Is a wedding in your future? Are you looking for a unique wedding location? Downtown Ft. Pierce may have exactly what you are looking for. Some possible wedding sites could be the Courthouse, Old City Hall, Community Center, Yacht Club, the fountain in Veteran’s Memorial Park, Gazebo, Backus Gallery, Seven Gables House, First United Methodist Church, and St. Andrews Episcopal Church.

For engagement rings and wedding rings visit Brenda’s Jewelers, Sweets Jewelers, or Trew and Sons Jewelry. Coke’s Stationers and Jiffy Printing and Graphics can help with invitations and Cokes also has personalized accessories such as champagne glasses, napkins, matches, cake toppers, etc. Chaney’s Florist is a great source for beautiful and creative flower arrangements.

Wedding attire can be purchased at Eunice Bridal on Orange Ave. They have wedding gowns, veils, bridesmaid and flower girl dresses. They also provide tuxedo rentals and sales for the men in the wedding. Rosslow’s and Alisari have dresses for mother of the bride and guests.

Honeymoon plans can be arranged by All About Travel. Visit Harbor Wear, Manatee Zone, Rosslow’s and Alisari for the perfect get-away outfits.
Preparation for the big day could include a spa visit at Dermatech or Rumirs or an appointment at Visions, Signature Salon, Salon Bangz, or Next Level Salon for makeup and the latest hair design.

Downtown Ft. Pierce has a large selection of gift ideas and shops for purchasing gifts for the wedding party and others who helped with the wedding. Some shops are the Gift Horse, the Pelican’s Nest Gift Shop, the Vanishing Mermaid Gift Shop, the Backus Gallery, Brush Strokes Gallery, Lafferandré Gallery, Picture Perfect, Rosslow’s and Rhodes Studio.

The wedding reception can be stress free for the bride and groom. Let the wonderful restaurants in Downtown Ft. Pierce help with catering or reception location. The many choices include, Café La Ronde, Brewer’s Café, Tropical Wave, Governor’s Grill, Lazy Daze Grill, Yellow Tail Grille and Raw Bar, Pizoodles, Pot Belli Deli, Cobb’s Landing, Tiki Bar, Yianni’s Greek Café, Ian’s Tropical Grill.

**FOG - Get rid of the FOG**

**FOG** - Fats, Oils, and Grease can clog your drains. Ordinary kitchen cooking grease can be a real terror in the pipes beneath your home and in our sanitary sewage system.

**How can grease damage your home?**
Grease builds up over time and clogs pipes just like it does the arteries in your body. Greasy pipes act as a magnet for other debris.

**What happens?**
Eventually this build-up can clog pipes enough to result in a Sanitary Sewer Overflow (SSO). An SSO is the backup of raw sewage into the street, the environment, or even into your home through your sinks, showers, or toilets.

**Get rid of the FOG!**
~ When cooking with grease or oil, pour the used liquid into a can or canister for disposal; once the hot grease has cooled, just toss it in the trash can.
~ Wipe additional grease from pots, pans, and plates with a paper towel before placing them in the sink or dishwasher.
~ Throw fat trimmed from meat and poultry in the trash can, not the garbage disposal.

**For more information, call Fort Pierce Utilities at 466-1600 ext. 3900.**
Cupid is evident in Fort Pierce. One downtown couple, Michelle Miller and Gary Morris, have planned a February wedding. Cupid’s arrow found this exciting couple on a blind date. That’s correct—a blind date! A mutual friend suggested the date in July but Gary kept putting off calling Michelle. Michelle dubbed Gary the “invisible man.” Finally, Gary called and asked Michelle to go out. The date was set but Gary considered not showing up. But he did, and they agree it was “almost love at first sight.”

When Gary crossed the Atlantic three years ago he had no idea that Michelle would be at the end of his journey. He was born in Windsor, England, and spent eighteen years in Germany in the British Army. He has two children living in Ireland. Gary has a friend in Ft. Pierce, David Morgan, who had a job opportunity for Gary. It was an offer Gary could not refuse. Once he moved to Fort Pierce he began working for Guettler and Sons. Michelle was born in Palm Beach and grew up in St. Lucie County. Mother of two daughters, she owns her own insurance business called Miller Insurance on US1. The last few months Michelle and Gary have found many common interests. They enjoy motorcycle rides, football, and rock climbing. The February 3rd wedding will take place at the home of Dan and Sue Dannahower on the beautiful Indian River. Future plans include moving to a new home and a honeymoon in Europe. Congratulations and best wishes to this delightful, happy couple.

Britt and Patty Reynolds

This is Britt’s story: One Friday Fest, two Aprils ago, he saw a girl standing on a street corner — homeless, jobless and standing on a street corner. Her smile was so captivating that he stopped mid-stride, and couldn’t approach her. Brit, shy — anyone buying that?

This is Patty’s story: While neither homeless nor jobless — just relocating and returning to the workforce after taking time out to raise my daughter — I can’t deny that I was standing on the street corner. It was only the second time I’d been to Friday Fest and I was standing on the corner by the library waiting for friends to arrive.
This amazing guy looked over, smiled with a true “cat that swallowed the canary” grin, shook his head slightly and walked away. I even remember the shirt he was wearing. But, I’m more the shy, old fashioned type and wouldn’t dream of walking up to a man I didn’t know to begin a conversation. My friends did finally turn up, late as ever and we spent the evening catching up on old times.

Friday Fest wound down for the night and we decided to head up to Governor’s Grill; a path which took us right by my mystery guy. What a surprise when my friends stopped to talk to him. We were introduced and I realized Britt was just as charming as that grin of his promised he would be. We were both amazed to learn we’d shared this friend for over twenty years, and yet our paths hadn’t crossed before this.

The more we talked the more intrigued with one another we became, but with busy schedules and protective friends who wouldn’t divulge my phone number, despite Britt’s best efforts to pry it from them — it took a couple of weeks for us to get together again. When we did, I accidentally left my sunglasses behind, he called to return them, and the rest as they say, is history.

Hardly a day has passed since that we haven’t talked and from that first phone call on, it was as if I’d known him all my life.

Less than a week later I left to finalize the sale of my home up north. Thank goodness for long distance phone plans. Every evening after we got our collective children settled for the night we spent hours talking on the phone. Surely it is an unconventional way to court, but what a great opportunity to get to know someone without the stresses of “dating” right away.

We shared a common history and love of Fort Pierce which added to the sense of having found a kindred spirit. I told Britt about my family — Navy folk who moved here during WWII, and I learned about his family who settled in the area much further back. Britt’s sense of community service really added to the attraction I felt that first night at Governor’s Grill.

Before moving to Philadelphia, I worked for FPL and US Generating in Indiantown. Both companies modeled the image of good corporate neighbors and part of my job with USGen included involvement in many of the community’s civic organizations.

I loved the fact that Britt felt the same way about supporting his community.

How can two people who are the same age, were born in the same hospital, both natives of the same small town, both of which graduated high school the same year, and have worked for the same employer, never have met growing up? Although Joey Blandford and Joanne Davis had some close calls (Joanne was in daycare a few blocks away from Joey’s first house, Joey’s best friend lived a few blocks away from Joanne’s first house, they both attended IRCC during the same period of time) they never met before that fateful, cold, January morning when Joey walked into the Main Street office to visit his former boss, Doris Tillman.

Linette Trabulsy and Joanne, the current employees of Main Street, were busy trying to decide if it was too cold to hold Friday Fest that evening. Doris was in the back of the office conducting a Sunrise Theatre construction meeting. Joey joined the trio for Power Lunch (a Main Street Friday Fest tradition).

The date was January 3rd, 2002.

1994-1997  Joey Blandford and Jason Percy were Doris’ only employees at Main Street Fort Pierce until 1998. They cruised around 2nd Street in the
“Britt & Patty,” continued from page 21

Once I moved back home I quite naturally fell into working with him on Main Street projects — something we still love doing together. We share the belief that a strong community starts at home. Independently and now together, our primary focus has always been our children. We try to make community service a family affair. With two children apiece, we have a large, exuberant and creative family. We want them to grow up learning that the more you give back to the community; the more you gain, not just in fun and fellowship but in quality of life for everyone.

In order of age we have James – 16, Kalie – 12, Ashlynn – 10, and Kristy – 7. All four kids participate in one way or another. Kalie and James have volunteered in the Coke booth at Friday Fest. Kristy had a ball helping hand out awards at Cowboy Golf. James has been a tour guide for the ghost walk two years running and our littlest ghoul is looking forward to participating as a ghost next year. Both of our “little girls” love to show their support by visiting Paragon Entertainment’s obstacle course, bounce house and slide, again, and again, and again.

Although Main Street has become part of our family, we try and contribute in other ways as well. I work for LBFH, Inc. a company investing in Ft. Pierce while supporting my work with Main Street. Through them I’ve been given the opportunity to join the Sunrise Kiwanis. Kiwanis and Main Street jointly produce the annual Christmas parade, Sights and Sounds on Second. Until this year, with all the other Main Street events Britt contributes to, this is one the poor man managed to evade. But he was there this time around — supporting Main Street, Kiwanis and our dearest adopted charity, Fully Involved Farms.

Beyond our volunteer work, we’re focused on growing our business, Earthworks of the Treasure Coast. Expanding into the area of hydroseeding, a natural compliment to the container, grading and excavating services Earthworks provides, we are hoping to play a small part in Ft. Pierce’s future and growth.

With lives this full there’s never a dull moment. Our running joke is that we need to plan our work and work our plan — but the more we plan, the more God laughs and says — here’s a wrinkle, let’s see how you iron this one out. I’m the pragmatic one and think there’s still room for a bit more order in our life, but if that never happens and chaos reigns eternal, I couldn’t be happier — If you’re going to live a chaotic life, do it with the people you love most around you. How lucky I am to be living that kind of life!

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Joey Blandford awaits his next assignment while working for Main Street.
building and were on hand to help Doris and the Main Street board with anything they needed. In 1997, Joey left Fort Pierce for Marine Boot Camp at Parris Island. He completed boot camp and became a Marine reservist while attending college at Florida State University.

During this time Joanne worked as a receptionist at a Doctor's office across town. In 1996, she left Fort Pierce for the University of Central Florida to earn her Accounting Degree.

1999-2001 Joey graduated college and left Florida to live in Washington, D.C. Joanne graduated college, returned to Fort Pierce, and was hired by Doris to handle the bookkeeping of the three organizations Main Street was in charge of. It was during this time that Doris, Linette, and Joanne formed a strong friendship. With help from the Main Street Board and multiple volunteers, they were able to accomplish multiple achievements for the Main Street organization and downtown Fort Pierce. One of the biggest accomplishments was buying the Sunrise Theatre building and formulating a plan for its restoration.

January 3, 2002-Present In walks Joey. Since he did not have a lot of time before he had to leave town again, Joey and Joanne made plans to go out to dinner with Joey’s parents, sister, and grandmother, the following evening. They spent a few hours getting to know one another and then said goodnight. Joey left town the next morning. It would be three months before the couple saw each other again; however, frequent emails and an occasional phone call strengthened the growing bond between the two.

Joey completed training for his current job in 2003 and was assigned to work in Miami. After many trips back and forth, from Fort Lauderdale to Fort Pierce, Joey and Joanne said the “L” word to each other one night after Friday Fest in front of the new Sunrise Theatre marquee in 2004. In December 2005, the same month the Sunrise Theatre restoration wrapped up, Joanne left Fort Pierce for the second time to join Joey in Fort Lauderdale.

Truly compatible, Joey and Joanne enjoy spending time together doing a variety of activities. It was during one such activity in November 2006 (fishing in the Indian River between the North and South Hutchinson Island bridges) that Joey asked Joanne to marry him.

These Fort Pierce natives and former Main Street employees will tie the knot on May 12, 2007. Joey and Joanne will be the first couple to hold their wedding and reception in the Sunrise Theatre since its restoration. It is a place that holds a lot of meaning to both of them. Doris Tillman, “the boss” and the reason Joey and Joanne met, along with Linette Trabulsy, are the Bride’s Maid of Honor and Matron of Honor.
Downtown Hero: Mike Brown, Sr.

by Doris Tillman

In 1934, with one employee, First Federal Savings and Loan opened their doors in downtown Fort Pierce. As the bank grew so did the number of employees and bank locations. In 1974, there were two locations open and another under construction. At the time, the bank’s reported assets were $1 million total.

Born in St. Louis, Missouri, Mike Brown, Sr. received a B. S. Degree in Finance from St. Louis University in 1962. He began his banking career in Clayton, Missouri for Prudential Savings and Loan in 1964 where he achieved the position of Chief Financial Officer. In 1972 Mike and his family made the move to Florida settling in Coral Gables where he became the Senior Vice President and Chief Financial Officer. Two years later Mike and his family moved to Fort Pierce where Mike took the position of Senior Vice President of Operations of First Federal Savings and Loan.

Mike Brown, Sr.
Harbor Federal, always played a big part in supporting many organizations and events in St. Lucie County. Even though Mike Brown, Sr. did not grow up in St. Lucie County, he leads by example and encourages those around him to take active roles in making their communities better places to live and work.

Mike has served and has held leadership positions on many local Boards of Directors such as: the Sunrise Theatre board, former President of St. Lucie County Chamber of Commerce, former President of Rotary Club, and former President of the Board of Trustees for Columbia/Lawnwood Regional Medical Center. Mike is also very active on many banking related Boards and just completed a two-year appointment on the Thrift Institutions Advisory Council to the Federal Reserve Board of Governors.

Whether Mike is in a business meeting with local officials or walking the sidewalks of downtown Fort Pierce, where his office is located, he is always accessible and personable. His attitude about supporting downtown Fort Pierce and St. Lucie County is one that makes perfect sense: since the community has been good to him and the bank, he shares the wealth and gives back to the community in a variety of ways.

First Federal Savings and Loan was committed in 1934 to the community and when the Bank changed their name to Harbor Federal they continued to show their commitment to our county. The Downtown Fort Pierce

Continued on page 26 …
Branch remained the main branch of the Bank throughout all of the changes and tremendous growth Harbor Federal experienced. Under Mike Brown's leadership, the bank now has over $3.3 billion in assets.

On March 17, 2007, the Bank’s name will change again, this time to National City Bank. As Mike explains it, “We are going to be part of a larger bank, but we will be the same people serving their community. Our name changed before, but it didn’t change our feelings about St. Lucie County.”

If anyone had doubts that Harbor Federal and Mike Brown, Sr.’s commitment to our community would diminish after the new change, they can rest assured by the fact that the Bank has established an endowment to continue their support of local charities and organizations.

Main Street Fort Pierce, Inc. is proud to have a champion such as Mike in our downtown. His support of our community has been a tremendous lead in the redevelopment efforts and improvements we have experienced.
Yellow Tail Grille and Raw Bar

By Bill Cheverie

As you first enter this newly opened restaurant, your eyes are drawn to the freshly pressed table cloths which bring out the grain in the rich red mahogany that surrounds you. The exquisitely finished copper and granite bar wraps around one of the finest selections of liquors and wines in downtown Fort Pierce. “We want everyone that comes through our doors to feel welcome. The shape of this unique bar allows our patrons to feel relaxed and gives them the opportunity to unwind and enjoy the ambiance or have fun and interact with our staff and the other patrons,” commented Brian Long, who along with Dominick Collura, are the new owners of the Yellow Tail Grille and Raw Bar.

Located on the corner of Second and Orange Avenue, the restaurant is less than one block from the Sunrise Theater. This landmark location was formerly Gatley’s Grill, but after over a year of extensive renovations, Yellow Tail Grille and Raw Bar opened their doors to the public. You have to see this restaurant to realize all the intricacies that went into creating it. No detail was left to chance. “It is not just a new place to eat, it is a dining experience,” said Brian. “A metropolitan ambiance with down home service,” was the comment from a couple who drove from Winterhaven just to experience the signature dish, the whole Yellow Tail Snapper. As I viewed the dish, I was impressed by the presentation and size of the portions. “All of our fish is fresh and delivered daily. The quality of our food is only matched by our service, our raw bar selection is fabulous and our desserts are hand made in our kitchen,” proudly boasted Brian.

“Our goal is to become a focal point of the historic downtown area. Every seat offers a panoramic view of our resurging downtown district,” added Brian. This restaurant truly does offer something for everyone. For the lunch and business crowd, there is an internet cafe wifi connection and flat panel screens offer the latest in news, sports and information. Since their opening, Yellow Tail has quickly become a hangout for the local business people who can enjoy one of the many lunch specials. While there, ask your server about the new e-card and save money while dining. Happy hour is Monday thru Friday from 4:00 to 7:00 p.m. and dinner specials are offered nightly. Come by to enjoy a full liquor selection or try the house draft, the Yellow Tail Lager which is exclusively branded and licensed by Karin. Beginning in late December, Yellow Tail will be offering sunset specials to encourage early dining. For late eaters, dining is available until 10 p.m.. Lunch is served beginning at 11 a.m. and the bar stays open till at least 11 p.m. If you are having a party, the Yellow Tail offers full catering.

The new owners of the Yellow Tail have taken a large stake in the Historic Downtown area and plan to be here for a long time. They believe in giving back to the community and their involvement with the Toys for Tots program is just their latest example of giving of themselves to better the community. You must visit this new establishment for yourself to realize what a true dining experience can be. From the wine selection, to the handmade desserts, to the ambiance created by the soft salmon colors and flowing tile, a night at the Yellow Tail will be a true delight to all your senses. Brian and Dominick appreciate all those that have visited their establishment and look forward to welcoming those that are still to come. For more information, reservations, or catering information, please call 772-466-5474.
Main Street Fort Pierce

As Fort Pierce Main Street begins its 18th successful year, it is undertaking an aggressive Membership Drive. “The Next Big Thing” campaign took off in May, 2006. Please consider becoming a Main Street Member.

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

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

Complete the form below and join our growing group of committed members. By joining Main Street Fort Pierce, Inc., you are supporting the economic well being of the entire community.

Main Street Membership Levels

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

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

- I would like to become a Main Street volunteer.

Name: _________________________________
Company/Organization: _____________________
Street Address: _______________________
City / State / Zip: _______________________
Phone: ________________________________
Email: ________________________________

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

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

Main Street Fort Pierce, Inc. • 122 AE Backus Ave., Fort Pierce, FL 34950
For information call 772-466-3880 • www.mainstreetfortpierce.org

Main Street Fort Pierce, Inc., a 501©3 not-for-profit corporation, has encouraged and participated in the revitalization efforts of downtown Fort Pierce for the past 18 years. The efforts of many have paid off. Downtown Fort Pierce is now recognized as one of the most desirable locations to live and work on the Treasure Coast, as well as, in the state of Florida.

The Main Street program was created by the National Trust of Historic Preservation in the early 1980s. The program was designed to revitalize the historic commercial districts that were threatened to extinction by urban sprawl. The four-step Main Street approach is used by over 1,600 communities across the United States and its model has been studied internationally.

The success of Main Street Fort Pierce over the past 18 years is due to the faithful commitment of current and past members of the Main Street board of directors, the City of Fort Pierce, local community organizations, local businesses, and general public support. Currently, the program consists of twelve volunteer board members and two full-time employees. During its existence, Main Street Fort Pierce has held approximately twenty-six downtown promotional events each year, educated public school children about the history of the area, won numerous local, state, and national awards, restored historic buildings including the Sunrise Theatre, recruited businesses to the downtown area, held downtown charrettes to encourage the public participation in revitalization efforts, created outdoor art programs, and helped fund an award-winning image campaign along with the Downtown Business Association, the Community Redevelopment Agency, and the City of Fort Pierce.
American Downtowns: Tucson Toots Its Horn

By Kathleen McKee

A drive through downtown Tucson, AZ, shows an area that has come back strong with a revitalization process that has produced some unique features. It is a city that continues to push and grow with vision and energy.

Dave Olsen, Director of Marketing, emphasized that the arts and entertainment are a big focus in downtown Tucson. Two theaters house various venues: the Rialto Theater and the Fox Theater. The Fox was just renovated. It was built in 1930 and closed in 1974 where it was dormant for many years. It highlights musicals and adult concerts. The Rialto hosts rock concerts and local bands.

Artists find a welcoming atmosphere in downtown Tucson. There are many art galleries and the climate is conducive to outside exhibitions where artisans can display their wares.

Artists and musicians come to Tucson from New York, New Jersey, Chicago, Washington, California, etc. Downtown Tucson has affordable space for artist studios and practice areas for musicians.

Many historic neighborhoods are in the downtown vicinity. There are also new housing developments. Many people are looking for areas to live in the core of downtown so they can walk to work. Some developers are constructing lofts just for this purpose.

The University of Arizona will locate a new Science Center in downtown Tucson. This state of the art facility will bring together the University and regional communities. This vision will serve the students at the University as well as the students in the community. The center will attract visitors outside of the local area as information on the regional desert and terrain will be available.

The collaboration between the private sector, the University of Arizona, the professional organizations for the arts, Downtown Development Center, and people like Dave Olsen, has created a unique area. If you are traveling to the Tucson area visit downtown and listen to Tucson “toot its horn” again.
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Renaissance on the river
Historic Downtown Fort Pierce
The following is a recent interview with Jill Powers, the owner of Chaney’s House of Flowers in Downtown Ft. Pierce.

**Question:** Why does the price of roses increase at Valentine’s Day?

**Answer:** It’s the old economic principle of supply and demand. With a finite quantity of roses, indeed all flowers, we are bidding against florists in other market areas for the roses that are available, and sometimes we have to bid more to insure a supply for our customers.

**Question:** Where do the roses I buy at Valentine’s Day come from?

**Answer:** Most flowers sold in the Florida area come from South America, Colombia, and Ecuador. They are cut, packaged, and shipped the same day by air to Miami where within a few hours after arriving, are picked up by track and delivered to us.

**Question:** What do the different colors of roses mean?

**Answer:** All roses mean love, regardless of the color. Beyond that red generally signifies eternal love or passion; yellow means happiness or friendship; pink means sweetness or gentleness; lavender means enchantment or love at first sight; and white means purity or innocence. I tell people, however, not to try to attach a significant meaning to the color, instead, just enjoy the fact someone was thinking enough about you to send them!

Chaney’s House of Flowers is located at the corner of 2nd Street and Ave A. Currently, they are expanding to offer private consultation services and a redesigned showroom. Come visit or call Jill at 461-4100 to pick out your special bouquet of roses!

Have a question you’d like to “Ask A Professional?” E-mail MainStreetFocus@aol.com with “Ask A Professional” in the subject line, or mail them to us at: Ask A Professional, Main Street Focus, 122 A. E. Backus Avenue, Fort Pierce, FL 34950. We look forward to hearing from you.
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YARDS - Cocoa, Ft. Pierce, Melbourne, Stuart and Vero Beach
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1902 1902 2005
My introduction to Café la Ronde was during a 2002 visit to Fort Pierce. My in-laws told my husband, Mr. Diva, and I about this innovative gourmet restaurant. The word “gourmet” peaked my interest. “Gourmet in Fort Pierce? Is that possible?” I asked myself. That evening we dined on the most amazing gastronomical delights. We were hooked!

Café la Ronde’s cuisine is “New Floridian with a French Twist.” They boast a unique blend of Florida, Caribbean, Nouveau and French influences.

I love soup, so of course I adore their French Onion Soup au Gratinee, their Sweet Potato Soup (and I don’t like sweet potatoes, but I LOVE this soup), and their Spicy Thai Soup — all three are regulars on the menu. However, one day they trumped all soups by serving a Crab & Shrimp Bisque! OH, MY Gosh! I thought I’d died and gone to heaven.

Mr. Diva says they have one of the best hamburgers in town. I am passionate for their Tuna Melt on English Muffins, my friend Pam is in love with their Portobello Mushroom & Crabmeat Casserole, and my Father-in-Law insists their Eggplant Parmesan with Angel Hair Pasta is the most excellent item on the menu.

Continued on page 34…
…continued from page 33

For dinner try their Fish of the Day prepared:
- **Palm Beach Style:** breaded & sautéed and topped with orange and grapefruit, finished with grand Marnier Citrus Beurre Blac served with mashed potatoes.
- **Milanese Style:** breaded and sautéed with caramelized onions, finished with demi glace and white wine, topped with a Bearnaise sauce and served with yellow rice.

Established in 1996 they have won numerous awards including “Best European Restaurant on the Treasure Coast,” which they have held for the past 3 years. Café la Ronde has two of the Treasure Coast’s finest chefs.

**Keith Crandall** has been cooking on the Treasure Coast for over 30 years. He trained in New York and California, apprenticing under some of the finest French and Seafood chefs. Chef Keith’s specialties are fine sauces, original soups, and unusual entrees. From surf to turf his creations will delight you.

**Michael Flanagan** was the head chef at Theo Thudpuckers for many years. Before working at Theo’s he made the former Fishmonger “the place to eat.” Mike’s specialties include chowders and seafood. He has been pleasing local palates for over 35 years.

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- **Palm Beach Style:** breaded & sautéed and topped with orange and grapefruit, finished with grand Marnier Citrus Beurre Blac served with mashed potatoes.
- **Milanese Style:** breaded and sautéed with caramelized onions, finished with demi glace and white wine, topped with a Bearnaise sauce and served with yellow rice.

Established in 1996 they have won numerous awards including “Best European Restaurant on the Treasure Coast,” which they have held for the past 3 years. Café la Ronde has two of the Treasure Coast’s finest chefs.

**Keith Crandall** has been cooking on the Treasure Coast for over 30 years. He trained in New York and California, apprenticing under some of the finest French and Seafood chefs. Chef Keith’s specialties are fine sauces, original soups, and unusual entrees. From surf to turf his creations will delight you.

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Café la Ronde Assists After Hurricane Jeanne

My parents, residents of Golden Ponds (a retirement community), remember Café la Ronde affectionately. During the hurricane season of 2004, Keith and his staff served hot “gourmet” meals to their community. The Senior Citizens were so impressed with the food and grateful to have a hot dinner in their time of need.

Dear Diva:

My friend Laura accused me of being “the Colleen” in your last Diva Devour article about Cobb’s Landing. I told her I knew nothing about this “Colleen,” Mojitos or Cobb’s Landing. She thinks I’m deceitful and that I know who you are. Do I?

— Lady Watercolor

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Fishing Report
by Dan Dannahower

The Pelican Yacht Club Invitational Sailfish Tournament is scheduled to run from January 9th through 13th. One of the most popular and closely followed tournaments on the Treasure Coast, the invitational, signals a sort of informal wrap up of the sailfish tournament season. It is also the third and final tournament in the Treasure Coast Sailfish Championship which annually awards the area’s top captains and anglers. At this writing only 5 releases separate the top 4 boats in the championship. The outcome of the Pelican Invitational will almost certainly determine the winner in this season’s championship. More information can be found at www.pelicanyachtclub.com.

Although the tournament season is slowing down, sail fishing off Fort Pierce can be good for quite a while longer into spring or early summer. The bite has been slow this season thus far, however, weather and sea conditions change rapidly and frequently during our winter months. A call to your local tackle store or one of the professional charter captains, operating from the Fort Pierce City Marina, can help you determine a good time to head off shore or to book a charter with a good chance at a Sailfish or any of the other numerous game fish available right off our own beaches.

On the inshore scene, fishing in the river has been on and off although it seems there is always one or another species that’s biting at any given time. Just like offshore conditions the constant stream of fronts that come...
through this time of year make for changing action in
the river. Again, your local tackle shops can help with
what’s hot and what’s not.

Lately, Sheepshead and Snapper have been biting
around the bridges, pilings and rocky ledges. Snook
have been on and off but biting well when they are on.
Jacks and Ladyfish are abundant and provide a lot of fun
even though they are not typically eaten. Some Redfish
are also being taken.

Most local species have size or limit laws. Whether
you are new to the area or just need a refresher, the

Florida Fish and Wildlife Conservation Commission
rules can be found at www.myfwc.com. Boating regu-
lations are also available on this web site as are fishing
licenses which are required if you are fishing from a
boat. Licenses and rules can also be picked up at the
St. Lucie County Tax Collector’s Office. Regulations
are available at tackle shops in a number of forms
including handouts, rulers, books, and boat decals.
Know the rules before you go, and release undersize or
over-the-limit catches to avoid the expense and embar-
rassment of a ticket!

Good luck and good fishing!

Victor Barcher with a Ladyfish.
February 2007

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