If you get sand in your shoes you will have to come back.

Fort Pierce Community Celebrates the 60th Anniversary of the Sandy Shoes Festival

Original cover design of the 1957 Sandy Shoes program.
The roads are very busy and there is a wait at my favorite restaurants. This is a wonderful sign that the economy has turned around. I welcome our loyal snowbirds. We have great restaurants, shops, a theatre, services, and a beautiful waterfront for locals and visitors to enjoy. Main Street Fort Pierce offers events that bring people to Historic Downtown Fort Pierce. Our monthly Friday Fests (first Friday of every month) draw thousands of enthusiastic people. Mark your calendars for the Taste of the Sea Seafood & Sandy Shoes Festival to be held on Saturday, March 18th. Indian River Magazine readers named this event “Best Festival on the Treasure Coast.” Come down to the historic riverfront to enjoy a day of great food, music, crafts, activities and fun in the sun. No matter what your interests are, our community has something to offer year-round. We hope to see you at one of our upcoming events! And remember, shop local!
February 16, Thursday @ 7:00 p.m. — Jay Leno; Tickets $125/$95, 461-4775, www.sunrisetheatre.com.

February 17, Friday: Coffee With the Mayor — 8:00 a.m.; Sponsor: SeaCoast Bank; held at Fort Pierce Yacht Club. 772-466-3880, www.mainstreetfortpierce.org.

February 17 & 18, Friday & Saturday: Killing for the Crown Murder Mystery Dinner Show — 6 – 8:00 p.m.; 600 Atlantic Avenue, Fort Pierce; Tickets $10/person, $15/couple. 772-460-5414.

February 18, Saturday, 7:00 p.m. — Masters of Illusion – Believe the Impossible; Tickets $49/$39, 461-4775, www.sunrisetheatre.com.

February 19, Sunday @ 7:00 p.m. — Justin Hayward of the Moody Blues – The Wind of Heaven Tour; Tickets $55/$49, 461-4775, www.sunrisetheatre.com.

February 22, Tuesday, 7:00 p.m. — Comedy Corner Presents: Special Event – Arturo Sandoval; Tickets $30, 461-4775, www.sunrisetheatre.com.


February 24, Thursday, 7:00 p.m. — Art Mundo 2nd Annual Highwaysmen Heritage Tail Art Show & Festival — 10:00 a.m. to 4:00 p.m.; Moore’s Creek Linear Park; see article on page 13.

February 25, Friday, 7:00 p.m. — Fort Pierce Jazz & Blues Society; Tickets $69/$59, 461-4775, www.jazzsociety.org.

February 26, Saturday, 7:00 p.m. — Fort Pierce Police Athletic League; Tickets $37-307-8160, www.fortpiercepolice.com.

February 27, Sunday, 7:00 p.m. — Comedy Corner Presents: Special Event – Michael Winslow; Tickets $30, 461-4775, www.sunrisetheatre.com.

February 28, Monday @ 7:00 p.m. — Comedy Corner Presents: Special Event – Chris Miller; Tickets $30, 461-4775, www.sunrisetheatre.com.

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

www.mainstreetfortpierce.com

COMMUNITY INFORMATION

A.E. Backus Museum
772-465-0630
www.backusmuseum.com

Art Mundo
772-466-1010 • www.artmundo.org

Downtown Fort Pierce Library
772-460-2787
www.st-lucie.lib.fl.us

Fort Pierce Jazz & Blues Society
772-460-5299
www.jazzsociety.org

Fort Pierce Police Athletic League
772-370-8160
www.fortpiercepolice.com

Healthcote Botanical Gardens
772-464-4672
www.healthcotebotanicalgardens.org

Manatee Observation & Education Center
772-429-8266
www.manateecenter.com

St. Lucie County Aquarium
772-462-1795
www.stlucieco.gov/marine_center

Sunrise Theatre
772-461-4775
www.sunrisetheatre.com

Fort Pierce History Trolley Tours
by Joanne Blandford

The February tours are as scheduled:

Saturday, February 4th
1:00 p.m. – 2:00 p.m.
3:30 p.m. – 4:30 p.m.

Saturday, February 11th
9:30 a.m. – 10:30 a.m.
11:00 a.m. – 12:00 p.m.

Tuesday, February 7th
1:00 p.m. – 2:00 p.m.
2:30 p.m. – 3:30 p.m.

Thursday, February 23rd
9:30 a.m. – 10:30 a.m.
11:00 a.m. – 12:00 p.m.

Wednesday, March 1st
9:30 a.m. – 10:30 a.m.
11:00 a.m. – 12:00 p.m.

Thursday, March 9th
9:30 a.m. – 10:30 a.m.
11:00 a.m. – 12:00 p.m.

The stops and topics include: Native American history, early local military history, life in a Florida coastal pioneer town, the pineapple industry, the Florida cattlemen and their contributions to the area, Fort Pierce and Henry Flagler’s Florida East Coast Railroad, the buildings and people of the Florida Land Boom period, Fort Pierce’s significance during World War II, the citrus and fishing industries, and the stories of individuals that left their mark on this area. To reserve a seat on one of these trolley tours, please call 772-466-3880.
The Bryan Jackson Music Festival Takes Over Downtown Fort Pierce

69 musicians from across the Treasure Coast will gather on seven stages in downtown Fort Pierce for a day of music, fun, and community on February 11.

The Bryan Jackson Music Festival is an annual event held in the memory of Bryan Jackson, a local musician killed by a drunk driver in 2013 at the age of 26. After four great years of celebrating Bryan’s life, music, and the community he called home, this year will mark the final Bryan Jackson Music Festival.

The festival will showcase a variety of musical acts playing everything from indie rock to hip-hop, metal, folk, and everything in between. The family-friendly event will also feature food trucks, arts and crafts vendors, craft beer, skating ramps, and much more.

Zack Jones is a local musician and a close friend of Jackson. After the fatal crash, he organized a memorial show to bring grieving friends together.

“When we lost Bryan, the memorial show was a great way to begin healing. The closeness and unity that sprung from that was unexpected and inspiring,” says Jones, 30.

“Not only did we recognize how our community came together, we were grateful for the outpouring amount of love and support,” Jones says. “It’s what led us to organize the first Bryan Jackson Music Festival and why we’ve continued to put it on since.”

Organizers kicked off the memorial show on the sandy shores of Fort Pierce, in 2014. They went inland in 2015 to be more inland in the name of Fort Pierce, in 2014. They went inland in 2015 to be more in the city where it all began. It’s time for the finale, and we’ll continue moving forward doing what Bryan loved most, playing music.”

Tickets are $8 in advance. Kids 12 years old and younger are free. For $2 more, patrons can reserve a pair of wireless headphones for the Silent Disco Block Party taking place after all musicians finish their sets.

Money raised from the festivals will go toward helping a charitable organization chosen by the Jackson family. This year, proceeds will benefit Deliver the Dream, a nonprofit that provides structured, therapeutic, fun activities for families experiencing a serious illness or crisis. Jackson’s family was chosen to attend one of their retreats in May, 2014.

“Our son, Dylan, was 6 years old at the time. He had just lost his big brother, Bryan, to a fatal car accident and was dealing with separation anxiety along with other issues. Deliver the Dream was there for our family, especially Dylan. For three days, we experienced kindness beyond compare,” said Joy Jackson.

For a complete lineup and more information, visit the website, www.bjmf3.com or find them on Facebook at www.facebook.com/BryanJacksonMusicFestival. ❖

My How We’ve Grown! Thanks to You

It’s February. Local citrus is at its sweetest, strawberries are at their tastiest, and the Downtown Fort Pierce Farmers’ Market is at the peak of its 20th season of providing the freshest and finest agricultural products, assorted foods, and horticultural products at the community’s most popular Saturday event.

Thanks to patrons, vendors, and tourists like you, Farmers’ Market visitors are now enjoying the 20th year of this “Saturday Morning Tradition.” The Market continues to welcome thousands of visitors each Saturday (from 8 until 12) to the beautiful waterfront of Marina Square in downtown Fort Pierce. Here, fresh, healthy, local, organic, quality produce, seafood, baked goods, plants, and ready-to-eat foods are sold by 65 of Florida’s friendliest vendors.

The Downtown Fort Pierce Farmers’ Market’s upbeat live music and entertainment also delight visitors of all ages and further enhance one of the best farmers’ market experiences in the state.

Pleasantly surprised, nearby parking is available on downtown Fort Pierce streets, parking lots, and in the City Hall Parking Garage. A free trolley loops downtown every 20 minutes stopping at the parking garage, Downtown Fort Pierce Farmers’ Market at Marina Square, the Manatee Center and Backus House.

For further information on the Downtown Fort Pierce Farmers’ Market, its favorite vendors, visit the Market website at www.fortpiercefarmersmarket.com, go to the Facebook Fort Pierce Farmer’s Market page, or contact the Market Manager, Eric Seibenick, at 940-1145.

The Downtown Fort Pierce Farmers’ Market and its board of directors are dedicated to promoting healthy shopping choices, community access to local agricultural products and fresh foods, agricultural education, economic development of downtown businesses and agricultural businesses, and the incubation of small businesses. ❖

Photography by Jiffy Photo and Framing.

Chaney’s House of Flowers Established 1937

120 N. 2nd Street, Ft. Pierce
photo: 772-461-4100
www.ChaneysFlorist.com
toll free: 800-221-6851

Historic Downtown Fort Pierce

69 musicians from across the Treasure Coast will gather on seven stages in downtown Fort Pierce for a day of music, fun, and community on February 11.
The 2017 Top of the Lake Art Fest is scheduled for February 11 and 12 in beautiful Flagler Park on State Road 70 in downtown Okeechobee. The hours for this free event are Saturday, 10 a.m. – 5 p.m., and Sunday, 10 a.m. – 3 p.m.

The juried art show features fine art by local and national artists. Also at the event will be artisan crafters, the gallery tent that features local and student's artists, a children's art zone, entertainment and food. The art fest featured artist is Robin Sparks of Cusseta Georgia, whose eagle image will be the 2017 Art Fest poster.

Chalk walk street painting and sand sculpture will round out the art fest. Spectators will have the opportunity to see the artists work on-site.

The popular Taste of Okeechobee will follow the art fest on Saturday from 4 – 7 p.m. The Taste of Okeechobee always draws a big crowd as local restaurants showcase their specialties. The tasters will enjoy all the flavors as they stroll along Park Street in downtown Okeechobee. Local businesses on Park Street will also participate. Tickets are limited and can be purchased at the Okeechobee Main Street office or online at www.okeechobeemainstreet.org.

Call Okeechobee Main Street at 863-357-6246 for more information.

Also featuring A Taste of Okeechobee!
In Downtown Okeechobee
February 11 - Saturday Evening - 4-7 pm
After enjoying the art, stroll Park Street in Downtown Okeechobee and taste the flavors of local restaurants. Passport tickets ($25.00) with a chance to win prizes and vote for "People’s Choice"

Limited number of tickets will be sold - Pre-sale tickets are available at Okeechobee Main Street Office and on OMSA website.

Join us in celebrating our 7th Anniversary!
Storewide Savings – Find us on Facebook or stop in for details

Whimsy clothing accessories and boots
The Unique Chic Boutique That Everyone Can Afford
Present this ad for 20% OFF any one clothing item (Excludes sale items – cannot be combined with other discounts)

521 North Second Street
Located 2 blocks South of Seaway Drive in Historic Downtown Fort Pierce
Open 10 am to 4 pm Mon – Sat
772-882-4397
by Patrisha Meyers

The Cattlemen’s Parade Sets the Stage
1956 – 1957

In 1956, Fort Pierce hosted the first Cattlemen’s Parade. The parade honored Wright Carlton, B.E. Alderman Sr., L.A. Raulerson, Alfred Cleveland and Nathan Holmes, five county cattlemen each celebrating 50 years or more in business. The parade was considered a roaring success and from this humble beginning, a tradition was born. The St. Lucie County Chamber of Commerce appointed a committee to create a celebration that would complement the parade, amuse our tourists, entice them to stay awhile longer and entertain visitors and homefolks alike with a bit of Fort Pierce’s unique history, keeping our local legends alive.

A naming committee was formed and they held a contest offering a $10 prize to the person suggesting a name that was catchy, unique, and best expressed the spirit of the new festival. Sixty-four names were suggested. The committee met on Octo-
ber 27th, 1956, and selected a name meeting each requirement. The winner was “Sandy Shoes” referring to the old Cracker leg-
end: “If you get sand in your shoes, you’ll have to come back.”

Truly personifying the character of the new celebration, “Sandy Shoes” was submitted by 17-year-old Gail McMahon, a senior at St. Anastasia’s High School. Gail later became the first “Miss Sandy Shoes” Theme Girl.

Conceived as a week-long event, the inaugural festival ran from February 19th through February 24th, 1957, and was packed with events, including: a historical pageant rolling back the pages of time and revealing the romantic background of St. Lucie Coun-
ty’s pioneers who got “sand in their shoes”; sightseeing trips on the Atlantic Ocean and Indian River along with boat and ski races; Citrus Day, bringing residents and visitors alike the opportunity to stroll through groves laden with “famous premium Indian River fruit,” sample free citrus juice, and feast on delicious, unusual, cit-
tus dishes, and celebrate the crowning of “Miss Delicious Dish,” a rip-roaring barbecue held at the farmer’s market; and an “exciting tomato auction” gave you a chance to see how your fruits and vegetables were graded, packed, canned and shipped.

Highlighting the week was the Cattlemen’s Parade with over two hundred horses and riders. Two big-time, bang-up rodeos featuring the finest riders in the country, a golf tournament and an art exhibit rounded out a week truly filled with something for everyone. 103 Avenue C to sample art described as leaning “predominantly toward local color,” much of it know today as “Highwaymen Art.”

Tales of our hometown festival reached across the nation with an article in the New York Times on February 16th, 1958, proclaiming “almost every tourist spot in Florida has an annual fest-
ival, but this one in Fort Pierce has two distinctions: It signals that Fort Pierce has come of age as a resort city and it offers vis-
itors an opportunity to become acquainted with the area.” The Florida Development Commission has twice selected the waters near Fort Pierce for making color movies of deep sea fishing.”

This was quite a bit of recognition for a sleepy little town.

The Sandy Shoes committee met at Simonsen’s Restaurant at noon Wednesday, December 30, 1960. Among other things, they discussed adding a “band-a-rama” with music furnished by the high schools and local groups. Dan McCarty High School Band offered to stage the event, the motion was passed, and another much-loved tradition was born.

In 1961, the Pancake Breakfast, Science Show and “Grand Ole Opry” Ft. Pierce-style was added to the list of festival events. The Paddle Wheel Queen was a 100-passenger stern-
wheel that offered short boat entertainments and refreshments at a reasonable cost. To take the family aboard it cost only $1.

The Cypress Gardens Ski Show was sponsored by the Ki-
wanis Club South and was “a sight you’ll never forget, with a hundred boats forming a breakwater.” The admission price was $1.50 for adults, $0.75 cents for students, children six and under free when accompanied by a parent.

With so many amazing events and such positive community support, it was a bit unexpected when the festival committee announced there would be no Sandy Shoes Festival in 1962 due to lack of funds. The committee stated, “If we can’t give St. Lucie County citizens and guests the best, then we shouldn’t compromise by giving them less.” The Sandy Shoes commit-
tee immediately began planning the 1963 season and the festi-
val came back stronger then ever, thanks in part to Indian River Junior College students who sold advertising for the Sandy Shoes program helping both Sandy Shoes and an IRTC Scholar-
ship Fund, which received a solicitor’s percentage.

The 1963 program included a history of Fort Pierce and it contained a time capsule of local companies. Advertising...
Ranch, Roses, and Cowpokes = Rip-Roaring Fun = Sunrise Cattleman’s Dance

Once was good, and twice was nice, but the third time is a rip-roaring good time at the Sunrise Theatre Foundation’s Third Annual Cattleman’s Dance on Saturday, February 18th. The venue could not be more perfect — the Adams’ Ranch at sunset is the stuff that dreams are made of, so you’ll feel like you’ve stepped right into a Highwaymen painting as you enjoy a scrumptious dinner of barbecue, live music by Tom Jackson, and kick up your boot-heels with the Wild Roses Dance Team from 6 to 10 p.m.

Saturday, March 18th
Manatee Center SK Run
Manatee Observation & Education Center
Registration: 6:30 a.m.
Race begins: 8:00 a.m.
$30 per person before February 26th
$35 through race day
info@tcfninc.org

Bev Smith Automotive Group
Taste of the Sea & Sandy Shoes Festival
Main Street Fort Pierce & Above Average Entertainment
Veteran’s Memorial Park
10:00 a.m. – 10:00 p.m.
11 a.m. – Iron Chef Competition
1 p.m. – Food demonstrations
10 a.m. – 1 p.m. Chowder Cup Competition
2 p.m. – Clarus Squeeze-off
3 p.m. – Buxus Museum Beard Contest
10 a.m. to 10 p.m. – Seafood & food vendors, arts & crafts,
Kidszone, Blackbeard the pirate

Sunday, March 19th
Waterside Blues
11 a.m. – 3:00 p.m.
Fort Pierce Jazz & Blues Society
www.jazzsociety.org, 772-460-5299

Sunday, March 26th
Hooked on Music Festival
Sponsored by the Original Tiki Bar
Fort Pierce Marina Square
Sponsored by the Original Tiki Bar
Sponsored by the Original Tiki Bar

MARCH
Friday, March 3rd
Friday Fest
5:30 – 9:00 p.m.
Music by Daniel Keith Band
Main Street Fort Pierce, 466-3860

Saturday, March 4th
Open House Coast Guard Station
900 Seaway Drive, Fort Pierce
10:00 a.m. – 4:00 p.m.
St. Lucie County Historical Society & Coast Guard Auxiliary
772-462-1795
Blair Arnold – The Sandy Shoes 60th Anniversary Theme Girl

“Being happy never goes out of style.” Blair was happily born on May 10, 1999 in Fort Pierce, to her parents Chris and Jill Arnold. She has a half-sister named Hayley, and her family owns two horses, three dogs, one cat, and one pig.

Blair’s early childhood was relatively the same as any other young child; except for the fact she competitively rode horses and showed pigs. She started riding horses at a very young age — age five, to be exact. At the age of eight, she conquered the pig-showing world by winning Reserve Grand Champion Market Swine at the Saint Lucie County Fair. Her favorite memory from the experience was the Grand Champion drive, when she broke her driving utensil, but she continued to show.

Blair attends John Carroll Catholic High School. For her, high school has been an amazing experience. Senior year is her favorite year so far, but it’s also the most stressful. She is glad it’s almost over; however, she is also sad because she will miss her friends. Blair is currently the President of Anchor Club (Anchor Club is the youth club for the Pilot Club) and was nominated for the Young Floridian Scholarship Awards Program in the field of Human Services. After high school graduation, she intends to go to Indian River State College for two years and then transfer to a four-year college, preferably Florida State University. Blair would like to be an Occupational Therapist and help adults and kids in need.

Her interest in Occupational Therapy was further intensified when she shadowed the therapists at Grace Therapies. The kids really touched her heart and she wants to help make a difference in her future clients’ lives. Occupational therapy helps kids perform basic functions of everyday life such as dressing themselves, eating food, and using their hands. The experience she had at Grace Therapies has forever changed her life.

Everything happens for a reason, right? Being picked for the 60th anniversary Sandy Shoes theme girl has opened several doors for Blair’s future as well as opened her eyes to many more things in life. A theme girl does not just wear her crown and smile; she has to be open to helping anyone and anything at any time. One of the sayings Blair lives by is: “She is proud of her independence although family matters the most. She is the butterfly that you read about, she is the Phoenix that forever rises, she is a queen, proven and worthy. What is amazing about her story is that it is only the beginning for her, and each new beginning in her life is just another opportunity for her to show the world that the crown can be worn well. While she may stumble throughout her journey, rest assured that she will finish, and a queen always finishes strong.”

The Sandy Shoes Theme Girl Sponsors are: Big John’s Feed & Western Supply, Signature Signs-N-Lettering, Sweet’s Jewelers, Midnight Cattle Co., Gracie Charolais, Push Hard Cattle Co., and Thea’s Performance Horses.
**Same Soup — Different Recipes with Artists Anita Prentice & Doretha Hair Truesdell**

by Holly Theuns, executive director Art Mundo

Our own Fort Pierce is in the enviable position of having not only a history of famous artists — A.E. “Beanie” Backus and the Highwaymen as examples, but to have incredibly talented artists living among us today. We are going to have an opportunity to see work by two of these outstanding contemporary artists, Anita Prentice and D. Hair, at a show sponsored by Main Street Fort Pierce at their headquarters in A.E. “Beanie” Backus’s old home at 122 A.E. Backus Avenue in Fort Pierce on Wednesday, February 15th, 2017 from 5:00 p.m. to 7:30 p.m.

The show is called “Same Soup — Different Recipes” because both artists are featuring landscapes of Florida — the soup — in two entirely different mediums. Prentice in mosaic glass and Hair with a brush and paint — the recipes. Both mediums lend themselves to capturing the lush and unruly landscape and truly unique light that artists have been finding on the Treasure Coast for decades.

Prentice, originally from Michigan, came to Fort Pierce from Northern California and then did a 10-year stint cooking on research vessels all over the world. A Fort Pierce resident for 32 years, she is the artist responsible for all of the mosaic benches you find in Fort Pierce and throughout St. Lucie County. She is responsible for the musical notes that greet you as you enter the new Fort Pierce Fishing Pier on Melody Lane; the Royal Poinciana tree tribute to the Highwaymen on the west side of the County’s Intermodal Transportation Center on Avenue D, and the mosaic work on grave markers of five of the late Highwaymen artists.

John Ward was instrumental in recognizing and respecting the Highwaymen and beginning the tradition of the city commissioning a mosaic of the late artist’s work on their Fort Pierce...
The Cake Lady Custom Cakes Honored For Excellence with 2017 WeddingWire Couples’ Choice Award®

WeddingWire, the leading global online marketplace for the wedding and event industry, announced The Cake Lady Custom Cakes as a winner of the esteemed 2017 WeddingWire Couples’ Choice Awards® for creating beautiful wedding cakes all over the Treasure Coast.

The Couples’ Choice Awards recognize the top five percent of wedding professionals on WeddingWire who demonstrate excellence in quality, service, responsiveness, and professionalism. The prestigious awards are given to the top local wedding professionals across more than 20 service categories, from wedding venues to wedding photographers, based on their professional achievements from the previous year.

The WeddingWire Couples’ Choice Awards winners are determined solely based on reviews from real newlyweds and their experiences working with The Cake Lady Custom Cakes. Award-winning vendors are distinguished for the quality, quantity, consistency and timeliness of the reviews they have received from their past clients.

“The Couples’ Choice Awards’ ninth year features one of the most impressive groups of dedicated and acclaimed wedding professionals yet,” said Timothy Chi, CEO, WeddingWire. “It is our honor to work with high-caliber merchants, such as The Cake Lady Custom Cakes, who not only make a couple’s big day possible, but also contribute to the more than 2.5 million reviews represented on WeddingWire. We congratulate all of this year’s winners on their achievements.”

As a Couples’ Choice Awards winner, The Cake Lady Custom Cakes is highlighted on WeddingWire, which is comprised of more than 200,000 wedding professionals in the U.S.

The Cake Lady Custom Cakes is thrilled to be one of the top custom cake caterers on the Treasure Coast on WeddingWire. We would like to thank our past clients for taking the time to review our business. We truly value all of our clients and appreciate the positive feedback that helped us earn a 2017 WeddingWire Couples’ Choice Award.

For more information about The Cake Lady Custom Cakes, please visit them online at www.thecakeladyladybakes.com or at 207 Orange Avenue in Historic Downtown Fort Pierce.

To learn more about the WeddingWire Couples’ Choice Awards, please visit www.weddingwire.com/couples-choice-awards.

What Happened to Our Foreclosure Market?

by Joanne McCurdy, Broker, McCurdy & Co. Realty

Although there are still many hundreds of properties in St. Lucie County in some stage of foreclosure (default, auction or bank-owned), the number is drastically reduced compared to a year ago. In November, 2016, the number of properties filed as a foreclosure in St. Lucie County was 10% higher than October but 40% lower than the same time last year. That is almost half, but I suspect it may be even lower than that.

This trend is indicative of both a stronger economy and tougher loan qualification standards. Florida is one of five states with the highest number of completed foreclosures in the past 12 months, along with Michigan, Texas, Ohio, and California. These states account for almost 40% of all completed foreclosures nationally.

The median sales price in our county of a non-distressed home was $187,500, while the median sales price of a foreclosure home was $147,000. The number of foreclosure homes and short sales, where the homeowner sells the house for less than the amount owed and the lender does not get all its money back, are fewer and fewer, although we still do have them. But understanding both the potential advantages as well as the possible risks of purchasing any foreclosure home is critical.

If you’re considering buying or selling, an experienced Real- tor is the best source of home or investment property information, market knowledge, and recommendations. And now is a great time to sell or buy in St. Lucie County!

McCurdy & Co. Realty is located at 171 Melody Lane in Fort Pierce; phone 772-242-8436 or 216-2821 cell. ❖

SAME SOUP — continued from page 9

Pierce grave markers. Prentice completed the first of five mosaic Highwaymen grave markers in 2004, the same year the twenty-six original Highwaymen were inducted into Florida Artists Hall of Fame, and the most recent, of Hair’s brother and Highwaymen artist, Carlsmith, in 2016. In fact, the pens and brushes were used the first time, at the graveyard. Anita was completing her mosaic interpretation of one of Alfred Hair’s paintings on his grave marker when Doretha came by to see what was being done to honor her late husband and the two have been fast friends ever since.

D. Hair is the name Doretha Hair Truesdell has used to sign her finished work today and back in the day when her late husband, Alfred Hair led family, including her brother Carlsmith, and friends, in the group of African-American painters that would later become known as the Florida Highwaymen. It all started in Fort Pierce; phone 772-242-8436 ofc; 216-2821 cell.

With four fatherless children to raise, she used her teaching degrees to earn a living. In 1980 she remarried and moved to Atlanta where she had a career with Federal Express as a cus- tomer service representative. She returned to Fort Pierce when she retired in 2010 and is painting Florida landscapes again. Her inspiration is mostly from her memory of what this area used to be like when she and Alfred would go exploring on the river in their boat.

Prentice and Hair have been friends for twelve years and this is the first time they have shown their art together. Mark your calendar now for “Same Soup — Different Recipe” at Main Street Fort Pierce. This will be an incredible show not to miss! I promise you the work will be outstanding and a portion of every sale is donated to help Main Street Fort Pierce continue their mission: to preserve, promote and build on historic and natural treasures of our downtown waterfront community. I’ll see you at the show!

“Art Mundo Center for Creative Expression strives to create a world of possibilities through education, exhibition and public outreach programs in the contemporary arts.” Our office is located at 122 AE Backus Avenue in Fort Pierce. Telephone is 772-466-1010 and website is artmundo@artmundo.org. ❖
City of Lights Decorating Contest Winners Announced

Fort Pierce was like a tropical winter wonderland this past holiday season. In addition to the gorgeous decorations done by our very own Public Works Department, over sixty community members helped brighten the City by participating in our first annual City of Lights Decorating Contest. Various homes, businesses and neighborhoods went above and beyond to make our community look as festive as ever!

Sponsored by Keep Fort Pierce Beautiful, the City of Lights Decorating Contest was designed to encourage the community to decorate and beautify their homes, businesses and neighborhoods during the holiday season. The City’s focus was to engage residents to share in the holiday spirit — mission accomplished! Residents and visitors used the City of Lights Guide or the interactive map online and took to the streets for their very own self-guided tour.

The contest entries were broken down into four zones so that the fun could be split up into many nights of illuminated adventure. Now that the holiday season is coming to an end, it is time to announce the winners! Over 700 community votes have been counted and here are the results:

The winners of the first annual City of Lights Decorating Contest are:

1. Single Family Home: 1602 North 21st Street
2. Business: Uncle Carlo’s Gelato (141 Melody Lane)
3. Neighborhood: Lost Tree Estates
4. Apartment/Condo: 1200 Treasure Cay Drive

The winners will receive $250 and a yard sign to proudly display in front of their home, neighborhood or business. The Keep Fort Pierce Beautiful Advisory Board would like to thank each and every participant who entered the inaugural contest. It was a fun way to show off our beautiful City and neighborhoods.

The Highwaymen

The Highwaymen are 26 local African American artists. Alfred Hair, the original Highwayman, studied under well-known artist A.E. “Beanie” Backus. Alfred taught his friends to paint landscapes. They turned out paintings using materials they had on hand: their canvas was gypsum board, the frames were built out of door trim and sometimes they used everyday house paint to produce brilliant works of art. The Highwaymen traveled the segregated Florida in the 1950s and early 1960s selling freshly finished paintings out of their cars, on the sides of roads and going door to door to commercial businesses. For them, painting was a ticket out of the orange groves and tomato fields. Today, their artwork is internationally acclaimed. Owners include Michelle Obama, Shaquille O’Neal and Jeb Bush.

Learn more about the Highwaymen by following the Highwaymen Heritage Trail which starts at the Seven Gables House located at 482 North Indian River Drive. Visit thehighwaymentrail.com/heritagetrail/ for more information on this self-guided tour.

City of Lights Decorating Contest

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2. Business: Uncle Carlo’s Gelato (141 Melody Lane)
3. Neighborhood: Lost Tree Estates
4. Apartment/Condo: 1200 Treasure Cay Drive

The winners will receive $250 and a yard sign to proudly display in front of their home, neighborhood or business. The Keep Fort Pierce Beautiful Advisory Board would like to thank each and every participant who entered the inaugural contest. It was a fun way to show off our beautiful City and neighborhoods.

The Highwaymen

The Highwaymen are 26 local African American artists. Alfred Hair, the original Highwayman, studied under well-known artist A.E. “Beanie” Backus. Alfred taught his friends to paint landscapes. They turned out paintings using materials they had on hand: their canvas was gypsum board, the frames were built out of door trim and sometimes they used everyday house paint to produce brilliant works of art. The Highwaymen traveled the segregated Florida in the 1950s and early 1960s selling freshly finished paintings out of their cars, on the sides of roads and going door to door to commercial businesses. For them, painting was a ticket out of the orange groves and tomato fields. Today, their artwork is internationally acclaimed. Owners include Michelle Obama, Shaquille O’Neal and Jeb Bush.

Learn more about the Highwaymen by following the Highwaymen Heritage Trail which starts at the Seven Gables House located at 482 North Indian River Drive. Visit thehighwaymentrail.com/heritagetrail/ for more information on this self-guided tour.
Love, JAZZ Community: Fort Pierce is Just Ducky

by Don Bestor

Every day when I make my way to the tubby, I find a little fellow who’s cute and yellow and chubby — rub a dub dubby! Rubber ducky, you’re so fine, and I’m awfully glad you’re mine. Rubber ducky, I’m awfully fond of ... rubber ducky I’d like a whole pond of you.

Imagine being part of something big — really big! Imagine helping to create and build community through a family-friendly, wholesome, free event that appeals to everyone. Now imagine being part of happy history right here on the Treasure Coast. That’s the warm, ducky feeling you’ll have when you help bring sixty feet of rubber ducky to float right here in our own backyard. That’s right — we’re talking sixty feet of ducky!

The word is out, and it’s time to share with the Sunrise City. Everything is going to be Just Ducky March 18th and 19th, as Fort Pierce Jazz and Blues Society, in cooperation with the City of Fort Pierce, Main Street Fort Pierce, and other area businesses, clubs and organizations present Just Ducky. Sixty feet of the biggest rubber ducky you’ll ever see in your life, and she’s going to be dipping her bill in the Indian River for the first time ever! Everywhere she goes, people talk about her and (pardon the pun) flock to see her, have a photo taken, and just marvel at her size, friendly face, and bright, shining eyes. Check out the photo-illustration of the North Bridge, just to see how big this ducky really is. She’s so big, she has to come in at low tide, or she’ll scrape the bottom of the big bridge! Now that’s a big, quackin’ ducky!

The members of Fort Pierce Jazz and Blues Society believe in St. Lucie County, and they want to spread the news that Fort Pierce is a pretty awesome place to live, work, and play. To help shine a positive spotlight on our fair city, what better than a big, great ray of happy sunshine and warm childhood memories we can share with the world? And if that warm ray of bright yellow sunshine can help promote and encourage environmentally-friendly and ecologically-sound waterways, provide a great reason for people to come shop, visit, and stay in Fort Pierce, and offer an opportunity for families to come together and have fun in the Fort, well, who wouldn’t want to put her best webbed-foot forward and be part of something big? Really big. Bigger than a bathtub and happier than a whole tub full of rubber ducks!

Fort Pierce Jazz and Blues Society is willing to do all the leg work, but sponsors are welcome to toss a few ‘bills’ in the direction of Mama Duck to help implement this unique opportunity to spotlight our beautiful Indian River, our spectacular Sunrise City, and the community that truly comes together like no other. Everywhere this family-friendly yellow megalith of sunshine and good will goes, this giant ducky is a jumbo-sized ambassador of happiness, hope, good will, tourism, and a spokesperson for keeping the waterways clean and ducky-friendly. Who wouldn’t want to quack our own horns and tell the world that St. Lucie County is a great place to visit, live, and work?

If you’d like to learn more about Just Ducky and how you can help bring her to Florida for the first time ever and to Fort Pierce as her first splashdown, please call the Fort Pierce Jazz and Blues Society today at (772) 460-JAZZ right now.

Reverse Mortgage

For homeowners over the age of 62 who wish to receive mortgage payments rather than make mortgage payments, a Reverse Mortgage may be the answer. A Reverse Mortgage is a loan that is guaranteed by the FHA for all homesteaded homes, including manufactured homes. Any prior mortgages can be paid by the Reverse Mortgage funding. After paying closing costs, the balance of the Reverse Mortgage funds will be paid to the homeowner in the form of a lump sum or by monthly payments. Funds received from the Reverse Mortgage are income tax free and the funds do not affect Social Security or Medicare payments.

Contact Leon Gus Nichols, Attorney at Law at 772-581-0050 1672 U.S. Hwy. 1, Suite 221, Sebastian, FL 32958 for further information at no cost to the homeowner.
A New Art Vibe in Fort Pierce

by Betsi Hill

Surrounded on all sides by vibrant art as you walk into Lisa Jill Allison’s art gallery, your senses are heightened. Seeing beautiful landscapes evoking the best of Florida, and Lisa’s signature Japanese Geisha girl designs, there is plenty to intrigue you here.

The former teacher and reading specialist turned artist calls Fort Pierce home once again. “It’s exciting for me to see how Fort Pierce is evolving and emerging. There is an air of excitement here,” Lisa shares. Embracing her calling as an artist has transformed her life, and given her new eyes to see her environment.

As a beginning artist, she took her marketing cue from the renowned Florida artists, The Highwaymen. “Shameless and fearless. That is what The Highwaymen were,” Lisa says. For four years she loaded her car with art and traveled Florida’s east coast on the weekends, selling to galleries, honing her craft, and establishing herself as an artist. When she wasn’t creating art on canvas, she was painting murals on a restored hotel-turned-apartment, to offset her rent. Just like The Highwaymen, Jill is fearless and shameless.

With no formal training in the art world, Lisa is making an impact here in Fort Pierce. From selling her art out of her car, she now has her own gallery. Her vision is for the gallery to be a place where people become comfortable with art and find themselves reflected in the art. There is a “blossoming energy” in the emerging art scene in Fort Pierce. “Art is a vibe, and the medium used to put that art out in the world is irrelevant. Seeing people embracing who they are, and enjoying that feeling of freedom is important. That is what is happening right here in Fort Pierce. Fort Pierce is organic hip, and people find it interesting.”

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Installing Software Updates

by Michael Lewis, Mike’s Downtown Computer Repair

All of the software on your computer requires updates from the manufacturers to ensure it operates properly. If you are prompted to update your software, it is usually a good idea to let it update. One thing to look out for if you decide to install updates are free trial software that are bundled into the updates. To prevent these from installing, select custom installation when the program updates and you will be able to decline these “free trials.” Always read the fine print when installing anything onto your computer. The number one way viruses are spread is by pop ups fooling people into thinking what they are installing is required. Be very wary of any popups offering to speed up your computer or clean your computer. These are usually more harm than good. Good luck and safe computing!

Installing Software Updates

Mike’s Downtown Computer Repair is located at 209 Orange Ave Suite E in Fort Pierce; phone (772) 448-8153,

Chopping Onions

Why do onions make you cry? Onions are made up of the outer skin, the white juicy edible part, and the root. When you cut the root, it releases an enzyme. That enzyme reacts in the rest of the onion to release a gas. When that gas combines with water, it creates an acid. If that water is in your eye, you have acid in your eye. Here are a few tips to help reduce eye irritation.

Refrigerate the onions in the freezer for 10 to 15 minutes before cutting. This reduces the amount of the enzyme released into the air.

Tackle the root last, peel the onion, chop with the root on.

Use a very sharp knife. The enzymes are released when cells are broken or crushed; using a sharp knife slices through the onion rather than crushing and thus, fewer enzymes are released.

Small Business Success: Why Traditional Advertising Still Matters

by Rieva Lesonsky, Guest Blogger

Online, mobile and other forms of digital advertising are top-of-mind for most marketers these days. But in the rush to digital, are you forgetting a vital part of marketing? Two recent studies reveal that traditional advertising—including print, TV and radio—still has an important role to play in attracting customers. In fact, it may be more important than digital advertising in some cases.

That’s because consumers like and trust traditional advertising much more than digital advertising. For example, eight in 10 consumers in a MarketingSherpa study say they usually trust print advertising (82 percent) and television advertising (80 percent) when making a purchasing decision. Direct mail advertising (76 percent), radio advertising (71 percent) and out-of-home advertising (69 percent) followed close behind in terms of trustworthiness. In fact, the top five most trusted ad formats are all traditional media.

In contrast, online pop-up ads are the most hated and least trusted kind of advertising. Just one-fourth of respondents in the MarketingSherpa study trust pop-ups, and 73 percent of consumers in a separate HubSpot survey dislike them.

Meanwhile, MarketingSherpa found, consumers engage with traditional ads to a surprising degree. For instance, more than 50 percent say they “often” or “always” watch television ads from companies they’re satisfied with. Half also read print ads they get in the mail, and 48 percent read print ads picked up in-store. Email is the only digital format with similar engagement levels. Half of survey respondents say they “often” or “always” subscribe to emails from companies they like.

What kinds of ads don’t customers engage with? HubSpot’s survey shows 57 percent of those surveyed dislike online pre-roll ads (ads that play before a video), and 43 percent don’t watch them. In addition, many consumers block online ads altogether. Common complaints about online ads: they’re intrusive, they make websites load more slowly or they cover the entire website.

Pop-up ads or ads that require customers to click in order to close them are especially annoying. Some 90 percent of consumers in the HubSpot survey say they dislike such ads. Mobile phone ads earn disdain as well—seven in 10 HubSpot respondents hate them.

Essentially, consumers dislike online ads that keep them from accomplishing what they’re trying to do—read an article, browse a website or watch a video. Perhaps traditional ads seem more appealing because they’re also more controllable. Consumers can choose to look at your print ad, flyer or direct mail piece at a time and place convenient for them.

Of course, digital advertising should be part of your marketing plan—it’s essential these days (not to mention affordable). But how can you take advantage of traditional advertising’s power, too?

Integrate your online presence into your traditional advertising. Say your website URL multiple times in your radio ad, show it at the bottom or your cable TV ad or print ad, and include it in direct mail pieces.

Create compelling landing pages for different ad campaigns. This enables you to craft a more effective call to action. If you just send a visitor to your homepage, he or she may get lost along the way to making a purchase.

Track the results of your advertising. Use codes in print ads and custom URLS in digital ads to see which campaigns get the best results. That way, you can focus more of your budget on the formats that are most effective for you.

Sure you’re brand is consistent. Whatever the format—online or offline—your advertising should convey a consistent brand message, using the same colors, fonts, style and taglines throughout.

By advertising both online and offline with an integrated approach, you get the best of both worlds. You can boost trust in your business, get customers to spend more time with your ads, and improve customer acquisition and sales.

About the Author, Rieva Lesonsky, Guest Blogger: Rieva Lesonsky is CEO and President of GrowBiz Media, a media company that helps entrepreneurs start and grow their business. Follow Rieva on Twitter—@rievalesonsky and visit SmallBizDaily.com to sign up for her free TrendCast reports. She’s been covering small business and entrepreneurial issues for more than 30 years, is the author of several books about entrepreneurship and was the editorial director of Entrepreneur magazine for over two decades.

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**Winter Fishing**

_by Joe Payne_

The offshore rough seas continued with multiple storms off the coast. Larger vessels were able to get out and catch some mahi and blackfins. There are a lot of Sailfish in 80 – 120 feet. The smaller kingfish are still biting in the 80- to 100-foot reefs.

The inshore fishing has been good with plenty of snook being caught. Snook season is out for now but still fun to catch. The snook have been near the bridges, docks and in the inlet. Live bait has been working the best. The trout and redfish have been caught at Bear Point and Queens Cove. Snapper along the channels and off the beach reefs at night have been producing some nice catches.

Inshore fishing tip is use light rod and reel with 10-pound test braid. Use fresh bait.

For regulations and seasons check out myfwc.com or stop by your local bait and tackle store. _Good luck and happy fishing!_ ❖

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**Onion Soup Au Gratin**

1 stick butter
1/3 cup vegetable oil
4 onions, red & yellow, thinly sliced
3 garlic cloves, finely chopped
2 crushed bay leaves
2 teaspoons thyme
1 cup white wine
2 Tablespoons Worcester Sauce
3 tablespoons all-purpose flour
2 quarts beef broth (I use Better than Broth beef paste)
1 cup Marsala Wine (or Sherry)
1 baguette, sliced ½-inch thick
4 ounces grated Gruyere
4 ounces grated Parmesan Cheese

Melt butter and vegetable oil in a large pot over medium heat. Add the onions, garlic, bay, thyme, and cook until the onions are very soft and caramelized, about 25 minutes. Add the wine, bring to a boil, reduce the heat and simmer until the onions are dry. Dust the onions with the flour and give them a stir. Turn the heat down to medium low and cook for 10 minutes. Add the beef broth and Worcestershire sauce bring the soup back to a simmer, and cook for 10 minutes. Add the Marsala. Season, to taste, with salt and pepper.

Arrange the baguette slices on a baking sheet in a single layer. Sprinkle the slices with cheeses and broil until bubbly and golden brown. Ladle the soup in bowls and float the Gruyere crostini on top. _Serves 4._
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