SANDY SHOES FESTIVAL

Historic Downtown Fort Pierce, Florida
2010 Sandy Shoes Festival presented by Main Street Fort Pierce, Inc. & Budweiser Two New Events & One New Partnership & Old Favorites & “The David Ray Band”
by Pam Gillette

The Sandy Shoes Festival is Saturday March 27, 2010 and Main Street Fort Pierce and Budweiser are excited to announce two new events and one new partnership: The Sandy Shoes Tutu 2K Run/Walk, an Antique Festival, and the AE Backus Museum Highwaymen Festival.

The Sandy Shoes Tutu 2K Run/Walk will be the perfect photo opportunity and a fun-filled family event. Runners, walkers, children and pets will take the streets of Downtown Fort Pierce wearing tutus to benefit Main Street Fort Pierce. The fee for the race is $10.00 pre-registration, $15.00 the day of the event, but if you don’t want to pay your registration fee, how about getting sponsors for yourself? I am sure your friends will pay to see you run in a tutu. There will be a prize for the person who raises the most sponsorship dollars, along with many prizes and giveaways. For more information or a registration form for the Tutu 2K call the Main Street office at 772-466-3880.

Another addition to the Sandy Shoes Festival is the Seacoast National Bank Antique Festival. The Antique Festival will include antique vendor booths outside of the Community Center from 10 a.m. to dark; while inside the Community Center there will be Road Show-style appraisers from 10 a.m. to 2 p.m., lecture series speakers from 10 a.m. to 2 p.m. and a live auction at 2 p.m. sharp.

Trash or treasure? Do you want to know? If so, bring your antique or collectable to the back room of the community center where there will be several tables set up with qualified experts.

Continued on page 6…
MAIN STREET AND DOWNTOWN BUSINESS ASSOCIATION

Calendar

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

Friday, March 5: Friday Fest — Come Celebrate St. Patrick’s Day with Green Beer & the Uproot Hootenanny Band; 3:00 p.m. to 8:30 p.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org.

Wednesday, March 10: ARTWALK — 5:00 p.m. to 8:30 p.m.; Downtown Business Assn., 461-0855, www.fortpierce-fl.com.

Friday, March 19: Coffee with the Mayor — Historic City Hall 8:00 a.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org.

Sunday, March 14: Music on the Plaza — Marina Square/Fort Pierce Marina Plaza; 12:00p.m to 4:00p.m.; Bluebird Productions, 509-6176, www.bluebirdshows.com.

Friday, March 26: Classic Car Cruise-In — 6:00 p.m. to 9:00 p.m.; Downtown Business Assn., 465-7080, www.fortpierce-fl.com.

Saturday, March 27: 9th Annual Sandy Shoepack Festival — 10:00 a.m. to 9:00 p.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org.

WEEKLY EVENTS

Dancing Lessons — Tuesdays, 6:30 p.m. to 8:30 p.m.; Cobb’s Landing Restaurant, uptown; Starting on March 2, FREE 1/2-hour lesson in dance basics at the beginner level at 6:30. Everyone is welcome. Followed by a 1-hour practice from 6:30 to 8:00. Practice the dance for March which will be cha-cha; 215-7600.

Art Mundo Open Studio — Wednesdays, 6:30 p.m. to 9:00 p.m.; Downtown Business Assn., 465-7080, www.fortpierce-fl.com.

PTF Farmer’s Market — Saturdays, 8:00 a.m. to Noon; Marina Square on Melody Lane; Manager Market 332-1130.

March 2010 MAIN STREET FOCUS

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HEATHCOTE BOTANICAL GARDENS

For information, please call 464-4672 or visit www.heathcotebotanicalgardens.org.

Wednesday, March 10: Edelmann Plantation Artist Days — 8 a.m. to 5 p.m.; $35 includes continental breakfast and lunch. Capture the quaint architecture and riverside tropical setting of historic plantation. Plans for renovating the buildings, gardens and winding paths of this cottage community are underway. See photos and a history of the fascinating site at http://edelmannplantation.com.

Saturday, March 13: The Right Palm for You — 9 to 11 a.m. Local palm authority, Dr. John Kennedy, will speak about the best palm selections for our area, and best management practices.

Saturday, March 13: Candlelight Concert in the Gardens “True Blue Bluegrass” — presented by the Fort Pierce Jazz & Blues Society and Heathcote Botanical Gardens; 6 to 9 p.m.; gates open at 5:30; $15 ticket, $10 for Heathcote members, children under 12 free. Pickin’ and a-grinnin’ foot-stompin’ fun with a bluegrass country jamboree. Barbecue, fine wines and a fabulous beer selection will be for sale. Bring your own candle, picnic blanket or lawn chairs for the season finale of the Candlelight Concert in the Gardens series.

Monday March 22: Hackberry Hammock Artist Day — 8 a.m. to 5 p.m.; $35 includes continental breakfast, lunch and a day of plein air painting in the peace and serenity of Hackberry Hammock. This unique rural property, featuring a pond and a vast array of beautiful flowers and foliage, is sure to inspire.

Saturday, March 27: Blooms in Containers — 9 a.m. to 11 a.m.; “Yard Doc” Carol Cloud Bailey will lead this hand-on workshop. Participants will plant and take home a container garden. All materials included. Heathcote members $25, Non-Members $30.

HEATHCOTE BOTANICAL GARDENS

Candlelight Concert Finale

March 13, 6:30 p.m.

True Blue Bluegrass

Presented in partnership with the Fort Pierce Jazz & Blues Society.

Fine wine, food & beer for sale.

Ticket seating — bring a blanket or chair.

Tickets $10-$15 in advance $15-$20 at the door

Bloomin’ Art & Plant Sale

April 17 & 18

Call 464-4672 or visit the Gardens at 210 Savannah Road, Fort Pierce or www.heathcotebotanicalgardens.org.

continued...
in their fields for appraising your items. There will be a $5.00 charge for each item appraised. Now that you know how much your item is worth, do you want to sell it? Asset Auction Services will be available to auction your item. Preview of items opens at 10:00 a.m. along with the lectures, and the auction starts promptly at 2:00 p.m. Reserves are highly avoided. For more information on the Antique Festival contact Leonard Wheeley, Auctioneer – Appraiser C.A.G.A., 772-971-9231 or go to Autionzip.com, enter ID #15249 and choose March 27.

Joining the Sandy Shoes Festival this year is the Highwaymen Festival. In 1950, a small number of African Americans began painting Florida landscapes as a livelihood. With encouragement from A. E. “Bean” Backus, these young Treasure Coast entrepreneurs developed their individual techniques and rendered landscapes.

On March 27 & 28, 2010, The A.E. Backus Museum will present a Highwaymen Festival on the grounds of the museum. The museum will be open on Saturday from 10:00 a.m. to 4:00 p.m. & Sunday from noon to 4:00 p.m. and is located at 500 N. Indian River Drive, Fort Pierce. Many of the Highwaymen will be in attendance with their recent paintings for sale. There are more Highwaymen that come together for this hometown gathering than at any other place or event. Come to the A.E. Backus Museum to see the history and the artistry of the Florida Highwaymen.

Can’t make it to the festival? The A.E. Backus Museum will hold “Looking Back: Vintage Paintings from the Florida Highwaymen,” March 17 – April 10, 2010. The museum will also provide a free vehicle history report to attendees using their National Motor Vehicle & Title Information System access. Bring your VIN number and let ADD123.com tell you where your car has been.

New this year on the Long Branch Community Stage is the River Walk Music & Talent Contest. There is a $10.00 entry fee for a $100.00 cash prize. The contest is open to the first 20 people registered – pick 2 songs – check in at 12:00 p.m. Contest begins at 12:30 p.m. Pre-register at Main Street Fort Pierce at 466-3880. Taking the community stage at 3:30 p.m. will be the “Odds Band.” “The Odds Band” is a home grown band from the Treasure Coast that was started several years ago with a few lyrics written by Buck. The chemistry and personalities of the band members has produced lyrics that provide a boundless musical energy.

At 5:00 p.m. the Budweiser Amphitheatre Stage will come alive with the country music sounds of the “Southern Cause Band” followed by a country line dancing demonstration by the Chilli Chickens at 6:00 p.m. At 6:30 p.m. the “The David Ray Band” will take the stage. “The David Ray Band” is a fresh face in the south Florida music scene. They have opened for national touring country artists like, Craig Morgan, Travis Tritt, Chris Jenson, Kenny Chesney, Billy Currington, Trent Tomlinson, Chris Young and Taylor Hicks as well as packing out large-stage shows on their own in the south Florida area. Performing a mix of original material and popular covers, the energy of “The David Ray Band” is infectious and will have the audience on their feet.

The Sandy Shoes Festival will be held on Saturday, March 27, 2010, at Veteran’s Memorial Park, 600 North Indian River Drive, Fort Pierce, FL from 10:00 a.m. to 9:00 p.m. Look for more details and event schedule in the center of the Main Street Focus. Main Event Sponsors: Budweiser, Auto Data Direct, Inc., A.E. Backus Museum, City of Fort Pierce, Clear Channel Communications (WAVE Country 92.7, OLDIES 103.7, STAR 94.7), Coca-Cola Bottling Company, Long Branch Saloon, Riverside National Bank, SeaCoast National Bank, and St. Lucie News Tribune.

Supporting Sponsors: All In Fun, Inc., Nelson Family Farms, Parki Rental, Physicians Immediate Care, Reliable Poly-Johns. Special Thanks to: Manatee Observation & Education Center, the Seven Gables House, Boy Scout Troop 450 and St. Lucie County Parks and Recreation.

For more information, sponsorship or volunteer opportunities on the Sandy Shoes Festival call the Main Street Fort Pierce office at 466-3880 or e-mail at mainstreet15@aol.com.
St. Anastasia Catholic School announces its second annual “Run for the Son” 5K Run/Walk on Saturday, March 20 at 7:30 a.m. in Downtown Fort Pierce. The entry fee includes a race through downtown Fort Pierce and over South Bridge, a Kid's Fun Run, T-shirt (for 1st 200 entries), goodie bag, breakfast and FUN! The race is co-hosted by the St. Anastasia School Advisory Council and the Sailfish Striders Running Club.

Registration begins at 6:30 a.m. and the race begins at 7:30 a.m. The cost for registration is $15 pre-registration and $20 the day of the race. The race course begins at the Fort Pierce Community Center, located at 600 N. Indian River Drive in Fort Pierce, continues through historic downtown, over South Beach Bridge and ends at the Community Center. The free “Kid’s Fun Run” – for children age 10 and under – is scheduled for 9 a.m. at the Community Center. Registration forms can be found on the school’s website at www.stanna.org.

Prizes will be awarded to the first overall male and female runners as well as the first “Masters” male and female runners. Prizes will also be awarded to the male and female 1st, 2nd and 3rd place finishers in each division including: 10 and under, 11-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-74 and 75 and up. Children in the Kid’s Fun Run will also win ribbons!

For a minimal cost, Tropical Smoothie will be on hand to serve fresh, ice-cold smoothies to participants who wish to partake. The sale of the smoothies will benefit St. Anastasia Catholic School. Free breakfast food items, water, juice and coffee will also be available and participants will receive a “goodie bag” filled with coupons, free items and information.

Sponsors for this event include: Reprographic Solutions, Inc. and A1A Printing. Sponsorships are still available by calling (722) 461-2232 or visiting www.stanna.org.

Located at 401 South 33rd Street in Fort Pierce, St. Anastasia Catholic School serves students in grades Pre-K through 8th grade and is one of 21 schools in the Diocese of Palm Beach. For more information, call (772) 461-2232 or visit the website at www.stanna.org.
St. Patrick’s Day Friday Fest in Downtown Fort Pierce

by Pam Gillette

Adrienne Cook says “St. Patrick’s Day is an enchanted time — a day to begin transforming winter’s dreams into summer’s magic.” St. Patrick’s Day is a major Irish holiday and is celebrated by Irish and non-Irish folks all over the world. It is a time when everyone gets together, collects shamrocks, searches for leprechauns, and celebrates the Irish heritage. It is a time just to have fun.

Main Street Fort Pierce will bring on the fun and kick off the summer magic with a little bit of Irish at Friday Fest. Consider this a pre-party to the big day as we extend Friday Fest two hours, starting at 3:00 p.m., and celebrate St. Patrick’s Day a wee bit early at 5:30 p.m. at the north end of Marina Square. If you would like more information on classes or performances for the Rondeau School of Irish Step Dance go to www.Rondeauschool.com.

The Rondeau School of Irish Step Dance is co-directed by Chanda Rondeau Newman and Kathleen Rondeau, both certified Irish dance instructors. They teach locally to students from age 5 and up and the Rondeau School of Irish Step Dance will be at Friday Fest for one set only at 5:30 p.m. at the north end of Marina Square. Experience the luck of the Irish at Friday Fest!

Save The Date: Souvenirs of Downtown En Plein Air — Paint Out

by Maria Starratt

Mark your calendars! Wednesday, April 21st through Friday, April 23rd, 2010 Main Street Fort Pierce will host the 3rd Annual “Souvenirs of Downtown” En Plein Air — Paint Out. The streets of Historic Downtown will be filled with artists from all over the state of Florida capturing beautiful scenes around town using their specialized medium. The community is encouraged to come watch the process evolve from a blank canvas to a beautiful piece of artwork. If you like what you see, come to the Platts/Backus House during the 3 days or attend the 2 free receptions on Thursday, April 22nd and Friday April 23rd, where the artwork will be available for purchase.

Last year’s People’s Choice winner was One Day Cactus Flower by artist Harry McVay (at right). The piece was purchased by Ellen E. Fischer, a fellow participating artist. One Day Cactus Flower will be the poster painting for this year’s event.

This is an exciting three days that will showcase the beauty of downtown Fort Pierce. Make plans to watch the artists in action and take advantage of the opportunity to purchase a one-of-a-kind piece of art.

Sponsors at the time of print for “Souvenirs of Downtown” En Plein Air — Paint Out are: Budweiser, Coca-Cola Bottling Company, Orchid Island Juice, SeaCoast National Bank and St. Lucie News Tribune.
Hooked on Music Festival to be Held in Downtown Fort Pierce on April 3rd

The 2nd Annual Hooked On Music Festival (HOM2) will continue the tradition of the festival’s past by bringing together an unprecedented collection of great music, fine arts & crafts, delicious cuisine, special events and various activities. The vibrant setting for HOM2 is located directly off of the beautiful Indian River Lagoon on the east side and sprawling through 2nd Street in the heart of Historic Downtown. With an outstanding collection of artists set to perform on four live stages, Spot On is sure to keep your feet moving throughout the day and into the night.

Speaking of night, the party will continue with a special late night performance in the beautifully renovated Sunrise Theatre Black Box from 10 p.m. – 2 a.m. The artist announcement will be coming shortly and tickets will be on sale soon. HOM2 will feature many special events and activities that will include the first ever “Hooked On Art Fair.” Other events will include a Classic Car Show, Bike Night, kids’ activities area, and much more. For more information, please visit the website www.hookedonmusicfestival.com

Taste of St. Lucie in Downtown Fort Pierce on March 31st

The Tenth Annual “Taste of St. Lucie” will be held Wednesday, March 31st at 5:30 p.m. in historic downtown Fort Pierce. With live music, and a deejay on-site, you can’t go wrong. Imagine being able to sample 50 of your all-time favorite restaurants in one fabulous, sunset venue at one tiny price? Ticket prices are so low it works out to less than $1 per restaurant to sample their best and most famed fare. It’s just $40 per person or $70 a couple and that includes beer, wine or water all night long. And if that’s not enough, it’s all happening to benefit Big Brothers Big Sisters, the area’s premier mentoring program.

Big Brothers Big Sisters provides a variety of different one-to-one programs and believes that “mentoring is as simple as putting a friend in a child’s life but as essential as putting hope in a child’s future.” This community is full of incredible mentors and volunteers who generously donate their time, talent and treasure to help the children of St. Lucie County. But the agency is always looking for more volunteers and loyal supporters. For additional information about Big Brothers Big Sisters or tickets, visit us online at www.bbbsbigs.org or call 772-466-8535.
Local Students Work to Feed Those in Need at Third Annual Empty Bowls Project

by John Culverhouse

St. Lucie County school students and teachers preparing for the Third Annual Empty Bowls Project, a fundraiser to help the Treasure Coast Food Bank provide meals for people in need throughout the Treasure Coast.

Local school kids are doing their part to give to those in need, by donating their time, talent and resources. You can see their work and donate to a good cause at the third annual Empty Bowls Project, which will be held at the Downtown Fort Pierce Farmers’ Market on Saturday, March 6, from 8:00 a.m. until noon.

The Empty Bowls Project

Art students and teachers from fourteen public and private St. Lucie County schools handcrafted and painted about 700 soup-sized ceramic bowls, which will be sold for $15 at the Farmers’ Market on Saturday, March 6. All proceeds will be donated to the Treasure Coast Food Bank.

Included with the purchase of the bowl is a serving of soup and bread made by the culinary arts students of Fort Pierce Central High School.

Despite the U.S. unemployment rate falling to a five-month low in February, many people throughout the Treasure Coast continue to feel the affects of the current economy. The Treasure Coast Food Bank, which supplies food to 158 food pantries along the Treasure Coast, is also feeling the pinch, and with local residents still in need, the food bank’s resources continue to be strained.

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“Each bowl is as unique as the student who created it, and serves as a take-home reminder of all the hungry persons whose empty bowls need to be filled,” said Eileen DiTullio, a Lincoln Park Academy art instructor and Empty Bowls Project Coordinator.

“The meager meal symbolizes the simple meal that many in our community and the world consume daily, if they are fortunate enough to ever have that,” she added. Ms. DiTullio said that the goal of the Empty Bowls Project is to help end hunger in our community and provide education on hunger issues. “We strive to include everyone in this project, from the children who make the bowls to the adults who purchase them,” she added.

Last year, the event raised more than $17,000, surpassing the $10,000 fundraising goal, and was able to provide 85,000 meals to hungry Treasure Coast residents.

This year, students and teachers are hoping to shatter the success of last year’s event by raising $20,000 through soup sales, donations, and sponsorships, and therefore being able to provide 100,000 meals to local residents in need. There are already more students and teachers from more schools participating this year. They just need support from the community to make their goal a reality.

This year, the Empty Bowls Project has been expanded. In addition to the March 6 event at the Farmer’s Market, the Empty Bowls Project is also holding a “Basebowl” fundraiser, which will be held on Saturday, April 10 at the Mets Stadium at Tradition Field in St. Lucie West.

The Treasure Coast Food Bank serves more than 170 non-profit and faith-based organizations with hunger relief programs throughout the Treasure Coast.

The said that requests for food assistance continue to grow. They distributed close to three million pounds of food last year, accounting for about two million meals served to needy people across the Treasure Coast.

Students from participating St. Lucie County schools include: Lincoln Park Academy, Fort Pierce Central High School, St. Lucie West Centennial High School, John Carroll Catholic High School, Dale Cassens School, Samuel Gaines K-8 School, St. Lucie West Middle School, Garden City Elementary, Francis K. Sweet Elementary, St. Lucie Elementary, Village Green Elementary, Oak Hammock, and Palm Pointe Elementary.

For more information, to contribute, or to become a sponsor, please contact Eileen DiTullio at 772-461-0465 or DiTullioE@stlucie.k12.fl.us.
Main Street Fort Pierce and Budweiser Present the 9th Annual Sandy Shoes Festival
March 27, 2010

Arts and Crafts Show
10:00 a.m. – 9:00 p.m.
Children’s Activities by All in Fun, Inc. Great food, non-profit and commercial vendors, sand box and coloring wall.

Tutu 2k Run/Walk
8:30 a.m. Start
Run/walk the streets of Downtown Fort Pierce, wearing a tutu to benefit Main Street Fort Pierce. For more information call Main Street Fort Pierce at 466-3880.

Long Branch Saloon Community Stage
Contest begins at 12:30 p.m.
“The Odds Band” 3:30 p.m. to 5:00 p.m.
River Walk Music & Talent Contest – $10.00 entry fee
Auction: 2:00 – 4:00 p.m.
Appraisals: 10:00 a.m. – 2:00 p.m.
$5.00 per appraised item
For more information: Leonard Wheeley, Auctioneer – Appraiser C.A.G.A., 772-971-9231 or go to Auctionzip.com enter ID# 15249 and choose March 27.

Seacoast National Bank Antique Festival
Presented by Asset Auction Services
Vendor booths: 10:00 a.m. – dark
Lectures: 10:00 a.m. – 2:00 p.m.
Auction: 2:00 – 4:00 p.m.
Appraisals: 10:00 a.m. – 2:00 p.m.
$5.00 per appraised item
For more information: Leonard Wheeley, Auctioneer – Appraiser C.A.G.A., 772-971-9231 or go to Auctionzip.com enter ID# 15249 and choose March 27.

A.E. Backus Museum
Highwaymen Festival
Saturday: 10:00 a.m. – 5:00 p.m.
Sunday: Noon – 4:00 p.m.
Highwaymen exhibit and vendors.

Iron Chef Competition
11:15 a.m. – 12:30 p.m.
Four local restaurants compete for Top Chef on the Treasure Coast. Watch as they create beautiful dishes right before your eyes.

Auto Data Direct Inc. Show & Shine Car Show
Presented by L.J. Davis Productions, Inc.
11:00 a.m. – 4:00 p.m.
Special event door plaques with $5.00 entry donation. Trophies will be awarded for People’s Choice. The Show & Shine Car Show will run from 11:00 a.m. to 4:00 p.m. Last car in by 3:00 p.m. Trophies will be awarded at 4:00 p.m.

Riverside National Bank Citrus Squeeze-Off
2:15 p.m. – 3:15 p.m.
The Citrus Squeeze-Off was one of the early traditions of Sandy Shoes and was returned to the Festival in 2002. Sponsored by Riverside National Bank, the Citrus Squeeze-Off is always an exciting part of the festival and a fun competition between local banks, schools, and community leaders. Who will take away the top prize of “Community Bragging Rights” this year?

Amphitheatre Stage
Presented by Budweiser & The Long Branch Saloon
5:00 p.m. – Southern Caesar Band
6:00 p.m. – Chili Chick
6:30 p.m. – The David Ray Band

Main Event Sponsors
Budweiser
Auto Data Direct, Inc.
A.E. Backus Museum
City of Fort Pierce
Clear Channel Communications (WAVE Country 92.7, Oldies 103.7, STAR 94.7)
Coca-Cola Bottling Company
Long Branch Saloon
Riverside National Bank
Seacoast National Bank
and St. Lucie News Tribune

Supporting Sponsors
All in Fun, Inc.
Asset Auction Services
L.J. Davis Productions Inc.
Nelson Family Farms
Park’s Rental
Physicians Immediate Care
Reliable Poly-Johns
and TomKat2010

Special Thanks to:
A.E Backus Museum
Manatee Observation & Education Center
Seven Gables House
Boy Scout Troop 450
and St. Lucie County Parks and Recreation

For more information on Sandy Shoes Festival call the Main Street Office at (772) 466-3880 or check out our website at www.mainstreetfortpierce.org
(Times of events may vary and are subject to change)
Improving Employees’ Essential Skills Helps in Troubled Economic Times

Few businesses are safe from the recent severe downturn in the economy. Some companies, however, are faring better than others, because they understand the value of providing their staff with practical skills and tools they can use to help position the organization for success and to hasten the recovery. According to the American Society for Training & Development (ASTD), employee training is critically important to helping an organization achieve a competitive edge, especially in a bad economy.

To help companies gain an advantage in today’s tough market, Richard Hellstrom, former Chief Executive Officer of a Florida-based engineering firm, has created a new company, Hellstrom, founder of the new venture called Essential Skills for Business & Personal Success. Hellstrom is offering a training course called Training4Success, which focuses on helping employees develop skills they can use to help their organizations achieve success and to hasten the recovery.

Hellstrom presented his five-hour course to employees of local business owners and associations on February 10, 2010, at the Sunrise Theatre Black Box in historic downtown Fort Pierce. The Black Box was chosen because it provides a perfect venue for the class. Not only are the facilities at the Black Box ideal for this type of event, but also there are many fine dining options within walking distance for the lunch break, with all-day free parking at two parking garages and on-street parking within walking distance for the lunch break, with all-day parking.

Training4Success says, “Those who take the course will learn how to accomplish goals and end time-wasting activities that cost the company money. They also will develop ways to help them organize and work more effectively and efficiently.”

He goes on to say, “Companies benefit from investing in this training because, as the individual increases his or her basic skills, the positive results are reflected in the workplace and the company’s profits.”

Hellstrom presented his five-hour course to employees of local business owners and associates on February 10, 2010, at the Sunrise Theatre Black Box in historic downtown Fort Pierce. The Black Box was chosen because it provides a perfect venue for the class. Not only are the facilities at the Black Box ideal for this type of event, but also there are many fine dining options within walking distance for the lunch break, with all-day free parking at two parking garages and on-street parking behind the theatre. Additional training sessions are being planned for this location. For information, call Training4Success at 772/971-7524 or visit richardhellstromtraining4success.com.

St. Lucie County’s Media Relations Staff Helps Main Street Fort Pierce

Since 2005, St. Lucie County’s Office of Media Relations has won 36 regional, state and national awards for its video production and public relations projects for the Board of County Commissioners. The staff is hoping that winning streak continues as it has recently lent its talents to Main Street Fort Pierce.

Through its contract with the City of Fort Pierce, the Media Relations staff has produced a three-minute video to help Main Street Fort Pierce in its quest to be named the Great American Main Street. Fort Pierce is a finalist for this national award.

Comprised of just five staff members, including the public information officer and webmaster, the video side of the Media Relations staff is led by Fort Pierce native Shane DeWitt, who serves as Technical Operations Manager of SLCTV. DeWitt, along with Media Specialists Andrew Wise and Mike Clauw, are responsible for the 24-hour, seven-day-a-week programming for two government access channels: SLCTV (Comcast 21) and FPTV (Comcast 27). For the City of Fort Pierce, the staff televises all Fort Pierce City Commission, Planning and Zoning, Code Enforcement, Fort Pierce Redevelopment Agency and Fort Pierce Utility Authority meetings. For St. Lucie County, the Media Relations staff televises weekly County Commission meetings and monthly Planning and Zoning and Code Enforcement meetings, in addition to producing four 30-minute, monthly original shows: Inside St. Lucie, Postcards from Home, Lecture Hall and In-Depth Conversation.

In spite of its limited staff, the Media Relations staff has been recognized by the National Association of Counties Information Officers, the Florida Public Relations Association Treasure Coast Chapter, the Florida Government Communicators Association and the Sunshine State School Public Relations Association for video projects ranging from short Public Service Announcements about pedestrian safety and drowning prevention to its original programs such as Postcards from Home.

The staff has a wealth of video production knowledge with nearly 50 years of combined experience. DeWitt has been with St. Lucie County since 2001, helping to get SLCTV on air. Prior to that he worked for Trinity Broadcast Network. Wise, a native of Martin County, has been with St. Lucie County since 2006. Prior to joining the county staff, the University of Florida graduate ran his own video production company producing commercials for businesses throughout the Treasure Coast, including the Sunrise Theatre. While Claus has only been a part of the Media Relations staff for a year, he has more than 24 years of television experience most recently with WPBC Channel 12.

The Media Relations staff is available for hire to produce high-quality, award winning commercials and/or promotional videos, either to air on television or on the web. And later this spring the staff will have a new 1,800-square-foot studio located off Virginia Avenue to work with. For more details about St. Lucie County’s Office of Media Relations: www.slucooec.gov/slctv. To see a copy of the Fort Pierce Main Street video visit www.mainstreetfortpierce.org.

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St. Lucie County’s Media Relations Staff Helps Main Street Fort Pierce

Since 2005, St. Lucie County’s Office of Media Relations has won 36 regional, state and national awards for its video production and public relations projects for the Board of County Commissioners. The staff is hoping that winning streak continues as it has recently lent its talents to Main Street Fort Pierce.

Through its contract with the City of Fort Pierce, the Media Relations staff has produced a three-minute video to help Main Street Fort Pierce in its quest to be named the Great American Main Street. Fort Pierce is a finalist for this national award.

Comprised of just five staff members, including the public information officer and webmaster, the video side of the Media Relations staff is led by Fort Pierce native Shane DeWitt, who serves as Technical Operations Manager of SLCTV. DeWitt, along with Media Specialists Andrew Wise and Mike Clauw, are responsible for the 24-hour, seven-day-a-week programming for two government access channels: SLCTV (Comcast 21) and FPTV (Comcast 27). For the City of Fort Pierce, the staff televises all Fort Pierce City Commission, Planning and Zoning, Code Enforcement, Fort Pierce Redevelopment Agency and Fort Pierce Utility Authority meetings. For St. Lucie County, the Media Relations staff televises weekly County Commission meetings and monthly Planning and Zoning and Code Enforcement meetings, in addition to producing four 30-minute, monthly original shows: Inside St. Lucie, Postcards from Home, Lecture Hall and In-Depth Conversation.

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Main Street Fort Pierce wants to invite you to become a part of the renaissance of our Historic Downtown area. Over the past twenty years, we have worked to repair streets and sidewalks, upgrade storefronts, renovate the Sunrise Theatre, Old City Hall and the Petits Backs House, sponsor charettes to design a downtown “Master Plan,” built the Maratee Observation and Education Center and so much more! Annually, Main Street Fort Pierce sponsors over 30 events — most of which are free of charge.

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

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

Why Main Street Fort Pierce?
- Downtown Fort Pierce is an important employment center.
- The area is a reflection of the community image.
- Locally owned businesses keep profits in town and support other local businesses and community projects.
- A vibrant downtown creates a feeling of “hometown pride” and sense of place.
- The downtown district is a public gathering area where parades, special events, and celebrations are held in a unique setting.
- Community character and Historic integrity cannot be recreated.

What are Membership Benefits?
- Your membership dues are an investment in the future of Historic Downtown Fort Pierce, helping us to sponsor improvements and events throughout the year.
- Members receive advance notice and invitations to special events.
- You will receive the monthly subscription to Main Street Focus magazine and links to Focal On-Line.
- Members are listed on our On-Line Membership page.

As a member of Main Street you are automatically aligned with others who want to preserve the past and influence the future of Fort Pierce. You can belong to Fort Pierce Main Street at one of eight different membership levels, starting at just $15.

Main Street Membership Levels

<table>
<thead>
<tr>
<th>Benefactor Levels</th>
<th>Community Levels</th>
<th>Corporate Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefactor ($2,000)</td>
<td>Main Street Student Membership ($15)</td>
<td>Main Street Small Business Membership (less than 10 employees) ($500)</td>
</tr>
<tr>
<td>Patron Sponsor ($500)</td>
<td>Main Street Friend Membership ($25)</td>
<td>Main Street Medium Business Membership (11-50 employees) ($2,500)</td>
</tr>
<tr>
<td>Patron Sponsor ($500)</td>
<td>Main Street Family Membership ($50)</td>
<td>Main Street Large Business Membership (51 or more employees) ($5,000)</td>
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</tbody>
</table>

Please Take a Minute to Join Today!
Complete the form below and join our growing group of committed members. By joining Main Street Fort Pierce, Inc. you are supporting the economic well-being of the entire community.

Name: ______________________ Membership Level: ______________________
Company/Organization: ______________________
Street Address: ______________________
City/State/Zip: ______________________
Phone: ______________________ Email: ______________________

Becoming a Member of Main Street Fort Pierce
Three Easy Ways to Join!
1. Call Main Street Fort Pierce at (772) 461-2777
2. Visit our Website: www.mainstreetfortpierce.org, click the Membership link
3. Fill out the form below and mail to:
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Crime Prevention Tips
by Master Officer James Cozine, Crime Prevention Officer

Haitian Earthquake Relief Scam and Fraud Alert: Beware of scams and frauds.
In current economic times, crooks are trying to get your money through creative ways. Some of these crooks go to great lengths to make their scheme look very legitimate. Other crooks may use their scheme as a front to befriend you before committing a crime against you. Tip to prevent being taken advantage of: only donate money to charities that you know are legitimate (such as the Red Cross, Salvation Army etc).

Many people are trying to set up “FALSE” fronts as charitable organizations to benefit Haiti in response to their recent earthquake. If you are solicited via telephone for donations, do not donate to them. There is a good chance that the caller is a crook. Roadside solicitors and door-to-door solicitors could also be illegitimate.

If you suspect that an illegitimate solicitor has solicited you, contact the Internet Crime Complaint Center at www.IC3.gov to make a report.

Home Safety: Use your door’s peephole / security chain / security latch if someone you don’t know is at the door. If possible, do not open the door. Do not allow anyone into your home. Many crooks will try to get you to allow them into your home. Do not allow that to happen because if they may commit a crime against you (robbery, sexual battery, theft). Politely but firmly decline their request and call the police to report the incident.

Please use caution within your compassion, as crooks will take advantage of these tragic events in order to get money from you.

Safety Tips While Shopping: Avoid shopping alone. Try to shop with a friend or relative. Park your vehicle in a well-lighted area. Put radar detectors and cellular telephones out of sight. Know your surroundings. Keep an eye on the people in front of as well as behind you. Carry your purse close to your body. Don’t swing it loosely. Don’t flash large amounts of cash. Walk with confidence. Avoid talking to strangers. Approach your vehicle with your keys already in your hand. Try not to carry too many packages. Place all packages out of sight in your vehicle, preferably in the trunk. Keep your vehicle doors locked and your windows shut. If you see anything suspicious or if something just doesn’t feel right, leave immediately and contact security or the police.

Bed Bath Kitchen / Karen Kane Interiors Celebrates 35 Years in Business
by Jeanne Johansen

Thirty-five years ago, a small linen shop called Bed Bath Kitchen started in historic downtown Fort Pierce.

Today, Bed Bath Kitchen’s owner, Karen Kane continues to expand her business offering both interior design retail and professional consultation. The 3,000-square-foot shop is located in the historic Fee Hardware Store on the corner of 2nd Street and Avenue A.

With spring just around the corner, Karen Kane offers her expert advice for sprucing up our homes. Karen’s tips for your Spring Spruce Up: “Painting is the least expensive and gives you the biggest bang for your money. If your home has beige walls, and you want to add color, purchase a new rug, a piece of art or a throw. You can pull out one of the colors in one of these items and paint a wall or the entire room and it will be like you’re in a new room.”

Wallpaper is in again according to Kane. “You will be shocked at how the new patterns and colors have changed,” explains Kane. “Wallpaper is very green, environmentally friendly, now as it has no VOCs like some paints.”

“Tropical is still in style,” says Kane. “It will always be in style in Florida, but today’s patterns and colors will give a whole new look to your home.

Good advice has been the hallmark of Karen Kane’s services. “Large patterns in a small bathroom are better than small,” Kane advises a customer, breezing through the walls of wallpaper selections in the shop. “It will give the room more impact.”

This is just an example of the helpful suggestions and expertise you will receive when working with Karen Kane. When asked the secret to her longevity in the business, Kane says she strives for 100% satisfaction because it’s really about the customer. Karen Kane is also gifted with an innate sense of proportion and color coordination. Her store is packed with furniture accents, plants, mirrors, lamps, accessories, wallpaper and something to excite and inspire everyone.

So whether your inclined to do it yourself or want expert help, you’ll find all you need inside Bed Bath Kitchen and Karen Kane Interiors.
If there was a special word for learning while having fun it would have a picture of the Manatee Center next to it in the dictionary. I was hooked on the Manatee Center when my daughter attended summer camp there six years ago. Her dramatic “Mom, you won’t believe what I did today!” would always get my heart racing. With a kid that can never turn down a dare I was afraid to ask. But, it was always something interesting — finding seahorses in the seining net, exploring the Indian River Lagoon, meeting a friendly 12-foot boa constrictor. It made me a little jealous because I wanted to experience those things too.

Today my daughter is a teen volunteer and helps out with various projects year round. She enjoys sharing her love of nature with the kids at the summer camps as a camp counselor, she entertains visitors by explaining touch-tank creatures’ habits, she spots manatees from the observation station, and once in a while she begrudgingly helps tag merchandise for the gift shop. (She would rather do anything else than help her mother!) But being a teen-age drama queen, her favorite “job” is acting as Moe, the Manatee Center’s mascot.

Last week Moe made a special appearance at a birthday party being held at the Manatee Center. All the kids wanted to have their picture taken with Moe. After the photos were taken she changed out of the hot and heavy costume and became a docent again and gave a feeding presentation at the under-the-docks tank. The kids and adults were enthralled and it allowed our education director to get the room set up for the rest of the party. This party was for a very special little girl and had a mermaid theme (my favorite)! I was the official face painter and decorated cheeks, hands and arms with water creatures, butterflies and flowers. One little girl requested a manatee, with sea grass no less! It was evident she had listened during the presentation and had learned something while having fun.

The Manatee Observation and Education Center offers fun educational programs to groups of all sizes and ages, from corporate team-building activities to children’s birthday parties. If your group is extra large we can bring the program to you. You can even invite Moe the Manatee to visit.

The Manatee Observation and Education Center is located at 480 N. Indian River Drive in the historic district of downtown Fort Pierce just next to the marina. To get additional information on programs offered at the Manatee Center or to book your event, please call our education coordinator, Lesley Vincent-Ryder, at 772-466-1600 x 3337. Please note that all calls are routed through Fort Pierce Utilities Authority’s switchboard.
Seven Gables House Reopens Downtown Fort Pierce

The Seven Gables House Visitor Center has reopened! Linda Cox, Chamber President/CEO, said “the St. Lucie County Chamber of Commerce is very proud and excited to again be managing the visitor center for the city of Fort Pierce.” Cox also stated that Arlo Koletzky, Chamber Visitor Services Manager, will return as the Center manager. The Chamber of Commerce has managed the visitor center since November 1999 when it opened in the Seven Gables House. The Seven Gables House is located at 482 N. Indian River Drive between the Manatee Center and the A.E. Backus Gallery and Museum.

Koletzky said she is delighted that all of the volunteers have agreed to return and are very happy to be returning. She said “The volunteers love the Seven Gables and enjoy helping and talking with the visitors.” She added “in fact, Elodie McCready, lived here as a teenager and individuals have enjoyed talking to her so much they have returned bringing family and friends.” Anyone interested in volunteering at the Center is encouraged to stop by.

The Center provides information about the community to visitors and residents about the local eateries, lodging, local events and what to do, where to go and what to see.

Koletzky invites everyone to visit the Seven Gables House saying “it isn’t only for visitors. We provide information for family and class reunions and tour groups.” She would especially like local businesses to visit and talk about the services they provide.

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The Ides of March
by Dan Dannahower

March is upon us. This is often one of our windiest months with changing weather patterns and the beginning of the transition to the beautiful days of spring. We have experienced a number of strong cold fronts and periods of extended cold weather this winter including several freezes. March is the month of change and usually includes a mix of very nice days and a number of blustery, cloudy days. The cold fronts begin to have a hard time pushing this far south and the warming trend begins.

For the outdoor enthusiast these changing weather conditions offer a number of opportunities. Boaters will find a number of nice days to be on the water and others with windy, choppy conditions that aren’t much fun. The fishing action changes frequently and can actually be better when the windy and cloudy days keep all but the diehards at home. Sailors, kite boarders and other wind driven sportsmen find a number of days with excellent conditions for their favorite activity. Picnickers, beach-goers, bird watchers, etc. all have good days and bad days during March for their favorite activity.

Whether a resident or a visitor to Fort Pierce’s awesome plethora of outdoor activities, there’s something for everyone. Keep an eye on the weather forecast and be willing to adjust your plans and you’re sure to enjoy our great outdoors while we transition to the calm and beautiful days of spring. I hope you get out and enjoy our waterways, beaches, ocean, rivers and all the activities that are available.

Art & Art Supplies Expand on Avenue A

Two addresses along Avenue A, 223 and 229, have had a long relationship with art and artists. The Art Deco building that has been the home of the Treasure Coast Art Association, Inc. (TCAA) and Rhodes Gallery for nearly 10 years. These businesses offer round art classes, local artists’ creations for purchase, and art supplies.

The Treasure Coast Art Association Inc. is celebrating 54 years and was formed in 1955 as the Fort Pierce Art Club by its first president, Fort Pierce artist, A.E. Backus. The 35 charter members met in each others’ homes before establishing regular meetings at the old Causeway Trailer Park Recreation Center, destroyed in the 2004 hurricanes. In 1960 the group took the first steps to become an organized club and in 1966 they met at the Fort Pierce Community Center and incorporated. The group changed its name to the Treasure Coast Art Association Inc. (TCAA) in the late 1980s and enlarged its vision, offering classes and studio space.

In 2009, the Treasure Coast Art Association’s IRS status was changed from a foundation to a non-for-profit charity. A new board was elected which brought on a new energetic group of artists who painted the gray walls to the style of the Tampa Museum of Art, created walk-able art for the floors, installed display cabinets, and a state-of-the art hanging system. TCAA also had two charity art fundraisers in 2009. The first, “Flowers for Kate” raised over $360 for Kate O’Connor and the second, the “Artful Holiday Tree Auction” events give over $1,000 to local area charities.

This year, the Treasure Coast Art Association has begun filling the front and back cabinets with art created by local artists working in oil, watercolor, acrylic paintings, along with baskets, jewelry, handspun yarn, hand-painted clothing of silks, canvases and more.

TCAA is open 6 days a week and offers classes for all levels in oil painting, watercolors, polymer clay sculpturing, knitting, spinning, portraits drawing classes, and open studio.

Until 2008, Don Rhodes gallery next door was very much a part of TCAA as the organization was run in part by Don Rhodes’s wife, the late Virginia Rhodes, for 10 years. Today the two stores are now separate.

This year Don Rhodes’s daughter, Debbie Colon, has taken over the day-to-day management of the store which provides art supplies to local artists and sells original works of Don Rhodes, Monday through Friday.

Don Rhodes, a graphic artist, painter, illustrator and designer, is still a lifetime member of the TCAA. He can still be found at his gallery painting, drawing, and/or wood craving on most afternoons. Rhodes has taught his craving skills and continues to do commission work.

Original art, art supplies, art instruction, or studio space to work in can all be found along Avenue A, where the “a” stands for Art.
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