Main Street Focus
The Official Monthly Newspaper of Main Street Fort Pierce

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Taste of the Sea & Sandy Shoes Seafood Festival
The Ultimate Seafood Celebration
Veteran’s Memorial Park
Volunteers are the Heartbeat of Our Events

by Beth Williams

This is a big month for Main Street Fort Pierce and our community. We get to look forward to the Bev Smith Automotive Group’s Taste of the Sea/Sandy Shoes Seafood Festival on March 22nd. This event is a party to end all parties and it’s been voted the “Best Festival on the Treasure Coast” by Indian River Magazine readers.

There are so many activities, ten bands playing throughout the day, mouth-watering seafood, craft vendors and more. It’s going to be a celebration of life on the Treasure Coast! The amazing thing is that it’s put together through the volunteer efforts of your neighbors and friends who love being a part of MSFP events like this.

I know I sound like a broken record but it’s worth repeating – we couldn’t pull off these monthly events and festivals for the community without our volunteers. These folks help with setup and cleanup; they pour beer and soda, sell tokens, and help run the many activities we have going on like the Sandy Shoes Grapefruit Squeeze-Off or the Chowder Contest. Without their volunteer power we simply couldn’t get it done.

So a big thanks to our special volunteers in March and for those who are already working on April’s annual Plein Air – Souvenirs of Downtown event. And to those wonderful volunteers who are the backbone of our monthly Friday Fests – Thank You!

If you would like to be one of MSFP’s valuable volunteers, call the office at 466-3880 and let us know where you’d like to help.
March 2, Sunday: All You Can Eat Backus Branch and Panning Raffle — 9:30 a.m. to 12:00 p.m.; (772) 466-0300; backusmuseum.org.

March 7, Friday: Happy Hours — 5:30 to 9:30 p.m.; Music & Entertainment by Rowdy McGee’s Irish Music; Donnalee, Rondou Irish Step; decor; and an open mic for a free hot coffee ticket for St. Patrick’s Day Basket; Main Street Fort Pierce; 466-3690; www.mainstreetfortpierce.org.

March 12, Wednesday: Art Walk at Art Bank — Art Mundo Open Studio, 5 p.m. to 8 p.m.; The Art Bank at 111 Orange Avenue; Artmundo.org; 766-0021; www.artmundo.org.

March 21, Tuesday: Coffee With the Mayor — 8 a.m.; Fort Pierce City Hall; hosted by Bill Causey; Ron White – A Little Unprofessional; Comedy Caravan presents: The Bill Causey – Far from Finished Tour.

March 23, Thursday: Fort Pierce River Walk Festival — 12:00 p.m. to 6:00 p.m.; Marina Square, Downtown Fort Pierce; 466-5474; www.marinabch.com.

March 28, Sunday: Classic Car Cruise-In — 12:00 p.m. to 6:00 p.m.; Marina Square, Downtown Fort Pierce; hosted by Brian Brown; Orchid Island Juice Co.; 940-1145.

Weekly Events:

Tuesdays: Weight Watchers Meetings — 5:30 p.m. at Anytime Fitness; 461-2348.

Wednesdays: Fort Pierce Green Market & Food Co-Op — 12:00 p.m. to 6:00 p.m.; Marina Square, Downtown Fort Pierce; contact Ashley Brown at 772-461-4640.

Thursdays: Fort Pierce Bike Night — 6:00 to 9:00 p.m.; 2nd Street in Fort Pierce.

Saturdays: The Jazz Market at the Sunrise Black Box Theatre — 7:30 to 10:00 p.m.

The Original Tiki Bar & Restaurant hosts the 6th Annual Hooked on Music Festival

What do music, arts and crafts, food, kids’ area, wild animals, cocktails, a VIP tent, and “free” have in common? They are all a part of the 6th Annual Hooked on Music Festival! It is Saturday, March 29th, from 2 p.m. to 11:15 p.m. in downtown Fort Pierce at the Marina and is organized by The Original Tiki Bar & Restaurant.

Tiki’s mission is to bring downtown Fort Pierce the biggest and best Hooked on Music Festival to date. It will be an all day, family-fun, free event. Two stages will encompass the Marina Square area with talented musicians performing non-stop during the festival. The following bands will provide an array of music throughout the festival: Out On Bass, Cerveza, Mokua Project, Tom Jackson, The People Upstairs, and Baidish. There will be a local cuisine and all arts and crafts section. A children’s area will include face painting, Home Depot workshop and other kid-friendly activities.

Also sign up to be a vendor by going to the website or contacting Tiki for a vendor agreement.

A portion of proceeds that are raised through food and drink sales will go to the local charity, the Fort Pierce Sunrise Kiwanis Club, for their work in giving back to the community and most importantly to local schools.

This year’s event promises to be the best to date. Mark your calendars and plan to join your friends in historical downtown Fort Pierce for the largest Hooked on Music Festival yet!
Presented by Above Average Entertainment & Main Street Fort Pierce
Saturday, March 22, 2014 – 10:00 a.m. to 10:00 p.m.

Above Average Entertainment and Main Street Fort Pierce, Inc. are excited to bring the Bev Smith Automotive Group’s “Taste of the Sea” & “Sandy Shoes” Seafood Festival together again for a day of great food, music and competitions. This event promises plenty of fresh seafood and family entertainment. It will be held on Saturday, March 22, from 10:00 a.m. until 10:00 p.m. at Veteran’s Memorial Park, 600 N. Indian River Drive in beautiful Downtown Fort Pierce. Admission is free.

This year’s Festival has a lot to offer the community. The seafood selection includes: lobster rolls, shrimp, crab cakes, clams, oysters, fish & chips and more. There will be nonstop live music on two stages. This year the festival will host an expanded Kids Zone, which will include the Avenger Pirate Ship for kids of all ages. As always there will be a variety of arts & crafts booths, as well as, non-profit and commercial vendors.

The Bev Smith Automotive Group is once again the Title Sponsor for the “Taste of the Sea & Sandy Shoes Seafood Festival.” Frank Gonzalez and the Bev Smith Automotive Group are excited to join forces with Main Street Fort Pierce and Above Average Entertainment to bring you this great event. Frank says “Great food, fun and entertainment will be on the agenda, so make certain that you mark your calendars for this exciting event. We also will have the entire line-up of Scions available for your viewing.”

The Bev Smith Automotive Group, which includes Bev Smith Toyota and Scion in Fort Pierce, Bev Smith Kia in Fort Pierce and Bev Smith Kia of Stuart have long enjoyed a good reputation of quality vehicles and excellent service on the Treasure Coast. With three award-winning locations and a staff of over 235 employees, you can expect red carpet treatment from the moment you enter any of their showrooms.

The Bev Smith Automotive Group, which includes Bev Smith Toyota and Scion in Fort Pierce, Bev Smith Kia in Fort Pierce and Bev Smith Kia of Stuart have long enjoyed a good reputation of quality vehicles and excellent service on the Treasure Coast. With three award-winning locations and a staff of over 235 employees, you can expect red carpet treatment from the moment you enter any of their showrooms. They have a 5-star hotel appearance, a friendly staff to greet you and nearby lounges to allow service customers to relax while waiting for their car to be serviced by experienced certified technicians. There are special amenities for those that like the comforts of home, such as a continental breakfast and complimentary refreshments throughout the day, big screen HD TVs, free WiFi and plush, comfortable chairs are for your convenience and pleasure. A shuttle service is also available Monday – Saturday. They also have a large fleet of vehicles at your disposal for rental at competitive rates. Orientation workshops, which include a catered dinner, are offered monthly for new owners which gives them a chance to learn more about their vehicle and to ask questions.

Bev Smith Toyota is located at 3350 South US Highway 1 and Bev Smith Kia is at 5655 South US Highway 1 in Fort Pierce and the newest location is Bev Smith Kia of Stuart at 3131 SE Federal Highway in Stuart. With over 60 years of serving the community Bev Smith Automotive Group looks forward to the future and being part of the 4th Annual Bev Smith Automotive Group Taste of the Sea and Sandy Shoes Festival!

Competitions

Back by popular demand to the festival are the Iron Chef Competition, the Chowder Cup Competition, the Citrus Squeeze Off, and the Little Miss/Mr. Taste of the Sea.

Iron Chef Competition

Seacoast National Bank is the sponsor of the 2014 Iron Chef Competition. Contributing sponsors include Nelson’s Family Farms and Pelican Seafood. Originated by a popular Food Network show, four local restaurants will compete for the right to be called the top restaurant in St. Lucie County for a year. Invited local chefs will be given the same ingredients and time to prepare memorable dishes for the judges. The Iron Chef Competition will begin at 11:00 a.m.

Continued on page 8…
Since 1926, Seacoast has been your bank, your neighbor and your friend. These unprecedented times have been challenging to say the least. There is probably not a single reader who was completely unaffected by the recent economic environment. Seacoast is no exception. But with the commitment of their talented associates and the support of the community, Seacoast National Bank stands before you today as one of the last community banks left, proud and strong. They are one of the largest publicly traded community banks headquartered in Florida. If you bank with Seacoast, they thank you for your business. If you don’t, they invite you to give them a try. They have money to lend at extremely competitive rates for your personal and business needs. For Seacoast, it’s not just business, it’s personal; because they live here, too. Please visit SeacoastNational.com or stop by one of their offices and say hello to a more human way to bank.

Chowder Cup Competition

The Chowder Cup Competition is sponsored by The Original Tiki Bar, Cobb’s Landing and Bluewater Beach Grill. This competition is open to restaurants, private and home chefs all competing for the title of Chowder Cup Champion. Join the fun and excitement as talented chefs compete for the glory of the Best Clam Chowder! More than just a culinary competition, the fun event has featured participants dressed as scuba divers, mermaids, and even as a Clam Fairy. The competition features First and Second place for Best Chowder and a People’s Choice Award. All awards and trophies are sponsored by Varsity Sport Shop located on Orange Avenue in Downtown Fort Pierce. Professional and visitors may pay $1 to $3 to sample the clammy concoctions. Get here early for your taste and vote for your favorite! For more information please contact Main Street Fort Pierce at 772-466-3880.

The Original Tiki Bar, Cobb’s Landing and the Bluewater Beach Grill is St. Lucie County’s dining trifecta. The Original Tiki Bar is located at the Fort Pierce City Marina in Historic Downtown Fort Pierce. The restaurant has been serving locals and tourists great food and drinks with a spectacular river view since 1998. The Tiki Bar is one of the most popular restaurants in town due to its relaxed atmosphere, live music, and of course wonderful food and beverages. Cobb’s Landing reflects the historical significance of the site, which used to be the loading pier for the early inhabitants in Fort Pierce. With a resort casual theme, Cobb’s Landing offers Angus Beef along with some of the...
best seafood on the East Coast, Cobb’s Landing also offers private banquet facilities overlooking the City Marina, Bluewater Beach Grill sports a surfing theme that goes hand in hand with the ambiance of Fort Pierce. Many long time Fort Pierce residents enjoy the sport and can be seen surfing at the Jetty.

Citrus Squeeze Off

Waste Management is the sponsor of this year’s Citrus Squeeze Off. The Citrus Squeeze Off is a tradition dating back to the beginning of Sandy Shoes Festivals. This is an exciting competition, and due to our citrus industry, brings some St. Lucie County history to the festival. Pat Alley will be on hand to emcee the competition along with the Pilot Club of Fort Pierce assisting as local businesses, schools, and community leaders squeeze grapefruits for the top prize — community bragging rights. The Squeeze Offset begins at 1:00 p.m. and FPUA will be back to defend their title.

The Waste Management team is excited about its partnership with the City of Fort Pierce. In the spring of 2013, the city began to dispose of solid waste at the Okeechobee Landfill and Waste Management opened a new transfer station on Selvitz Road. The transfer station currently processes an average of 200 tons per day from the city of Ft. Pierce.

Waste Management’s Squeeze-Off sponsorship highlights the Okeechobee Organics Recycling Facility at the Okeechobee Landfill and is the first comprehensive organics recycling center in South Florida. The eight-acre facility processes pre-consumer food waste from Publix stores — including produce, bakery and floral items — with yard waste to produce organic compost. Grapefruit peels discarded during the Squeeze-Off may end up as fertilizer for a Florida ranch later this year!

Little Miss Little Mr. Taste of the Sea

Kids grab your best pirate costume because the festival committee is currently accepting participants for its Lil’ Mister and Miss Taste of the Sea Contest. This super fun costume contest will start at 10:00 a.m. the day of the Seafood Festival and the theme this year is pirates.

Children from infants to age twelve are asked to use their imagination and dress the part. This is not a beauty contest. Kids will be judged on questions answered or pictures drawn, and dressing up is part of the fun. There will be three age groups and one overall winner; however, all of the participants will receive something for entering. There is no fee to enter the contest, so sign the kids up and be creative. This event is packed with family fun!

The deadline for entering is March 14, 2014 and the number of participants is limited. Interested parties should send in applications as soon as possible. Applications can be downloaded online at www.tasteofthesea2012.wix.com/seafoodfestival or by calling the Main Street office at 772-466-3880.

Ocean Chiropractic and Health Center

Ocean Chiropractic and Health Center is the sponsor of the Kids Zone. Kids will enjoy the Avenger Pirate Ship, the Fun Bus, a variety of games, activities, and a lawnmower train. All in Fun will have a 22’ high dual-lane slide and bounce house. The kids will enjoy a giant sand box, coloring wall, face painting, Macaroni Kid activity area and Blackbeard’s Pirate.

At Ocean Chiropractic and Health Center you will receive the best care through the use of modern chiropractic techniques and state-of-the-art technology including the latest in neurological relief treatments for the symptoms of fibromyalgia, MS, migraine headaches, the pain associated with failed surgeries, and much more. Ocean Chiropractic and Health Center also offers treatment for auto accidents, slip and falls, and workers’ compensation accidents. In addition, Ocean Chiropractic and Health Center also offers school, sport, employment, and DOT physicals as well as weight loss and weight management. Ask them how you can lose weight and stay healthy through their natural weight loss and fat burning system. Did you know that most health insurance covers chiropractic, massage therapy, and physical rehabilitation? Dr. Bradley Deiner, DC, Dr. Jennifer Carter, DC, and the staff at Ocean Chiropractic and Health Center has a genuine concern for your well-being and health! Call them today to schedule a free consultation for your chiropractic needs. Dr. Carter is now taking new patients. Schedule an appointment and receive a free posture and foot screening.

Ocean Chiropractic and Health Center can be reached at 772-460-9000 and they are located at 805 Virginia Avenue, Suite #10 in Fort Pierce.

Media Sponsors

St. Lucie News Tribune is a Main Street annual sponsor and has been the print media sponsor for Sandy Shoes since the festival returned in 2003. The St. Lucie News Tribune is almost as old as the city it serves, the Tribune’s origins date back to 1903 and have continued to serve the community to this day. The St. Lucie News Tribune has always been supportive of the community it serves and has been a strong supporter of Main Street Fort Pierce. Through sponsorship and editorial coverage the St. Lucie News Tribune continues to be a huge part of the history and a presence at the Sandy Shoes Festival.

St. Lucie News Tribune offers the latest news in St. Lucie County delivered daily to your door. You can find out the latest news in politics, sports, lifestyle, community events, government developments, and more. The St. Lucie News Tribune is full of features that are meaningful to St. Lucie County residents. The news is collected and written by St. Lucie residents and always offers the local perspective that St. Lucie residents can identify with. Find out everything you need to know about St. Lucie County in the St. Lucie News Tribune.

Clear Channel Media and Entertainments – WAVE 92.7 and OLDIES 103.7 is our radio sponsor.
Pirates to Invade the 4th Annual Bev Smith Automotive Group’s Taste of the Sea & Sandy Shoes Seafood Festival

Members of South Florida Pirates are jumping ship from the briny deep to share a treasure chest of smiles with kids and landlubbers of all ages at this year’s 4th Annual Bev Smith Automotive Group’s Taste of the Sea & Sandy Shoes Seafood Festival. The lot of buccaneers, wenches, ladies and seadogs decked in silks and feathered caps will make for a lively day of pirate fun and a treasure trove of smiles.

Also appearing this year will be Capt. Tiny and his ship the Avenger! The Avenger is a 36-foot tall Pirate Ship on wheels and is designed to delight a child’s imagination and bring out their inner pirate. Ideal for children 3 – 12 years old, the Avenger provides an authentic setting for exciting role-play adventures.

Tickets Available for the Inlet Grill & Beachfront Inn VIP Room

New to the Bev Smith Automotive Group’s Taste of the Sea & Sandy Shoes Seafood Festival this year is a special VIP room sponsored by Inlet Beach Grill & Beachfront Inn. Amenities with a VIP ticket include: entrance to the air-conditioned River Walk Center, restrooms, free food, drinks and music. The VIP room will be opened from noon until 8:00 p.m. and tickets are $25.

Tickets are available by calling the Main Street office at 772-466-3880 or are available at the Inlet Beach Grill &

Beachfront Inn at the Jetty Park in Fort Pierce or at the Platts/Backus House (Main Street office) at 122 A.E. Backus Avenue, Fort Pierce. VIP tickets are limited to 250 people so gather today and join us at the Bev Smith Automotive Group’s Taste of the Sea & Sandy Shoes Seafood Festival – The Ultimate Seafood Celebration.
Come Have a Ball at the Ball

The 9th Annual Treasure Coast Policeman’s Ball will be held on Saturday, March 8. This event honors one of Main Street’s most valuable partners. Tickets are $100 per person, which includes dinner, dancing and live entertainment. The Emcee will be Deputy Chief Greg Kirk and the Honorable Joe Negron, Florida Senate District 32, will be the Special Guest of this wonderful event. Included in the festivities will be an auction, a live band, and music by D. J. George Connelly.

All proceeds from the Treasure Coast Policeman’s Ball are donated to The Police Athletic League. The Police Athletic League, better known as P.A.L., is a nationally approved juvenile crime prevention program that provides youth wholesome alternatives by establishing a bond between police officers and at-risk youth. P.A.L.’s motto is “Filling Playgrounds Not Prisons” and the purpose of this non-profit corporation is to educate, mentor and provide recreational activities to reduce the number of youth who enter the Juvenile Justice System. For more information on P.A.L. visit us on the web at www.fortpiercepal.com.

If you wish to purchase tickets for the Treasure Coast Policeman’s Ball, please contact Master Officer Paul Pearson at 772-466-0606. Remember children are our future.

Economic Development: A Team Effort

by Linda Hudson, City of Fort Pierce Mayor

Economic development for the City of Fort Pierce is reawakening. There’s an economic development team that City Manager Robert Bradshaw has put to work, with staff leadership that includes Nick Mimms, Deputy City Manager, Linda Cox, City Clerk, Rebecca Groball, Planning Manager and Paul Thomas, Building Administrator. This team seeks out development possibilities and responds to development inquiries. The team also wants to spread economic development priorities throughout city staff so that all employees are getting the message: prosperity for Fort Pierce means we are, in fact, business-friendly.

The Fort Pierce Redevelopment Agency (FPRA) has created a Community Redevelopment Agency (CRA) advisory committee. This group is made up of citizens who reside or work in the FPRA area. The advisory group will take a look at FPRA properties and make recommendations as to their uses and/or potential for sale. They will also review the CRA master plan, as well as, research and review potential CRA development and make recommendations to the FPRA Board. The FPRA is also soliciting proposals for development of the former Causeway Trailer Park site.

Finally, the St. Lucie County Economic Development Council (EDC) has new staff leadership. Pete Tesch, formerly part of the economic development staff in Ocala, began his tenure in January by meetings with local leaders and revitalizing the EDC Board. His fresh approach to our Treasure Coast and St. Lucie County definitely brings new attention to our strengths. Fort Pierce considers Pete Tesch and the EDC a valuable and vocal ally in our economic development arena.
Meet the Bands Performing at the Bev Smith Automotive Group’s Taste of the Sea & Sandy Shoes Seafood Festival

by Sue Dannahower

A festival is not complete without great music and the Bev Smith Automotive Group’s Taste of the Sea & Sandy Shoes Seafood Festival has a variety of great bands scheduled to play. This year’s entertainment is bigger and better. It will feature two stages and ten local bands along with ice-cold beer from Main Stage sponsor, Budweiser.

Here is more about the Main Stage sponsor, Budweiser:

Our local Budweiser (AB-InBev) distributor, Southern Eagle Distributing will be celebrating 30 years of service, sales and community partnerships on April 1, 2014. Southern Eagle’s employees, retailers, community leaders and ultimately their customers have helped to cultivate, grow and preserve a local business that strives to be the best beverage distributor around.

Starting with a small warehouse and an office with 28 employees in 1984, Peter W. Busch has matured Southern Eagle into a well-oiled machine with 150 employees, extensive list of products including Corona brands, a fine selection of craft brews and non-alcoholic beverages and extremely satisfied retailers, as well as, community partners. Philip A. Busch, son to Peter, has been President of Southern Eagle for a little over a year now. His outlook on the next 30 years is precisely the same as his father’s; however, innovation and expansion are quite high on his priority list. “In order to give our customers the very best, we must stay competitive in every aspect of the industry,” says Philip. Southern Eagle Distributing — a true community leader.

BUDWEISER MAIN STAGE LINEUP

10:00 a.m. — Kick off the day on the Budweiser Main Stage located at the north side of the circular driveway in Veteran’s Memorial Park with the soothing sounds of the Fort Pierce Jazz & Blues Society. Saturday’s performance is directed by president, Don Bestor and the crowd is sure to enjoy the moody tempo of our favorite local jazz and blues group. The Fort Pierce Jazz & Blues Society is a nonprofit organization whose mission is to foster a greater awareness and love for jazz and blues by exposing these great American art forms to the community-at-large and to the schools. The Fort Pierce Jazz & Blues Society presents jazz and blues music to the public in a variety of ways, including, festivals, performances, free jam sessions, hands-on workshops, clinics, community education, and outreach initiatives. Their objectives are to foster greater awareness and enjoyment in the community for jazz and blues through education and performances, and to provide scholarships to deserving college-bound students who wish to further their knowledge and skill in the music field.

12:00 p.m. — The four-piece group, Cheyenne, performs rockin’ country, rockabilly, classic rock and classic country. For over twenty years Cheyenne has been, and continues to remain, one of the premier local Country and Western acts on the Treasure Coast. Cheyenne consistently provides accurate and tasteful delivery of a full range of Country and Western music that crosses decades of hits with a focus on more contemporary material.

3:00 p.m. — Tropical Soul takes the stage. Local industry legend Stevie Rose leads his “reggae masters” in generating rhythmic patterns and breezy reverberations.

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5:30 P.M. — Immerse yourself in the new wave, rock, and surf music of The Humdingers. This local band has performed many venues and is a popular band on the Treasure Coast. Their rendition of B52’s “Rock Lobster” is a crowd favorite.

7:30 P.M. — Sixteen-year-old country-pop singer, Jackie Steil, from Vero Beach sings her unique country-pop vocals and original songs. Her music has charmed audiences because they can relate to the stories in her lyrics and they can feel the heart and soul she puts into every guitar strum.

8:00 P.M. — DevilsCut will wrap up the seafood festival with their true country music. Hailing from South Florida, The DevilsCut delivers one of the most energetic shows around! Deep, harmonious vocals performed by Daniel Keith will leave ya’ wanting more. Daniel’s West Virginia roots help create an authentic, country sound in all of the songs performed. The show is glued together with one of the strongest rhythm sections in the area. Joe DeCosa never holds back on giving the audience a “wow” with his smooth guitar technique. The guitar sound is amplified with the thunderous bass tones by Dominic DeCosa. Creating one of the tightest and grooviest country sounds in the area.

5:30 P.M. — Kick back with the swampy sounds of One Lane Highway. This Southern rock quartet is a modern day rock n’ roll meshed with subtle reggae undertones.

8:00 P.M. — The McCOLLEY Brothers Proper Band finishes off the evening. The McCOLLEY Brothers Proper Band is a “Power Trio of Brothers” whose performances are packed with powerful originals and music they magically make their own. The genre is primarily classic and southern rock, however a little chicken pickin’ country and straight up Chicago style blues are incorporated.

BUDWEISER MAIN STAGE MUSIC SCHEDULE
10:00 a.m. Fort Pierce Jazz & Blues Society
12:00 p.m. The Cheyenne Band
2:30 p.m. Chowder Cup Winners Presented
3:00 p.m. Tropical Soul
5:30 p.m. Humdingers
7:30 p.m. Jackie Steil
8:00 p.m. DevilsCut

FRESH FROM FLORIDA STAGE
12:30 p.m. — Oddessey kicks off the music on the Fresh from Florida Stage. Oddessey is a collaboration of three musicians who celebrate the joy of making music. Based on the Treasure Coast, the band plays many different styles of music.

3:00 p.m. — Checkmate takes the stage. Checkmate is a seasoned group of professionals who love playing classic rock and roll, blues and 80s music. They have been rocking together for years; enjoying their fans and playing beautiful music.

5:30 P.M. — Kick back with the swampy sounds of One Lane Highway. This Southern rock quartet is a modern day rock n’ roll meshed with subtle reggae undertones.

8:00 P.M. — The McCOLLEY Brothers Proper Band finishes off the evening. The McCOLLEY Brothers Proper Band is a “Power Trio of Brothers” whose performances are packed with powerful originals and music they magically make
**Pop Rocks: Heroes, Icons and the Mundane**

*by Kathleen Fredrick*

A.E. Backus Museum, March 12 – May 2, 2014

Pop Art emerged in the mid-1950s in Britain and in the late 1950s in the United States. Pop Art's explosion of vibrant color and design presented a challenge to traditions of fine art by including imagery from popular culture such as advertising, news, comic books, film and mundane cultural objects. Pop Art and minimalism are considered to be art movements that preceded Post-Modern art. Some consider Pop Art as the earliest example of Post-Modern Art. Artists featured in the exhibition include Ronnie Cutrone, John CRASH Matos, Ceravolo and Shalene Valenzuela.

Ronnie Cutrone (born 1948) is a Pop Artist best known for his large-scale paintings of America's favorite cartoon characters, such as Felix the Cat, Pink Panther and Woody Woodpecker. Cutrone's paintings are colorful, lively, and highly accessible. He was Andy Warhol's assistant at "the Factory" from 1972 until 1980. Cutrone's paintings are held in the prestigious private and corporate collections as well as in the collections of numerous museums.

John CRASH Matos, was born in the New York in 1961. CRASH was spray-painting New York city trains at the early age of 13, creating fully developed images art as opposed to simply tagging trains. His graffiti art first attracted a following through his murals on subway cars and dilapidated buildings. In 1980, he began transitioning from train yards to galleries; he curated the groundbreaking "Graffiti Art Success for America" at Fashion MODA, launching the graffiti movement that has remained very active through today. CRASH's career took off and he saw instant popularity throughout Europe and America, and eventually Asia. CRASH has been part of numerous museum and gallery shows around the world focusing on Graffiti and Street Art, and has works in many permanent museum collections.

Ceravolo was born in New York. His paintings came to popular attention when he was commissioned to create six large-scale portraits for the lobby of The Palladium Theatre in New York City. He has been commissioned to paint portraits of such notables as Elton John, Jackson Brown, Linda Ronstadt, Rod Stewart, and Hugh Heffner. Ceravolo's work combines realistic renderings of iconic personalities and objects juxtaposed against a background of riotous color and abstraction.

Shalene Valenzuela was born in Missoula, Montana. Her ceramic sculptures reflect upon a variety of issues with a thoughtful, humorous, and ironic tone. Inspired by the potential of everyday objects, Valenzuela reproduces these objects with an array of techniques including hand painting and silk-screening imagery.

The A.E. Backus Museum is located at 500 N. Indian River Drive in Fort Pierce. For more information call 772-465-0630 or visit BackusMuseum.com. Hours are Wednesday to Saturday 10 a.m. to 4 p.m. and on Sundays from Noon to 4 p.m. The museum is closed Monday and Tuesday. Admission: $2.00. FREE: current members, students with ID, active duty military personnel and children under 10. FREE: the first Sunday of every month.
**Love, JAZZ Community: Jazz & Blues Come Marching In**

by Wendy Dwyer

Squeezing every drop of delicious music out of a note is what they do best at Fort Pierce Jazz & Blues Society, so it’s no small wonder that the nonprofit Fort Pierce Jazz & Blues Society is dancing in the streets and ready to announce its 2nd Annual Fort Pierce Jazz & Blues Festival. This seminal event is in addition to the often sold-out, weekly Jazz Jams at the Sunrise Theatre's Black Box Theatre and Jazz Jams at the Port St. Lucie Botanical Gardens and Tutto Fresco.

Society board members and President Don Bostor, Jr., have promised a full week of marvelous, mind-blowing jazz and blues performances, March 24 through March 28 in historic, quaint downtown Fort Pierce. The Jazz & Blues Festival is a series of five, free, mid-day concerts, Monday through Friday, March 24th through 28th, from 11 a.m. to 2 p.m. on the waterfront across from the Main Library in downtown Fort Pierce. These lunchtime showcases will present a vast array of unforgettable, world-class jazz and blues artists. Brown bag lunches and beverages will be available.

Before the Jazz & Blues Festival begins on Monday, March 24th, plan to stop by the Bev Smith Automotive Group’s Taste of the Sea & Sandy Shoes Seafood Festival on Saturday, March 22nd and listen to the Group’s Taste of the Sea & Sandy Shoes Seafood Festival. Lunches and beverages will be available.

The five-time winner of Best Jazz Artist at the Bay Area Music Awards, Phil promises to serve-up an appetizing afternoon of delicious music out of a note with Rockin’ Jake and that harmonica that brings New Orleans together with Jamaica and marries swampfunk, blues, zydeco, and even a little hint of rock and roll with some serious “Bad-mouth.” The five-time winner of OffBeat Magazine’s Best of the Beat Award, you won’t want to miss Rockin’ Jake’s debut during Jazz Week.

To finish off Jazz Week with a sizzle, the Society will be hosting a grand show on Friday, March 28th at the Black Box Theatre. This is a performance not to be missed! It is FDO – The Big Swingin’ Band Night, featuring the music of your life, dancing in the aisles, and Bob Sagnella on vocals and alto sax. It’s the perfect way to dance cheek-to-cheek and finish off a solid week of fabulous music, free concerts, and a chance to help ensure that the music never stops as the next generation of talented musicians will learn who will win this year’s coveted Fort Pierce Jazz & Blues Society scholarships.

The Fort Pierce Jazz & Blues Society’s mission is to present jazz and blues to the area by making these two American musical art forms available on a regular basis in order to foster greater appreciation and understanding. The Society hosts year-round live events, many of which are free to the public, maintains an active and free Master’s Class program for area schools and offers merit scholarships to qualified local high school seniors. The Society will also be hosting its 2nd Annual Summer Jazz Camp this summer.

For more information, contact the Jazz Hotline at 722-460-JAZZ (5299), or visit www.jazzsociety.org.

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**Love, JAZZ Community: Jazz & Blues Come Marching In**

by Wendy Dwyer

Squeezing every drop of delicious music out of a note is what they do best at Fort Pierce Jazz & Blues Society, so it’s no small wonder that the nonprofit Fort Pierce Jazz & Blues Society is dancing in the streets and ready to announce its 2nd Annual Fort Pierce Jazz & Blues Festival. This seminal event is in addition to the often sold-out, weekly Jazz Jams at the Sunrise Theatre's Black Box Theatre and Jazz Jams at the Port St. Lucie Botanical Gardens and Tutto Fresco.

Society board members and President Don Bostor, Jr., have promised a full week of marvelous, mind-blowing jazz and blues performances, March 24 through March 28 in historic, quaint downtown Fort Pierce. The Jazz & Blues Festival is a series of five, free, mid-day concerts, Monday through Friday, March 24th through 28th, from 11 a.m. to 2 p.m. on the waterfront across from the Main Library in downtown Fort Pierce. These lunchtime showcases will present a vast array of unforgettable, world-class jazz and blues artists. Brown bag lunches and beverages will be available.

Before the Jazz & Blues Festival begins on Monday, March 24th, plan to stop by the Bev Smith Automotive Group’s Taste of the Sea & Sandy Shoes Seafood Festival on Saturday, March 22nd and listen to the Group’s Taste of the Sea & Sandy Shoes Seafood Festival. Lunches and beverages will be available.

The five-time winner of Best Jazz Artist at the Bay Area Music Awards, Phil promises to serve-up an appetizing afternoon of delicious music out of a note with Rockin’ Jake and that harmonica that brings New Orleans together with Jamaica and marries swampfunk, blues, zydeco, and even a little hint of rock and roll with some serious “Bad-mouth.” The five-time winner of OffBeat Magazine’s Best of the Beat Award, you won’t want to miss Rockin’ Jake’s debut during Jazz Week.

To finish off Jazz Week with a sizzle, the Society will be hosting a grand show on Friday, March 28th at the Black Box Theatre. This is a performance not to be missed! It is FDO – The Big Swingin’ Band Night, featuring the music of your life, dancing in the aisles, and Bob Sagnella on vocals and alto sax. It’s the perfect way to dance cheek-to-cheek and finish off a solid week of fabulous music, free concerts, and a chance to help ensure that the music never stops as the next generation of talented musicians will learn who will win this year’s coveted Fort Pierce Jazz & Blues Society scholarships.

The Fort Pierce Jazz & Blues Society’s mission is to present jazz and blues to the area by making these two American musical art forms available on a regular basis in order to foster greater appreciation and understanding. The Society hosts year-round live events, many of which are free to the public, maintains an active and free Master’s Class program for area schools and offers merit scholarships to qualified local high school seniors. The Society will also be hosting its 2nd Annual Summer Jazz Camp this summer.

For more information, contact the Jazz Hotline at 722-460-JAZZ (5299), or visit www.jazzsociety.org.
Come and Enjoy the Best Florida Citrus and Juice at Al’s Family Farms

by Matt Hurley

Jeff Schorner, General Manager of Al’s Family Farms, remembers back in the 60s traveling with his dad, Al, from New Jersey to Orlando for winter vacations. Al’s family fell in love with Florida oranges and citrus. From Orlando they made their way to Vero. As history has it, Al’s new favorite fruit was Indian River Citrus, since it was much sweeter and juicier than the fruit grown in Orlando. Al began to write ads, bragging about his beloved “World Famous” Indian River Citrus and mailing them to folks up north. Orders began flowing in and with the help of another friend who owned a Fort Pierce packinghouse, Al’s Family Farms was born.

Today, Florida is recognized as the #1 producer of oranges, more than any other region of the world except Brazil. Florida has over 8,000 citrus growers cultivating more than 550,000 acres in our state. Annual revenues from citrus amount to more than 9 billion dollars in Florida. The Downtown Fort Pierce Farmers Market is proud to have one of Florida’s premier independent citrus growers, Al’s Family Farms, as a vendor at the market.

Al’s Family Farms is run by Al’s youngest son, Jeff Schorner, wife Sharon and sons Brad and Matt. In 2002, Jeff and Sharon purchased the Big Red Barn Packinghouse, an historical landmark in Fort Pierce, where they pack Indian River Citrus from November to June. It is here where they harvest, wash, wax and sort the citrus before packing the prettiest and best fruit into gift boxes for shipment throughout the US and Canada.

Many years ago, Mickey, one of Al’s Family Farms employees suggested they carry their citrus and fresh squeezed juice to the Downtown Fort Pierce Farmers Market. It was an immediate success! Customers couldn’t get enough of Al’s fresh fruit and they returned again and again to taste and purchase the delicious fruit and juice. Many customers first taste Al’s fruit and juice at the Downtown Fort Pierce Farmers Market then stop by the big Red Barn during the week to restock, take a tour and enjoy a casual lunch at the grill. They’ll often say “I heard about your tour or tasted your juice at the Downtown Fort Pierce Farmers Market.”

Today, Al’s looks forward to seeing friends both old and new each Saturday at the Downtown Fort Pierce Farmers Market. Some are first-timers and others come every week, but after their first taste of Al’s fruit and juice, they become friends for life! Come and enjoy the best Florida has to offer.

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There’s nothing quite like sipping on a pint of Al’s fresh squeezed O.J. on a sunny Saturday morning while browsing the market. You can also place an order to be shipped to family and friends up North.

During the citrus season, Al’s regularly donates bins of fresh fruit to Harvest Food and Outreach Center, as well as, to Save the Chimps — the world’s largest Chimpanzee Sanctuary in Fort Pierce. Believe it or not, those chimps down over 840 pounds of Al’s Family Farms citrus each week! Al’s looks forward to seeing friends both old and new each Saturday at the Downtown Fort Pierce Farmers Market. Some are first-timers and others come every week, but after their first taste of Al’s fruit and juice, they become friends for life! Come and enjoy the best Florida has to offer.

You can also visit Al’s Family Farms online at www.alsfamilyfarms.com.

In case you’re still struggling to find a word that rhymes with orange … there isn’t one.
For many years I have been telling people to increase their vegetable consumption — sometimes easier said than done. Unfortunately for most other than the occasional corn and iceberg lettuce Americans consume very few vegetables. I remember when I went to school, they considered French fries a vegetable. The new government guidelines recommend an average of three cups of vegetables a day depending on your age and sex. I think it should be more, preferably 6 cups a day.

I also think we need to focus more on the quality of the vegetable and how it is being prepared. You should try to consume local or organic produce. Raw or lightly steamed is best.

The benefits to eating more raw produce are endless. Let’s start with the mere fact that vegetables have an ability to produce an alkaline environment. Most all other food with the exception of some fruits is acidifying. Stress, sugar, medications and processed food are disastrously acid. We need to eat raw vegetable to get our bodies in balance. When we do not live a balanced lifestyle, which includes fresh vegetables, rest, and exercise, our bodies become acidic and the blood will have to compensate and rob alkaline minerals from other parts of the bodies like our bones. The standard American diet is already deficient in minerals so the body will start becoming weak.

Consuming more vegetables also gives our digestive system the fiber it needs to move toxins out of our bodies through our bowels. The list of vitamins, minerals, and antioxidants are extremely high in vegetables. They also have a high water content, which is needed for all bodily functions. Most people exist in a dehydrated state not realizing how much better they would feel if they consumed more water.

Vegetables also help us feel full. I try to consume my veggies first so I eat less of the unhealthy processed or cooked foods. As the obesity epidemic is increasing, vegetables can help people feel that they can eat without fear of gaining more weight.

Thankfully all these new fancy blender commercials (my favorite is the Nutri Bullet) are showing us convenient and affordable ways to get more nutrition into our day. It is very easy to eat more vegetables. We have an amazing variety to satisfy any palate. If you are a veggie newbie start slow, even one tablespoon a day is better than none. If you need to mask the veggie taste with sweet fruits do so but keep in mind that you should try each week to cut back on the sugar (even if it’s from fruit). If I serve a sauce to my kids I always blend some organic kale and mix it in. Also the dark organic greens are so healthy you can feel a difference in your health with just a ¼ cup a day.

Please give your taste buds a chance to appreciate delicious, colorful and nutritious veggies again!
The Bureau of Seafood and Aquaculture marketing has one unified goal — to help Florida’s commercial fishing industry by marketing Florida seafood and aquaculture products. This is accomplished in a variety of ways thru many programs and partnerships — all which service industry, local communities and consumers.

The Bureau services the commercial seafood industry in many ways. Some key elements include fishery trade leads and participation in multiple trade shows and events. We partner with SUSTA (Southern United States Trade Association) for trade missions to promote the export of Florida seafood products. The Bureau hosts a pavilion at the International Boston Seafood Show each March. An important objective we have is to get a “pulse of the industry” to learn about market condition and trends. Weekly polling is done for various species to find out how fishing conditions are changing, thus understanding the day to day activities of the commercial fisherman for that particular species.

Another aspect on the industry side includes support for wholesale, retail, restaurants and supermarkets which sell and serve Florida seafood products. Programs include retail incentive programs which encourage grocery stores and seafood specialty stores to buy and advertise Florida seafood. Promotional point-of-sale items are provided free of charge to seafood restaurants and retail markets throughout the state.

The Bureau provides support to local communities throughout the state. We provide various recipe brochures and promotional items as well as monetary support for local seafood festivals in Florida. Our website: www.freshfromflorida.com also hosts information on the history of small fishing villages and keeps the stories alive of how the commercial fishing industry began in Florida.

Consumers are encouraged to learn the “Fresh from Florida” message thru a variety of media outlets including television, radio, print and billboards. Social media elements such as Facebook and The Fresh from Florida blog keep the public aware of the abundance of Florida species that are available in the marketplace.

Recipe Corner
from www.FreshFromFlorida.com

**Mango Sweet and Sour Rock Shrimp**

- 2 pounds rock shrimp, peeled
- 1/2 cup catsup
- 1/2 cup orange marmalade
- 3 tablespoons red wine vinegar
- 1 tablespoon soy sauce
- 1 tablespoon lemon juice
- 2 teaspoons Dijon mustard
- 1 teaspoon prepared horseradish
- 1/4 teaspoon curry powder
- 1 cup mango, diced

Add shrimp to boiling water and cook for 2 minutes; drain well and set aside.

Combine remaining ingredients in a saucepan; heat until bubbling.

Stir in cooked shrimp and serve.

**Rock Shrimp Cheese Dreams**

- 1 pound cooked rock shrimp, peeled, deveined and chopped
- 4 3-oz. packages herb seasoned cream cheese, softened
- 1/2 cup chopped pecans
- 1 cup black olives, chopped
- 1 tablespoon lime juice

Coarsely chop rock shrimp. In a medium bowl, combine remaining ingredients except crackers. Gently stir in shrimp and mix well. Serve on assorted crackers or party rye.

Add shrimp to boiling water and cook for 2 minutes; drain well and set aside.

Combine remaining ingredients in a saucepan; heat until bubbling.

Stir in cooked shrimp and serve.
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Performing Their Hits: How to Save Your Life, Rocky Mountain Rain, and No Guitars Ever Me
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March 1

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