“Thanks to everyone who has been a part of this fantastic organization for the past 25 years! Your support is the foundation of every success achieved on behalf of our community.”

—Beth Williams
Main Street Fort Pierce President
Happy 25th Anniversary Main Street Fort Pierce! For our members and supporters who have been part of the effort from day one, I’m sure it’s hard to believe that May signals MSFP’s 25th year of serving the community. Time flies and so has the progress that this organization has been such an integral part of for the last quarter century.

It really hit home with me on a beautiful Saturday evening last month when my husband and I enjoyed an evening downtown. As we drove south on 2nd Street from Seaway Drive we slowed for all of the people heading into the Sailfish Brewery’s grand opening. The place was packed and it was so encouraging to see that kind of turn-out a week after “season” was officially over.

We had Sunrise Theatre tickets to see Martin Short (who was hysterical by the way) and we wanted to grab a bite before the show. We’ve enjoyed most of the great restaurants in the historic district and decided to visit 2nd Street Bistro this time. The place was bustling at 6:30 p.m. but they were well staffed and we enjoyed a variety of great food from their unique menu with excellent service. We agreed this new spot is a wonderful addition to the many fantastic restaurants downtown.

In this edition of Focus we’ve highlighted some of MSFP’s efforts that have preserved our past and enriched our future. It’s a great story of community partnerships, individual commitment, and a true love of our historic district that translated into the kind of hard work and dedication required to turn a city’s future around.

Thanks to everyone who has been a part of this fantastic organization for the past 25 years! Your support is the foundation of every success achieved on behalf of our community. If you are not a member, I hope you’ll join today! Just complete the membership form provided in the Focus, or give us a call. We’d love to welcome you to the team!
May 3, Friday: Friday Feeds — Music & Entertainment by Category 5; 5:30 p.m. to 8:00 p.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org.

May 4, Saturday: T. rex Art, Treasures in the Town — Fort Pierce; Orchid Island Juice Company

May 5, National Teacher’s Day

May 6, Saturday: 2nd Annual Treasure Coast BBQ Championship, scheduled for Friday, May 10th starting at 4:30 p.m. and Saturday, May 11th from 11:00 a.m. until 7:00 p.m. at Veterans Park/Riverwalk Center, 600 N. Indian River Drive. Last year, more than 5,000 people enjoyed the festivities of which all proceeds benefited the Humane Society of St. Lucie County.

New this year is the Iron Chef Competition, a unique and exciting competition that will be held on Friday, May 10th. Teams will be provided with a box of food items, from which they are expected to prepare a full meal, including an appetizer, entrée and dessert, in just two hours. The first teams will be competing from 2 to 4 p.m. and judged at 4:15 p.m., while the final competition will be from 5 to 7 p.m., with judging at 7:15 p.m. Local celebrities are still being sought to judge this delectable contest!

There is still time to sign up for Friday evening’s Best Dessert Contest. Attendees are sure to enjoy tasty BBQ chicken, pork, ribs and brisket on Saturday. The public is invited to enter their own BBQ team in the “Backyard Division” and compete for thousands in prize money. All are eligible to vote for their favorite BBQ for the People’s Choice Award the day of the event. There will be plenty of live music, cold beer and fun for the whole family!

There are plenty of other ways to become involved in the Treasure Coast BBQ Championship. Sponsorships are still available, as are opportunities to become a food vendor or an arts and crafts vendor.

To download team and Iron Judge applications, along with sponsorship forms, visit www.hslc.org.

For more information, contact Co-Chairs Annette Miller at (772) 696-2095 or Carroll Frischkorn at (772) 332-7267. Come out, and come hungry!

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

Calendar

Downtown Fort Pierce

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Main Street Managers Tom Kindred and Doris Tillman
by Pam Gillette

The job descriptions of a Main Street manager are too many to list and it takes a special person to hold that position. Main Street Fort Pierce has been lucky to have two special people who have worked hard to make Main Street Fort Pierce what it is today—a multiple-award-winning program that has lasted 25 years.

In 1988, Tom Kindred was appointed the first manager for Main Street Fort Pierce. In his own words, here is what Tom has to say about his time with Main Street:

"My unofficial career in downtown redevelopment began as a junior in high school when I was hired by Mr. Rubin to work the Holiday Season at Rubin's Department Store. Over the next four holiday seasons at Rubin's, I remember looking out over what was then the Downtown Mall, thinking about all of the things I would do if only I had the opportunity.

"My official downtown career began when I was hired as the first Main Street Fort Pierce manager in March of 1988. I faced some tough competition during the interview process; one applicant composed an original song about Main Street, which she performed during her interview. In the end I became the luckiest person around and was given the opportunity to play a role in the redevelopment of historic downtown Fort Pierce.

"As manager I implemented the Main Street four-point approach to downtown development: Organization, Design, Promotion and Economic Restructuring. Under the design element, I implemented a streetscape program, façade improvement grant program and was educated to the proper use and application of black jack roof repair tax. I also learned how to remove black jack from my hands and clothes.

"Under the promotional element I created a number of events including Friday Fest. I will always remember the inaugural Friday Fest. The streets were cleaned, the twinkle lights were hung in the new beautiful Drake Elms, the stage was set and the key was tapped. The bad news — the band did not show; the good news — only my family, the Minton family and the Main Street BOD attended. The next morning I was approached by a downtown merchant, who pointed out, "That Friday Fest thing you did last night really sucked." In true entrepreneurial style I had failed early and fast. Friday Fest went on to become an important event for downtown, the Main Street program and the community.

"Under economic restructuring I was charged with creating business, foot traffic, revenues, and creating a reason to come downtown. I took a tour of the closed Sunrise Theatre building with Sonny Koblegard. As a kid I had only known the Sunrise as a movie theater. During this tour I was introduced to the facility’s full potential. I now had an economic redevelopment idea for downtown. But how to start? When the tour ended Sonny locked the door and handed me the key. His response to my puzzled expression was "Maybe you should hang on to the key for a while." Sonny was a common sense visionary, who saw the true value of the Sunrise Theatre and recognized I was enthusiastic enough to try and reopen it.

"It was during these primarily years of theater restoration that Greg Rosslow and David Cleveland taught me bathroom fixture repair, drywall mudding, plumbing, how to remove 60-year-old varnish from the floor and proper hardwood floor refinishing techniques. I would not change one thing about my years at Main Street. I will forever be indebted to the original Main Street BOD for giving me the opportunity to serve my community and to Doris Tillman and staff, who picked up where I left off, to create what is now, one of the most successful Main Street programs in the county.

"In August 1991, Doris Tillman took over the reins as second Main Street manager from Tom Kindred and has been the manager of Main Street Fort Pierce to this day. When Doris Tillman saw a photo of Tom Kindred in the Tribune announcing his appointment as Main Street manager, she thought to herself, "that would be a great job." At the time she was working for Treasure Coast Television and volunteering for the Treasure Coast Gator Club. She met Tom at a Gator Club meeting and started volunteering for Main Street Fort Pierce. After a while she was invited to be on the Board of Main Street.

"Doris was excited about becoming a board member, but on the day of the first meeting she got lost and never made the meeting. On the second meeting, Doris arrived and was asked to apply for the Main Street manager’s position that was being vacated by Tom to pursue other business opportunities. At first Doris was unsure what the Main Street program was all about. With the help of Tom, they went to quarterly Main Street and grant meetings and soon Doris knew this was her dream job. In June 2003, Doris became a Certified Main Street Manager.

"Timing is always the key to most successes and Doris believes that the City of Fort Pierce, the businesses, and the community were ready for Main Street. Under the guidance of Main Street, city leaders, volunteers and planners came together to form the first City Master Plan and efforts from all began to revitalize the City of Fort Pierce.

"Main Street is my life," says Doris. "I am very comfortable here and grateful for every opportunity being a Main Street manager has given me. I have had the chance to be part of saving historic buildings such as Historic City Hall, the Sunrise Theatre and the Platts/Backus House. I have worked with many people to open new businesses downtown and many projects to bring people into downtown Fort Pierce."

"But one thing Doris says over and over is that Main Street Fort Pierce would not be what it is today without the countless volunteers, sponsors, friends, and board members who have supported the program and the community. Doris’ strengths are fund raising and bringing people together to solve problems. During her 22 years as manager she has met good, caring people who were willing to give of their time and money to help the community. These efforts have paid off with the completion of the Sunrise Theatre in 2006, Main Street winning the Great American Main Street Award in 2011 and the successes we see every day in the City of Fort Pierce.

"Thank you Tom Kindred and Doris Tillman for your combined efforts in the revitalization of downtown Fort Pierce and your commitment to the Main Street program!"
Preserving the Past...Enriching the Future for 25 Years
by Beth Williams

The city of Fort Pierce, one of the oldest communities on the east coast of Florida, was incorporated in 1901 and has grown from a core of 300 pioneers to over 45,000 in population today. From a thriving country seat in the early 20s, the downtown district began to feel the effects of urban sprawl, big box retailers, and an economic slump in the late 70s and early 80s. Retail shops began to move out of the district, the famed Sunrise Theatre closed in 1983, and the opening of an indoor mall near the interstate cast a dark shadow over the future of the once booming downtown.

In 1987 a contingent of business and city leaders attended a Main Street conference and began the process of applying for Main Street status. They believed this move would focus efforts on downtown and revitalize the historic district. With the approval and launch of Main Street Fort Pierce in 1988, the work began in earnest.

MSFP volunteers, business owners, and city officials began the task of repairing and refurbishing the facades of decades-old buildings, in most cases restoring them to their original 1920s details. Then new streetscapes with brick pavers, planters, and roundabouts were installed, including nearly a mile of public walkways along the riverfront.

In 1995 the first community planning charrette, hosted by Main Street Fort Pierce, had an amazing 300 citizens turn out to provide input during a torrential thunderstorm. Downtown leaders credit this charrette and the resulting master plan with the beginning of the true revitalization effort. Based on the plan, city officials began adopting new codes, zoning and other ordinances that helped protect current assets and set the stage for future preservation. As improvements were being made, MSFP partnered with the city to conduct its first marketing study. The resulting marketing package was implemented and within six months, 60 new businesses had been recruited to the downtown area. Based on these initial efforts, there is now a coherent, well-articulated, long-term marketing plan for the district as well as surrounding neighborhoods.

Pushing forward with the original community charrette in 1995 was the most influential act for this organization. That original plan is now the city’s master plan for the district and affects the entire city. Creating the foundation that led to needed ordinance and zoning changes, commitments for a downtown library, streetscaping, and a renewed enthusiasm by business owners to add a coat of paint or completely rehabilitate their building is our greatest achievement.

Creating an excitement for being downtown through innovative events and attractive venues for those events is the second greatest accomplishment. Our Friday Fest brings families, singles, young and old, to our district’s waterfront every month. Through the efforts of MSFP there are several events each month that draw a throng of customers to the district who love being in downtown Fort Pierce.

Finally, our hands-on leadership with funding and renovation of historic buildings like the Sunrise Theatre, Platts Backus House, Historic City Hall, the Manatee Education & Observation Center and others is the legacy old-timers and newcomers alike will enjoy for decades to come.

In 2011 MSFP was awarded the prestigious Great American Main Street Award by the National Trust for Historic Preservation. We are one of the most respected Main Street organizations in the country with others seeking advice on how to achieve the type of success our organization has on behalf of our community.

As we enter our 25th year of service to our beautiful historic district, we hope you will join us in celebrating the many accomplishments that we share in making downtown Fort Pierce a great place to live, work, and play!
Main Street’s Dedicated Marketing & Events Coordinator – Pam Gillette
by Joanne Blandford

Main Street Fort Pierce is an amazing organization. Most of the general public has no idea what this organization has, for the past 25 years, accomplished for downtown Fort Pierce. It is a behind-the-scenes, powerful group that initiates positive change in the original business hub of this community. Of course, an organization is nothing without the people that operate within it. What is even more remarkable about MSFP is that it has and continues to accomplish its goals with only two to three full-time employees and scores of volunteers. Currently there are two employees: the Manager, Doris Tillman, and the woman that keeps everything running smoothly, Marketing & Events Coordinator, Pam Gillette.

Pam’s relationship with MSFP began when she and her husband, Gary, volunteered for the City’s Centennial event, which Main Street helped organize. Pam’s potential for organizing events did not go unnoticed and she was soon asked to join the volunteer Main Street board. She again stepped up to serve as secretary on the board. When Main Street had a hard time finding people to help clean up after Friday Fest, Gary and Pam took it upon themselves to solve this problem by finding volunteers to break down the event each month. Pam’s dedication to MSFP made her the obvious choice when a full-time job opening became available in December 2005.

Pam started working for Main Street right after the organization purchased the Platts/Backus house. Main Street was transitioning from the restoration and reopening of the Sunrise Theatre to the restoration of the Platts/Backus house for use as their office and as a community gathering space. Main Street oversaw the restoration and construction of several downtown buildings, manages rental space in the Historic City Hall building, operates over 26 public events, recruits and helps new businesses, and promotes the downtown area. Over the years these projects resulted in tons of paperwork that had accumulated. One of her first tasks at Main Street was to organize the office to run more efficiently. Pam’s attention to detail is legendary. She neatly maintains every bit of information needed for whichever of the multiple projects she currently is working on.

Another one of Pam’s strengths is her ability to relate personally to each and every person that she deals with in her job. She creates a special atmosphere with each event and is a great hostess by making sure that every patron is taken care of and is having a good time. “She is very good at making everyone feel so special. She goes out of her way to do everything she can whether you are a vendor or an attendee,” states Main Street Manager, Doris Tillman. “Her hospitality factor made the recent Plein Air event what it is. The artists all say that they love the event because they are treated so special.”

The folks that work for Main Street never stop thinking about the job. It becomes a part of them and is not a job you can just leave at the office. However, when Pam does get a break she enjoys spending time with family, especially her beautiful grandchildren. Most of her family can usually be found helping out at every Main Street event. Doris says, “Pam and her husband, Gary, are two of the hardest working people I know. Their commitment, along with other members of their family such as, Frances, Pam’s mother; Gregg, Gary’s twin brother and cousins is to make everything Main Street does an extravaganz. All of our events have been brought to new levels by their attention to detail and perseverance. Pam has great qualities and strengths that I lack and it rounds us into a great team.”
Gene Sereg Retires from Main Street Board of Directors After 24 Years of Service

by Pam Gillette

How do you say goodbye to someone that has been part of an organization almost as long as the organization has been in existence? That is a hard question to answer, but one that Main Street Fort Pierce is faced with after the May Friday Fest. Eugene Sereg is retiring from the Main Street Fort Pierce Board of Directors. His vacancy from the board he helped shape creates a large hole for the organization.

Gene Sereg has been with Main Street Fort Pierce since the summer of 1989. At that time Gene was a police officer with the Fort Pierce Police Department. He was a beat cop that patrolled downtown Fort Pierce with a police golf cart. “I wanted downtown to be a special place, a safe place, where any law-abiding citizen could walk and shop. I thought if I could see what Main Street was doing, I could do a better job patrolling downtown making it a better place to be, so I joined,” said Gene.

Well, today downtown Fort Pierce has become that special place that Gene Sereg dreamed of and it is in part because of Gene. Gene has been on the Main Street Board for 24 years. During those years, Gene has put his mark on three events that are signatures of the Main Street organization: Friday Fest, Ghosts of Fort Pierce Past and the Sights and Sounds on Second Christmas Festival and Parade.

Gene was there for the first Friday Fest. He remembers that there were 32 people, a keg of beer, popcorn sold by the dime store and Willie’s Hotdogs. Today Friday Fest draws on average 3,000 to 5,000 people and has over 50 vendors — boasting the longest running street party on the Treasure Coast. Gene was the person who came up with the idea for the tokens at Friday Fest and has put his life on hold to be at almost every Friday Fest over the last 24 years. He is a key player in all decisions that are made and assists with the management of the event. He will be clearly missed by everyone at Friday Fest, especially me.

The Ghost of Fort Pierce Past was started eight years ago and Gene has been the soldier of Fort Pierce every year. Gene is part of a Civil War 75th OV1 enactors group and over the last few years has brought his friends of this group to our event. The soldiers at the gazebo are now one of the highlights of the walking tour with the soldiers and the shooting of the cannon. Gene has told Main Street he will continue to volunteer his part in the ghost tour and Main Street is happy he has agreed to keep participating.

Gene’s signature and favorite event is the Ghost of Fort Pierce Past which was started eight years ago and Gene has been the soldier of Fort Pierce every year. Gene is part of a Civil War 75th OV1 enactors group and over the last few years has brought his friends of this group to our event. The soldiers at the gazebo are now one of the highlights of the walking tour with the soldiers and the shooting of the cannon. Gene has told Main Street he will continue to volunteer his part in the ghost tour and Main Street is happy he has agreed to keep participating.

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Become A Member

It Takes All of Us to Make Our Historic Downtown Prosper and Grow!

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 businesses, renovate the Sunrise Theatre, Old City Hall and the Floto Bocca House, sponsor charrettes to design a downtown “Master Plan,” and the Main Street Observation and Education Center is now open and ready to serve.

Main Street Fort Pierce sponsors over 20 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 rejuvenate 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.
• Local business owners keep profits in town and support other local businesses and community projects.
• A vibrant downtown creates a feeling of “town 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 Focus On-Line.

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 $25.

Main Street Membership Levels

Benefactor Levels
Patron Sponsor ($500)

Community Levels
Main Street Friend Membership ($25)
Main Street Family Membership ($500)

Corporate Levels
Main Street Small Business Membership (1-10 employees) ($100)
Main Street Medium Business Membership (11-50 employees) ($250)
Main Street Large Business Membership (51 or more employees) ($500)

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: _____________________________

Many volunteer opportunities are available. Main Street Fort Pierce puts on over 30 events every year. For more information or to sign up please contact Volunteer Coordinator, Sue Dannahower at SueDannahower@Bellsouth.net or (772) 618-0155.
The 6th Annual Souvenirs of Downtown Plein Air Paint-Out was held on April 17th, 18th and 19th, in Historic Downtown Fort Pierce. A portion of the proceeds generated at the event were generously donated to the restoration and preservation of the Platts/Backus House.

“Thanks!” to Waste Management Inc., the Arts & Cultural Alliance of St. Lucie County, and to all the artists, participants, planners and patrons.
Sailfish Brewing Company Opens in Historic Edgartown Hill House

by Pam Gillette

Sitting at the entrance of historic Edgartown at 407 N. 2nd Street is the Hill House. The home of the late Harry E. Hill has been in Fort Pierce since 1904. Harry Hill was a beekeeper by trade and an amateur photographer who combined his two talents in the Bee Keeper magazine. After the Bee Keeper stopped printing, he focused full time on his photography and the Florida Photographic Concern. He took photos of everything from bees to nature, buildings and city officials, but was best known for his unique eye for the ordinary citizen and their lives.

Harry E. Hill died in 1937 and left the house and business to his son Lowell. Throughout the years, many families have lived in the house and remnants of the pass have been found and taken to the Historical Museum to be organized and saved. In 2008 the house was set to be demolished when Sunny Gates and the Historic Preservation Board stepped in to save the 104-year-old building. In August of 2009, builder Charlie Hayek and artist Philip Steele purchased the buildings and renovations began to restore the Hill House to its rightful place in historic Edgartown.

After major renovations to the building, the Hill House was opened on Saturday, April 6, 2013, as the Sailfish Brewing Company. The grand opening was extremely successful and they are looking forward to being part of the local community.

The Sailfish Brewing Company was started by 3 friends in a garage and is the only local commercial brewery on the Treasure Coast. The Sailfish Brewing Company is considered a brewpub, which is a tasting room that brews beer on the premises. You can stop by the brewery to learn about beer and sample the local creations, similar to a winery and wine tastings.

The Sailfish Brewing Company's motto is to make the best local beer possible. The interior of the venue reflects the name and the owners’ love of fishing, while works of local artist Colleen Nash Becht hang on the walls. The feel is a local hangout where everyone knows your name and the patio is a nice place to enjoy the outdoors, along with your beverage of choice.

“I hope this will be a place for everyone, from fishermen to surfers to just anyone who likes beer,” said co-owner Dave BuShea. “Right now we’re just focusing on making good beer. We know it’s hard to get people to leave something they’re used to — like Bud Light — but we want to expose them to good, different beer brewed right here on the Treasure Coast.”

The brewery will create many different types and styles of beer. Their goal is to provide different local tastes for everyone’s different palettes. Here is a description of the local beers served at the brewery:

Sunrise City IPA: Like the rising sun — bright and warm — this India pale ale goes down smoothly with the help of orange blossom honey and whole Florida oranges. Brewed with all Centennial hops and dry hopped with Cascade, we believe this sunrise will make your sunrise truly special. Availability: year-round. Style: India pale ale. ABV: 6.5%.

Tag & Release Amber: American pale, crystal, and a healthy dose of rye malts make this brew a complex but super drinkable ale. Enjoy after the catch-and-release of one of those majestic billfish we have all over our labels. Availability: year-round. Style: Amber ale. ABV: 5.5%.

Hammer Down: When you need to jump-start the night or skip beers #1 and #2 and jump right into number #3 (aka, ‘Drop the Hammer’) take this sail for a ride. This Abbey Style Tripel is big, bad and super drinkable weighing in at 10.5% ABV with golden color. With three times the Pilner Malts this secret-killer will go down smooth and get you to the finish-line first. Availability: year-round. Style: Belgian Tripel. ABV: 10.5%.

Pelagic Pale Ale: Twenty miles out, away from the lights and noise of our cities, there’s a spot where the bite is always steady and the roll of the tide is always smooth. We call it our “secret spot.” This spot is the inspiration for Pelagic Pale, a session pale that is always smooth. Take a pint of this one to your “secret spot,” wherever that spot may be. Availability: seasonal. Style: American pale ale. ABV: 5.5%.

The Sailfish Brewing Company is located at 407 N. 2nd Street in Historic Edgartown. The hours of operation are Wednesday through Friday, 4 p.m. to 11 p.m. and Saturday, 12 p.m. to 11 p.m. Local live bands will be on hand to provide entertainment on Friday and Saturday. Stop by and sample beers then stick around and enjoy a pint or two. The Brewpub is 21 and over only, and please drink responsibly!
Hidden Causes of Pain
by Joanne Augusto, Owner, Nutrition World

It may sound simple but it really is tough. Our bodies will do amazing things if we stop putting bad thoughts and food in and instead give it love, understanding and lots of fresh food that man hasn’t messed up!
If your body has the time and tools to get rid of your past mistakes, and by absorbing nutrients it can begin the healing process. The process can be difficult at first due to the highly addictive nature of sugary foods.
Of course there are supplements that can help you on your path to wellness. Here are a few:
• Probiotics will restore your healthy bacteria.
• Enzymes are the catalyst for life (plus they makes the belly feel great).
• Whole food, raw multi are all the nutrients you need to build a healthy body.
Just take it one day at a time and always remember your entire body is connected.

Art Mundo — A Nonprofit That Serves Our Community
by Holly Theuns

Did you know that Art Mundo operates as a 501 (3)c non-profit? Art Mundo does not receive any city, state or county funding and depends solely on money raised to keep the doors open. Art Mundo’s gallery, classroom and office space at 111 Orange Ave, is rented from Eviva Florida Group, the owner of the building. The studios we share the building with are all independent businesses who also rent their space from the building owner. Art Mundo doesn’t gain any income from studio rentals — the galleries and studios are all just good neighbors.
Art Mundo has to raise all of the funds necessary to pay the rent, salaries and insurance; make improvements; and cover all of our yearly operating expenses. Occasionally we receive a grant — most recently from the Arts and Cultural Alliance of St. Lucie County for $500 which was used to upgrade gallery lighting in the third floor Loft Gallery.
Funds are raised in a variety of ways (figures are for 2012): Educa-
tion (33%); Membership and Donations (21%); Calendart Gala (19%); Fund Raising Events (15%); and Exhibit Income (12%).
Our mission statement and goals require that we provide a place for artists to exhibit their work and nurture artists in all stages of their development. We provide the community with annual, monthly and daily access to all kinds of art. There are a number of events which are underwritten by Art Mundo, meaning we assist in planning, provide the exhibit space, labels, promotion and refreshments for the reception. Therefore, though such events are offered at no charge to the exhibitors, there are still costs associated with hosting them. Annual events underwritten by Art Mundo include: Art Mundo Member Show; St. Lucie County High School Show; A Different View; Emerging Artist; monthly Art Walks on the second Wednesday of every month; and monthly themed shows open to all local artists to exhibit.
We collaborate with Main Street Fort Pierce, the Fort Pierce Jazz and Blues Society, the Backus Museum and the National Navy UDT-SEAL Museum as often as we can, and support local restaurants by dining there and encouraging visitors to do so as well. Every effort is made to participate in events and be an active and productive member of Historic Downtown Fort Pierce. If you’d like to support Art Mundo, or any of our local nonprofits, you can do things like become a member, attend fundraising events, take classes, volunteer or make a tax deductible donation. Non-profits operate under the guidelines of the Florida Sunshine Law and information on how they make and spend their money is public information. To see Art Mundo’s Annual Report for 2012 visit our website at www.artmundo.org. You can see a list of the current board members on the website. Ask them about Art Mundo — they will be happy to answer any of your questions.
Art Mundo is a center for creative expression located at 111 Orange Avenue in Historic Downtown Fort Pierce. The center is open Monday through Friday from 1 p.m. to 5 p.m. and Saturday from 10 a.m. to 1 p.m. Please visit our website www.artmundo.org to find out about upcoming shows, calls to artists, classes and special events. Our phone number is 772-766-0021.
The 2013 Iron Chef Competition was just one of the many events at the Bev Smith Taste of the Sea Food & Sandy’s Shoe Festival. Contestants included chefs from Lawnwood Regional Medical Center (catered by Sodexo Healthcare Services), Slow Foods of the Gold & Treasure Coasts, Freddie’s and Captain Jax Sandbar. Anthony Westbury, from the St. Lucie News was our master of ceremonies. Our esteemed judges included Terri Sloan-Bartz Retail Regional Manager for the Central Region of Seacoast National Bank, Ron Barnath, the Operations Director at Bev Smith Automotive Group and Dan Dannanower, Captain for United Airlines & Main Street Fort Pierce volunteer. Our secret ingredient donors were Pelican Seafood Company and Nelson’s Family Farms.

Winner, for the second year in a row, was Chef Ricardo Reyes, Executive Chef for Lawnwood Regional Medical Center. Chef Ricardo secured the coveted title of “Top Chef” by developing the secret ingredients (red snapper and sweet potatoes) into culinary delights. Chef is originally from Puerto Rico moving to Florida in 1997. Since Ricardo can remember, food has been his passion. His work experience includes Ramada Hotels, Westin Rio Mar Beach Resort and Hermes Creative Cuisine. Ricardo earned his bachelor’s degree from Johnson & Wales University in 2000. At the age of 24, he was promoted to Executive chef at the Sheraton Suites Plantation. He began his healthcare career with Sodexo in 2002 having worked as Executive chef for Preserve at Palm Aire, Aventura hospital and Lawnwood Regional Medical Center. Sous Chef and Retail Supervisor Christopher Zermeno was born and raised in South Florida. He has held numerous positions in the restaurant business from busboy to bartender, waiter to cook. Chris first began cooking at the age of 17 briefly at Norris’s Famous Place for Ribs. After he finished college, he began working at Sodexo in Lawnwood Regional Medical Center. Under the leadership and direction of his Director, Jackie Tinsley, and Executive Chef, Ricardo Reyes, Chris’s knowledge of the food service industry flourished. Chris gives all the credit to them for being able to assist in the second consecutive victory for Lawnwood Regional Medical Center.

Appetizer: Seared Snapper served over Sweet Potato Vegetable Slaw and Corn, Green Onions, & Cheddar Cheese Pancake.

Entrée: Potato Crusted Snapper served over Eggplant Vegetable Medley, Acorn Squash & Sweet Potato Pilaf (see snapper recipe below).

In second place, representing Slow Foods of the Gold and Treasure Coast, was personal Chef Rasheed Shihada. “I started cooking in the kitchen with my mother peeling shrimp and stirring pasta sauce. As an adolescent I was introduced to my first cookbook “The Joy of Cooking.” My mother showed me the book and suggested I cook dinner after doing my homework. From there I propelled myself into the world of culinary arts cultivating my passion for cuisine with a degree from the Florida Culinary Institute. After graduating I spent time traveling around Paris and other parts of Europe spending lots of time with family and friends in Italy and truly getting one of the most amazing culinary educations that one could hope for. I later took some time to go back to college and pursue a four-year degree. During that time my mother had begun a hobby as an olive oil vendor at the West Palm Beach green market selling the oils our family has been bringing back from Italy and using in our own home. Together we saw a hobby and passion grow into a real business and recently have won the Slow Food “Snail of Approval” two years in a row. I have been able to truly share my passion for fine food and healthy eating with folks in my hometown and I feel truly blessed to be in a position that most chefs only dream about.” Slow Food USA is part of a global movement, which believes everyone has the right to good, clean, and fair food. With over 250,000 supporters, 25,000 members and...
225 chapters nationwide, Slow Food USA advocates for food and farming policy that is good for the public, good for the planet, and good for farmers and workers.

Thank you to our 2013 Iron Chef Competition sponsors: Bev Smith Automotive Group, Seacoast National Bank, Pelican Seafood Company and Nelson’s Family Farms.

Downtown Farmers Market: Joey’s Home Bakery is Gluten Free

by Keith Lustig

This is one of those unusual times when “no” means “yes,” less is more, and baked goods are good for your diet. Joey’s Home Bakery specializes in goods that contain no gluten, no additives, no artificial coloring, no trans-fats, no high fructose sugar, no corn syrup, and no refined white sugar or flour. So you see, “no” means “yes” when it comes to these healthy yet sinfully good baked goods.

The word gluten is from Latin and means glue. It is a protein and binder found in flour processed from wheat and other grass related grains, such as rye and barley. Gluten can cause allergies; gluten sensitivity; and untreated, can result in Celiac Disease, an auto-immune disorder of the small intestine.

Celiac Disease was what happened to Victor twelve years ago. His wife Joey decided she wanted to help Victor with his gluten-free diet, as well as others out there. It became an immediate success! She now bakes only gluten-free products.

Food Network star Sandra Lee once said, “Sure, you can mix the flour, baking soda, salt, shortening, and the whole nine yards, but why wouldn’t you just pull out a box of Bisquick?” Well, Sandra, I am going to respond. Check it out — even Bisquick can now be purchased gluten-free. But better yet, just make it really easy, and buy from Joey’s Home Bakery.

Now you understand how “no” can mean “yes,” less can be more, and how great baked goods can be good for your diet! Stop by and see them. They really are a great addition to “a Saturday morning tradition.”
March is one of our windiest months and this year was no exception. The frontal systems kept rolling through from up north and with them came the windy conditions we’d seen during much of March and the first third of April. I’m sure a number of fishing excursions had been cut short or cancelled due to blustery conditions.

If you’ve been lucky enough to pick a day when the weather was nice, and there have been a few very pleasant days scattered between frontal passages, you likely found fish of one species or another willing to cooperate. Snook fishing around the bridges, turning basin, and jetties has been good with many reports of catches bigger than the legal limit. Trout and redfish have been abundant around the spoil islands and on the grass flats. Sheepshead and snappers can be found in numerous areas with rocky bottom, ledges or other structure.

Offshore has been tough due to the wind and resultant rough seas but there have been some reports of good grouper and snapper action on the reefs and ledges from 60 to 100 feet. Some dolphin, kingfish and cobia are being caught in the deeper water farther offshore for those who care to venture out in the recent very rough offshore swell.

We should be just about done with the windy conditions with the next few months offering some of Florida’s nicest weather with calm seas and glassy inshore waters. Hope you get a chance to get out on a nice day and “wet a line.”

Salmon Topped with Salsa

An elderly gentleman serving samples at Sam’s shared this recipe with me. I tried it the next evening for dinner. It was love at first bite! I had the leftovers for lunch the next day.

1½ pounds salmon, preferably skin off
1 lemon, sliced thin
1 tablespoon lemon pepper
1 tablespoon dill weed
2 cups fresh salsa (preferably Italian Rose*)

Preheat the oven to 350 degrees. Place lemon slices in the bottom of a glass 11 x 7 baking dish. Top with salmon filet. Sprinkle with 1 tablespoon of lemon pepper and dill weed. Top with 2 or more cups of salsa. Bake for 35 – 40 minutes. Serves 4.

*Purchased from Sam's Club.

Salmon is a popular and common fish in many cultures. A great source of protein, salmon contains high amounts of healthy omega-3 fatty acids. Although considered a fatty fish, salmon is not extremely high in calories. Half a fillet contains 185 calories. The American Heart Association recommends that you consume fish at least twice a week to ensure adequate omega-3 fatty acid intake.
Sunrise Theatre Membership offers many benefits!

Individual Memberships start at $50 and offer Advanced Notice of Shows and the opportunity to purchase tickets in advance of the General Public. And, beginning at $250, you can become a member of our exclusive, Sunrise Theatre Advantage Club (for Individuals & Businesses).

The Sunrise Theatre Advantage Club offers amazing benefits, such as:

- FREE tickets*
- Discounts on tickets
- Waived processing fees
- Meet and Greet some of our artists*
- Co-host a show*

And more!

For more information on the levels of membership

Call the Box Office at 772-461-4775 or visit www.SunriseAdvantageClub.com

Note: Complimentary tickets, Meet and Greets, and Co-Hosting are subject to availability and may be limited due to contractual arrangements with the artist(s).