Procession of the Species Parade

October 14 at Veterans Memorial Park

See page 6
In October, Main Street Fort Pierce hosts my favorite event, “Ghosts of Fort Pierce Past” Historic Walking Tours. This is a two-day event: Wednesday, October 25th (North & South Tours) and Thursday, October 26th (Edgartown & West Tours.) The tours continue to grow bigger and better every year. Last year we had a record crowd with over 1,000 people. We need volunteers to be actors/actresses and tour guides. Call today to make your reservation or to volunteer (772) 466-3880.

Other events in October include Friday Fest on Friday, October 6th, 5:30 to 9:00 pm on Melody Lane. Coffee With the Mayor will be held on Friday, October 20th at 8:00 am at the Fort Pierce Yacht Club located at 700 North Indian River Drive. Main Street Fort Pierce holds over 30 events each year. These events help us to renovate and refurbish historic buildings like the Sunrise Theatre, Historic City Hall, and the Platts/Backus House. Main Street Fort Pierce is committed to preserving the past, enriching the future, and making our community the best place possible to live, work, and play!

Remember to shop and dine locally! ✪
October 6, Friday: FRIDAY FEST — 5:30 to 9:00 p.m. at Marina Square & Melody Lane Live music by River Dawgs; Public Power Week — FPPU utility truck display; Market Manager, 940-1145.

October 7, Saturday: DANCING WITH OUR PALS — 6 to 9 p.m.; 10 Local stars team up with pro dancers to support Fort Pierce Police Athletic League; Sunrise Theatre, 117 S 2nd Street.

October 7, Saturday: SAILFISH ZOMBIE MILE — check-in at 5:30 p.m.; Sailfish Brewing Company; tickets $35 for zombies and $45 for runners.; 120 N. 2nd Street; 577-4382; Facebook.com/Sailfish Brewing Company, Inc.


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Procession of the Species Parade Promises Creative Costumes & Plenty of Fun

Forget about your worries and your ‘to do’ list for a moment and take a journey with me into the surreal. We’re walking along the Indian River Lagoon on our way to the Science Fest, when out of nowhere comes a 12-foot-tall Sandhill Crane. The Crane is dancing to the music of a dozen large woodpeckers and a swarm of bees. We pinch ourselves, and wipe the sleep from our eyes, knowing we’d awake from this dream, but it’s still there! “Alright then,” you say, “let’s join in the parade.”

It’s true. You can be part of a magical, musical Procession of the Species Parade on October 14th during the Indian River Lagoon Science Festival in beautiful downtown Fort Pierce. St. Lucie County’s Environmental Resources Department, Visit St. Lucie, and the A.E. Backus Museum & Gallery have teamed up to bring this artistic celebration of our planet’s biodiversity to town, incorporating music, dance and theatrics into a lively, colorful and joyous parade of individuals and groups masquerading as their favorite plant, animal or nature theme.

Families, school groups, musicians, scout troops, clubs, governmental agencies and local businesses are all encouraged to get involved to make this a magical community event. There are no limits to who can participate; it’s designed for everyone as a way to bring the community together to celebrate our natural and human diversity.

Area artists are already at work creating their costumes and giving advice to others every Saturday at the Oxbow Eco-Center. It’s not too late to join in and create even simple masks, hats or costumes. Music and rhythm are especially needed to “rock” this parade. And remember to “keep it green”® by creating your costume or float using repurposed and recycled materials.

It’s free to join the parade, however, registration is required. Participants are also asked to bring two non-perishable food items for St. Lucie County’s Treasure Coast Food Bank food drive.

The Procession of the Species Parade will take place on October 14th at 1:00 p.m. as part of the Indian River Lagoon Science Festival at Veterans Memorial Park. For details visit StLucieProcession.com or contact Wren Underwood at underwoodw@stlucieco.org or (772) 785-5833.

St. Lucie County Historical Society - Celebrating Our 42nd Year
Residential, Commercial and Yacht Design - 1500 sq. ft. Accessories Showroom

Main Street Golf Tournament Results

On behalf of all of us at Main Street Fort Pierce, we would like to thank our sponsors and players who supported the 9th Annual Main Street Golf Tournament held at Gator Trace Golf & Country Club on Saturday, September 23rd. Here are the results of the tournament:

1st Place
Team FPUA Blue: Gary Gillette, Paul Jakubczak, Sid Jerger & Keith Stephens

2nd Place
Team Waste Management: Tony Bishop, Jeff Sabin, Carson Storey, & Cody Storey

3rd Place
Team Fort Pierce Central: Joe Cappeletti, Mike Bordner, Luca Bradley, & Erik Wile

Putting Contest
Pam Gillette
Women
Longest Drive: Kimberly Clarizio
Closest to the Pin: Theresa Zollo

Men
Longest Drive: Dwayne Cushman
Closest to the Pin: Mike Bordner

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A Special Thank You
Fire Equipment Services
Gator Trace Golf & Country Club
Main Street Board of Directors • Main Street Volunteers
2nd Street Bistro • Sunrise Theatre
Sandi Paws Pet & People Walk-A-Thon
Marina Square in Downtown Fort Pierce
Come out to Celebrate & Honor our Armed Forces, Fire Fighters & Law Enforcement Officers, and to remember our 9/11 Patriots
30+ Vendors
A portion of the proceeds benefits Military Kids & the Adopt-A-Pet Programs
For more information or participation call 772-971-0001 or 772-595-1888
Saturday, October 28th
3pm – 7pm
Marina Square in Downtown Fort Pierce
Come out to Celebrate & Honor our Armed Forces, Fire Fighters & Law Enforcement Officers, and to remember our 9/11 Patriots
A portion of the proceeds benefits Military Kids & the Adopt-A-Pet Programs
For more information or participation call 772-971-0001 or 772-595-1888

NEW DATE
4th ANNUAL
Sandi Paws Pet & People Walk-A-Thon
Pet Parade
Saturday, October 28th
3 pm – 7 pm
Marina Square in Downtown Fort Pierce
Come out to Celebrate & Honor our Armed Forces, Fire Fighters & Law Enforcement Officers, and to remember our 9/11 Patriots
A portion of the proceeds benefits Military Kids & the Adopt-A-Pet Programs
For more information or participation call 772-971-0001 or 772-595-1888
Downtown Fort Pierce Farmers’ Market Committed to Our Community

by Brenda Gibbons

As the Downtown Fort Pierce Farmers’ Market enters its 21st season, its mission remains steadfast: provide healthy, fresh foods and horticultural products to St. Lucie County and the surrounding areas, and encourage commerce, entertainment and trade in Downtown Fort Pierce.

According to Farmers Market Coalition, farmers’ markets like the Downtown Fort Pierce Farmers’ Market preserve America’s rural livelihoods and farmland, stimulate local economies, increase access to fresh and nutritious food, support healthy communities, and promote sustainability. By providing a venue for the sale of produce or products grown or produced locally, the Downtown Fort Pierce Farmers’ Market is preserving America’s rural livelihoods and farmlands. And, like other farmers’ markets, it provides one of very few low-barrier entry points for new farmers, allowing them to start small as they learn and test the market.

The Downtown Fort Pierce Farmers’ Market also stimulates the local economy. In general, farmers’ markets return more than three times as much of their revenue to the local economies than chain competitors. This revenue helps generate jobs and boosts economic activity.

Increased access to fresh, nutritious food is another advantage of farmers’ markets nationwide. Shoppers at the Downtown Fort Pierce Farmers’ Market are able to buy directly from local farmers. Studies across the nation have shown that both conventional and organic produce are less expensive at farmers’ markets than at supermarkets by an average of 17% to 22%.

The Downtown Fort Pierce Farmers’ Market provides a healthy food environment where farmers and neighbors can come together to educate each other about nutrition, cooking and farming. According to Farmers Market Coalition, farmers’ markets foster interaction among people of different race, class, age and lifestyle. One of the greatest benefits of the Downtown Fort Pierce Farmers’ Market to the community is that it brings people together and promotes health and happiness.

Local farmers interested in selling sustainably produced food may take advantage of the business opportunity provided by the Downtown Fort Pierce Farmers’ Market to test new products. Locally- or regionally-produced goods travel an average of 27 times less distance than conventionally sourced produce. Many of these farmers use integrated pest management practices and most incorporate soil health practices into their operations. Most farmers at the Downtown Fort Pierce Farmers’ Market discuss farming practices with their customers, educating them about farming and its interactions with the natural environment.

The tremendous diversity in the foods and farm products at the Downtown Fort Pierce Farmers’ Market is evident each Saturday morning. Let your taste buds lead you as you partake in this positive, substantial and sustainable event Saturday mornings from 8:00 until noon, rain or shine at Marina Square on the downtown Fort Pierce waterfront.

It’s a Saturday morning tradition! ❖

Educational Seminar Program
Fort Pierce Yacht Club

10 MAIN STREET FOCUS OCTOBER 2017

Upcoming Fort Pierce Yacht Club Events

The Fort Pierce Yacht Club held its third in a series of educational seminars open to the community on September 21st, featuring Rivers Coalition as their guest speaker. Rivers Coalition is an advocacy organization started in 1998 working on behalf of the St. Lucie River, St. Lucie Estuary, and Indian River Lagoon to stop the adverse environmental and economic effects from the discharges from Lake Okeechobee. The talk focused on the history of the discharge policies and explored several alternative solutions to discharges reaching our waterway. After the presentation, Fort Pierce Yacht Club presented Rivers Coalition with a donation to assist with their ongoing efforts.

Fort Pierce Yacht Club kicked off their 2017 educational series on March 23rd with a presentation by Jim Oppenborn, St. Lucie County Coastal Resources Supervisor, who spoke on oyster restoration projects in the county. This program preceded Oyster Fest, of which Fort Pierce Yacht Club is a sponsor, held the first weekend in April on the waterfront in downtown Fort Pierce; participants at the seminar were treated to a sampling of the oysters to be served at the festival.

The second program sponsored by the Yacht Club was a boating navigation course held on June 10, offered in conjunction with US Power Squadron of St. Lucie. Future scheduled programs are:

Vero Beach Power Squadron will present a present a boating safety course at the Fort Pierce Yacht Club on October 7th from 9 am to 4:30 p.m. (visit their website below for registration information).

On November 2nd, April Price will present a talk on the artificial reef program on the Treasure Coast.

Partners in Command, a St. Lucie Power Squadron discussion-based course, will focus on steps to be taken when you find yourself the only one in command of a boat in danger or with an injured partner unable to assist or critically wounded. This course will be given in two 4-hour segments, January 6 and 7, 2018. It seems that the messages gained from this course may be useful on and off the water.

New to the Club’s community activities program for 2018, the Fort Pierce Yacht Club, in conjunction with Fort Pierce Fishing Club, will host a Poker Run in April. This charity event will be open to the whole of the Fort Pierce residential and business community, with opportunities as a boating participant and/or as host docks. Further information will be forthcoming.

Fort Pierce Yacht Club has been promoting community-wide safe boating activities since their inception in 1980, and is a founding sponsor of Treasure Coast Youth Sailing Foundation which teaches children to sail. Fort Pierce Yacht Club also participates in many community events which promote environmentally safe and clean waterways, including as an anchor site for the annual Waterway Cleanup, and holds monthly sailboat races open to all community participants. For further information on their upcoming community programs, visit them on Facebook and at www.fortpierceyachtclub.com.

Fort Pierce Yacht Club is located at 700 North Indian River Dr., Fort Pierce, which is also the home of the monthly Coffee with the Mayor gatherings. ❖
BlueBird Productions has been working diligently to prepare for the upcoming season to bring you the best in Jazz & Blues entertainment and have an exciting menu planned that will satisfy even the most discerning musical tastes. We are also happy to announce our continued partnership with the team at the Sunrise Theatre where we will once again present outstanding acts in the Black Box venue. This season the menu will consist of some of the very best Blues artists on the scene today. Some you are probably familiar with and others you may not but as our slogan states, “If it’s a BlueBird Productions, it’s got to be good,” we are adhering to this and we are sure these artists will delight you!

Our season kicks off on November 17, with Kara Grainger & Skyla Burrell Blues Band. With sultry mesmerizing vocals, engaging songwriting talent, and fiery slide guitar work, Kara Grainger boasts an impressive set of skills. This Australian singer, songwriter and guitarist may evoke comparisons to Bonnie Raitt, but she bears a style all her own, a relentlessly seductive, distinctively modern take on roots, blues and soul music.

The Skyla Burrell Band is a full time, hardworking traveling blues band, known for their high-energy electric blues. Onstage and on record, they play 100% original material — blues band, known for their high-energy electric blues.

Since the 2014 release of his Alligator Records debut, Don't Call No Ambulance, Selwyn Birchwood's meteoric rise from playing small Florida clubs to headlining international festival stages is nothing short of phenomenal, as he continues to set the contemporary blues world on fire. The album received the Blues Music Award and Living Blues Critics' Award for Best Debut Album of 2014, and he won the 2015 Blues Blast Rising Star Award. Selwyn and his band have crisscrossed the U.S. and Europe repeatedly, delivering unforgettable live performances. With his new album, Pick Your Poison, Birchwood, along with his band — saxophonist Regi Olivier, bassist Huff Wright and drummer Courtney "Big Love" Girlie — takes a major step forward, crafting visionary blues for a new generation of forward-looking fans. Selwyn Birchwood will perform on January 20, 2018.

Toronto Cannon's unofficial launch from local hero to national star took place on June 13, 2015 at the world-renowned Chicago Blues Festival, where he performed as a festival headliner for the massive crowd. After announcing that he had just signed with Alligator Records, he delivered a riveting set, instantly earning tens of thousands of new fans. Of the performance, The Chicago Tribune said, “Cannon made the most of his opportunity as a festival headliner to win over a new audience.” Toronto Cannon will perform on February 23, 2018.

Critics and fans have called CeCe Teneal "a musical force to be reckoned with," and her achievements in the industry over the past decade are certainly testament to that view. A country girl blessed with a powerful voice that is filled with soul and resonance, CeCe began as a cover artist and is now planning to captivate the globe by performing her own original music that aligns with a blues/soul/funk soundtrack. Born in Osteen, just outside of Orlando, Florida, CeCe never envisioned herself as a performer. At first keeping her talent within the walls of her home, CeCe quickly felt something bigger beginning to emerge. God had a different plan from what she had first imagined, and after singing at venues throughout her region, her career skyrocketed when she was selected as the lead singer for B.B. King's Blues Club in Orlando in 2007. CeCe succeeded in transforming B.B. King's into the most frequented live music venue in Orlando, and in 2011 she released her debut blues album, Train from Osteen, performing to sold-out crowds and eventually being dubbed the “Voice of Neo-Blues”. CeCe Teneal will perform on March 17, 2018.

Florida legend, Joey Gilmore provides a highlight at Blues Festivals and night clubs all over the world as one of the best soul-blues and R&B singers in the business. Joey Gilmore has shared the stage with such greats as James Brown, Etta James, Bobby Bland, Little Milton, Johnny Taylor and numerous others. In January, 2006, Joey Gilmore won one of the most distinguished and internationally coveted awards in all of Blues. The IBC, Joey Gilmore outscored all artists worldwide while showcasing his amazing talent at a blues industry event, making him the best unsung artist on the planet. In 2008, Joey Gilmore was awarded the Bluesway award for Best Song, Blues All Over You. In 2015, Joey Gilmore was honored with Latin World Talent Lifetime Achievement Award. He continues to soar in the music industry. Joey Gilmore will perform on April 6, 2018.

So, as you can see, we have some heavy hitting Blues performers lined up to perform for you this season. For ticket information visit www.sunrisetheatre.com or call the box office at (772) 461-4775. ❖
Art Connection Teen Art Competition

You may have known it as The Woodcarver’s Den on 2nd Street, but the newly formed Art Connection is now an art co-op located in the Arcade Building at 101 N. US 1, Suite 124, and they’re starting off the new venture by reaching out to all St. Lucie County artistic teens.

With the craziness caused by Hurricane Irma, some may not have noticed the opening of the co-op store on September 1st. Approximately 30 local artists show and sell a wonderfully diverse array of fine art and craftsmanship within their walls and you’ll find four working studios for the core members as well.

Judith Suit and Larry Burchard are the woodworkers. She’s often at work on one of her carvings during store hours. Cheryl Ferrari and Joe Young are primarily artists of tropical subjects in oil or acrylic on canvas. Maureen Peterman paints on a variety of surfaces, her specialty being the antics of a tuxedo cat, and does fabric art. Visitors can watch the artists at work and browse through the store to find unique gifts and original art for themselves.

One of the wall spaces in the co-op has been donated by Whiting Studios to use for community outreach from September through December. Artists Robert and Susan Bayard Whiting are winter residents of the Treasure Coast and wanted to have their space used for something significant until they return in January. Together with Cheryl Ferrari, they created an art competition for St. Lucie County teens ages 13 to 18 who are artistically talented. This competition will give the young artists an opportunity to have their art shown in a retail gallery setting, get exposure, and start a following for their work. It could also inspire some to pursue a career in one of the many branches of art.

All the rules for the competition can be found on the website artconnectionfp.com under the Events tab. Students do not have to be taking art classes to participate but if they are, art teachers throughout the county have already been informed and enlisted to encourage and assist students to submit their art for consideration. There will be People’s Choice Awards, Judge’s Choice Awards, and valuable prizes given to the winners. Questions about the competition can be answered by stopping in at the store or contacting Cheryl Ferrari at artconnectionfp@gmail.com.

Support our local teens by viewing and voting for your favorite art pieces. Visit during any of the open hours or during ArtWalk from 5 to 8 p.m. on Wednesday, October 11th. And if you’ve never been to the beautiful and historic Arcade Building, what better reason could you have to visit now? Closed Sunday and Monday. Open Tuesday – Thursday, 10 a.m. to 4 p.m., Friday 10 a.m. to 6 p.m., and Saturday 8 a.m. to 3 p.m.
History Brought to Life During Main Street Fort Pierce’s 12th Annual Ghosts of Fort Pierce Past Walking Tour

by Joanne Blandford

On October 25th and 26th, historical figures from Fort Pierce’s past will tell their stories all throughout the downtown area. This annual living history tour is a fun way to learn about the people that settled in this area before the conveniences of air conditioning, mosquito control, and modern transportation. Since there are so many interesting stories to tell, there are four different Ghosts of Fort Pierce Past walking tours. Each tour is approximately 1 hour in length, has 10 stops, and waiting at each stop is an actor portraying a person that has lived here in the past.

The Ghost of Fort Pierce Past tours are a fundraiser for Main Street Fort Pierce. Each tour is $5 per person and no charge for children under 5. This is a very popular event that sells out each year so reservations are required. Participants need to arrive 15 minutes before their scheduled tour and wear comfortable walking shoes. The first tours leave at 5:30 p.m. with additional tours leaving every 15 minutes until 7:30 p.m. For more information or to make a reservation please call Main Street Fort Pierce at 466-3880.

The South Tour
Wednesday, October 25th
Starts from the City Hall Plaza
Between the new parking garage and the City Hall building.
This tour winds its way east along Orange Avenue and then south along 2nd Street. Stops include the old blacksmith shop, a former speakeasy and a saloon, the first hotel of Fort Pierce, during World War II, the first newspaper offices, the courthouse property, the Sunrise Theatre and more.

The North Tour
Wednesday, October 25th
Starts from the City Hall Plaza
Between the new parking garage and the City Hall building.
Includes a stop at Fee’s Hardware and Mortuary where the bodies of the notorious Ashley Gang members were put on display. This tour includes a military history of the area complete with a demonstration of cannon firing. Other stops include early pioneer, Annie Hogg; play writer and novelist, Zora Neale Hurston; railroad tycoon, Henry Flagler; the tragic love story of Mr. & Mrs. Sweet, and more.

The Edgartown Tour
Thursday, October 26th
Starts from Main Street Fort Pierce office at 122 A.E. Backus Avenue
This tour features Lucinda Lagow, the wife of Edgartown founder, Alford Lagow. She shares the gossip of the early settlers and life as it was in the 1890s. Guests will encounter a rugged old fisherman mending his nets reminiscing about his life on the river. The coral and yellow houses sit side-by-side, boasting ghostly souls who rap on windows and slam doors. Meet Mr. Hill, the official photographer for Henry Flagler and Mrs. McCarty, grandmother of Dan McCarty, whose beloved husband was gunned down in the streets over a land deal.

The West Tour
Thursday, October 26th
Starts from the Historic Arcade Building
At the Northwest corner of US1 and Orange Avenue.
This tour features the wife of the 1st Mayor of Fort Pierce, Mrs. Dittmar, along with a shopper or two describing the Arcade building in its heyday. Other stops include: a former Sandy Shoes festival parade attendee, stories about the churches along Orange Avenue, a former postmaster, and more.
Fernandina Beach Main Street Named Florida Main Street Program of the Month for August

Secretary of State Ken Detzner that Fernandina Beach Main Street has been designated the Florida Main Street Community of the Month for August 2017. Communities are selected based on their participation in the Florida Main Street program. Fernandina Beach was designated as a Florida Main Street community in 2015, and has already garnered $3,304,358 in private rehabilitation funds and $1,071,784 in new private/public construction.

"Fernandina Beach is a vibrant town that is working to build its future on its remarkable past," said Secretary Detzner. "Fernandina Beach downtown has a rich history and its waterfront location radiates Southern charm, making it an enticing and fun destination for locals and visitors. Fernandina Beach Main Street is well on its way to seeing much success in the future."

Fernandina Beach holds several festivals each year that draw visitors from around the world. The Fernandina Shrimp Festival, held the first weekend in May, draws as many as 100,000 tourists to the town to enjoy local seafood, beer and beaches. The Amelia Island Concours d’Elegance brings classic automobiles and enthusiasts from around the world and the Petanque America Open is held on the waterfront each year. Along with these international events, a series of free local concerts and events including Sounds on Centre are held between April and October for visitors and residents to enjoy. Together, these events keep locals and tourists busy all year long.

For more information on Fernandina Beach Main Street, please visit FernandinaMainstreet.com or Facebook.com/FernandinaMainStreet. For information on the Florida Main Street program, visit FloridaMainStreet.com and like us on Facebook at Facebook.com/FloridaMainStreet.

Check Out These Books at the Downtown Kilmer Branch of the St. Lucie County Library!

Hurricane season is busy this year. One of Florida’s most ferocious hurricanes occurred in September, 1935. This category 5-storm blasted its way across the middle of the Florida Keys and obliterated almost every obstacle it came across including a rescue train full of people that was many hours too late. Two perspectives of this devastating natural disaster are found in the following books:


Last Train to Paradise: Henry Flager and the Spectacular Rise and Fall of the Railroad that Crossed an Ocean, by Les Standiford.

For more information visit the library section of www.stlucieco.gov or call 772-462-1615.
Love, JAZZ Community: MHIP!

by Don Bestor

Membership has its privilege (MHIP) is our message this month at Fort Pierce Jazz and Blues Society. As we gear up and begin another wonderful season of live music and performance opportunities throughout St. Lucie County, we also want to remind folks that you don’t have to be a musician or vocalist to love and appreciate music or to become a member of this dynamic and active organization.

For just $50 a year ($75 for the whole family), you can help support and show your appreciation for an original American art form. That same membership fee will help bring jazz into schools throughout the Treasure Coast at no cost to them, assist in helping talented young musicians through scholarship and one-to-one instruction programs, and provide you an opportunity to hear fantastic, professional jazz and blues every single week, right in your own backyard.

If that’s not enough to make you rush to join now, one little-known fact about Fort Pierce Jazz and Blues Society is how tremendously helpful and supportive the organization is of local charities and organizations in the community. It’s never a surprise to see volunteers from Fort Pierce Jazz and Blues Society providing music for charitable events and activities throughout the area as a way of giving back and providing collaborative support. It’s not mandatory — it’s just something our members do because, like you, they believe in supporting our community.

And we could use your support, too. To help us keep our weekly, live performances going, won’t you consider either becoming a member yourself, with your family, or giving membership as a gift to a music lover you know? Your membership cost is tax-deductible, and if you’re sharing membership as a gift, we’ll provide a lovely, gift presentation to the recipient to save you additional work. You can knock out a whole bunch of your holiday gifting before Halloween just by visiting us at www.jazzsociety.org, or calling Fort Pierce Jazz and Blues Society’s Jazz Shack on the River at (772) 460-JAZZ (5299).

Speaking of Halloween, just a quick reminder that this year will be extra special as we host a Halloween Ghouls Night Out Party at the Sunrise Theatre Black Box complete with costumes and fun decorations. You’ll want to come just to see who’s providing the entertainment on stage on that spooky Tuesday evening from 7 to 10 p.m. Rumor has it the evening will be filled with laughter and ghoulishly good surprises, along with the scary characters who make up FDO, the 17-piece big band that always gets the crowd dancing, so scare up a dance partner and come Trick or Treat at the Black Box this Halloween. It will be a howling good way to start our weekly Jazz Jams for the 2017-2018 season. Better yet, if you’d like advance notice and special discount ticket prices for all of our performances, including the Halloween Ghouls Night Out, the upcoming fall edition of our wonderful Waterside Blues Concert, and the first word about this year’s Ring-a-Ding-Ding Holiday Fling with some Big Band Swing party, visit www.jazzsociety.org and fill out your membership form right now.

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Oct 2017
Main Street Focus

Night Out Party at the Sunrise Theatre Black Box complete with costumes and fun decorations. You’ll want to come just to see who’s providing the entertainment on stage on that spooky Tuesday evening from 7 to 10 p.m. Rumor has it the evening will be filled with laughter and ghoulishly good surprises, along with the scary characters who make up FDO, the 17-piece big band that always gets the crowd dancing, so scare up a dance partner and come Trick or Treat at the Black Box this Halloween. It will be a howling good way to start our weekly Jazz Jams for the 2017-2018 season. Better yet, if you’d like advance notice and special discount ticket prices for all of our performances, including the Halloween Ghouls Night Out, the upcoming fall edition of our wonderful Waterside Blues Concert, and the first word about this year’s Ring-a-Ding-Ding Holiday Fling with some Big Band Swing party, visit www.jazzsociety.org and fill out your membership form right now.
Small Business Solutions: 10 Things Savvy Online Marketers Do To Get Web Traffic

by Anita Campbell, Guest Blogger, www.sba.gov

Today there are 1.2 billion websites — or one website for every seven people in the world! That’s a lot of competition. If you want to get traffic to your website, you’re going to have to take the right steps. Take a look at the following 10 things savvy online marketers do to get web traffic.

Improve Website Speed
Sites that load painfully slow will cause visitors to bounce away. Slow loading sites can be penalized by search engines, too. Tip: Use one of the free testing tools to test your site’s speed. Google offers one, but there are others including Webpage Test and Pingdom. Use test data and insights to identify improvements, and then talk with your website developer.

Attach a Blog to Your Website
Having a blog gives you a place to add content to your website — content that attracts traffic. According to Hubspot, businesses with blogs tend to get 3 to 4 times the traffic as those without. Tip: Keep blog content relevant — write original engaging and informative content. Then encourage people to click on other content in your site. The more relevant content a visitor sees, the more likely he or she will visit again.

Use Proper Keywords
Keywords are search phrases that visitors use to find web pages. Choose keywords as specific as possible to your type of business, product, service or industry. That way you’ll attract visitors that are really interested in what you have to offer. Tip: Don’t go overboard. For example, don’t share the same blog post ten times a day on Twitter — that’s spamming not sharing. And don’t forget to be a good social media citizen by commenting on and liking others’ updates and sharing their content.

Seek Guest Blogging Opportunities
Write original engaging and informative content. Then approach sites in your industry and request to publish it. Tip: Approach guest blog posts as an opportunity to provide information to readers, not as a free ad. You’ll have more credibility.

Publish an Email Newsletter
Regular newsletters can be a great way to drive traffic. Include blog post snippets in your newsletter along with links back to full content on your site. Tip: Put a “subscribe” box on just about every page of your website. Also, when your newsletter comes out each month, alert your social media followers to encourage them to subscribe.

Participate in Social Groups
Become an active member of groups on sites like LinkedIn and Facebook. Regularly comment or answer questions. Tip: Know the rules before you post links back to your site or blog. Some groups do not allow links.

Use a Call-To-Action on Posts
A call-to-action can be used at the end of blog posts to encourage people to click on other content in your site. Tip: Don’t let the headline of your content be an afterthought. Titles of blog posts, videos and social updates are so important that I actually created my own title generator tool.

Pump Up Your Local Listings
If you operate a business with a brick and mortar location, then being listed in local directories is crucial. Bing Places for Business, Google My Business, Apple Maps, yellow pages sites, and Facebook Places / local are just some of the places to make sure your business appears. Tip: Check to see if you’re listed using free checkers at places like AdviceLocal, Synup or Moz Local. Finally, remember that getting web traffic is a marathon, not a sprint. Be in it for the long haul.

About the Author: Anita Campbell, Guest Blogger. My name is Anita Campbell. I run online communities and information websites reaching over 6 million small business owners, stakeholders and entrepreneurs annually, including Small Business Trends, a daily publication about small business issues, and BizSugar.com, a small business social media site.

Frozen Grapes
Frozen grapes make the best “ice cubes” for white wine. Pop a few frozen seedless green grapes in your glass and you’ll cool off the wine without watering it down and maintain the flavor of the wine. And, you get a sweet snack at the end of your glass.

Frozen grapes are also perfect for a late-night snack. They must melt in your mouth a bit before you can safely bite into them without risking brain freeze, giving you a healthy alternative to satisfy your hunger.
St. Andrew’s Episcopal Academy’s New Head of Schools Has Famous Dolphin Friend

The dolphin hadn’t seen Suzanne Barry for a while, yet couldn’t take her eyes off her. Her gaze stayed on Suzanne and followed her every move around the perimeter of her aquarium. It was obvious to visitors of the Clearwater Marine Aquarium, that something special was happening.

No ordinary dolphin, this was Winter from the two hit movies Dolphin Tale and Dolphin Tale 2. She was rescued in our waters, specifically the Mosquito Lagoon. Suzanne was a part of the Marine Mammal Rescue Team that rescued Winter, then transported the 2 month old Atlantic Bottlenose dolphin to the Clearwater Marine Aquarium, where she was nursed back to health and fitted with a prosthetic tail. Capturing the imagination of filmmakers, the Dolphin Tale movies went on to strike box office gold and drive Continued on page 26 …
DOLPHIN … continued from page 9

and survival. Straight out of the movies, Winter’s connection to the dolphin’s overcoming story of rescue and study the Indian River Lagoon on a regular basis” says Barry.

St. Andrew’s Episcopal Academy’s research is part of the Marine Science curriculum at St. Andrew’s Engineering & Math) programs. Not surprising, marine mammal though with over fifty marine mammal rescues. “It is a wonderful feeling to see the vital rescue work with disabilities. Over the years, Ms. Barry, would bring students to the Clearwater Marine Aquarium to see the vital rescue work they do and learn first-hand about Winter’s inspirational story from their teacher, one of her rescuers. Suzanne has been involved with over fifty marine mammal rescues. “It is a wonderful feeling to see an animal returned to the wild after rehabilitation. Even though Winter’s release was not to be, she could not be in better situation to meet her needs,” says Barry. “To see Winter and have her remember me is something truly special.”

Today, Suzanne is Head of Schools for St. Andrew’s Episcopal Academy in Fort Pierce, FL. It’s riverfront location is ideal for their exceptional marine science and S.T.E.M. (Science, Technology, Engineering & Math) programs. Not surprising, marine mammal research is part of the Marine Science curriculum at St. Andrew’s. “St. Andrew’s students have the opportunity to research, restore and study the Indian River Lagoon on a regular basis” says Barry. “Our Living Shoreline Project, and data collection on marine life is a critical component of our stewardship of this nationally important estuary. To me, caring for your environment and the life within it is one of the biggest lessons in leadership we can give our students.”

David Yates, CEO for Clearwater Marine Aquarium agrees. “I think it’s great that there is a St. Andrew’s Episcopal Academy connection to Winter the dolphin’s overcoming story of rescue and survival. Straight out of the Dolphin Tale movies, Winter’s story traveled around the world, reaching hundreds of millions of people, and it all started with a humble dolphin rescue team that included Head of Schools Suzanne Barry. We have found Winter’s story to be a great tool of learning for students, including STEM programs,” says Yates. “We couldn’t be happier to see St. Andrew’s Episcopal Academy, where Ms. Barry previously taught, having a strong focus on environmental and marine mammal issues for their students. Truly a great program. Winter’s story has truly come full circle.”

St. Andrew’s Episcopal Academy has been providing a world-class, college preparatory education for nearly half a century and is part of the rich fabric of historic, downtown Fort Pierce. Serving students from PreK-2 through 12th grade, the faculty and staff of St. Andrew’s dedicate themselves to meeting the intellectual, spiritual, moral, social, emotional and physical needs of each child in partnership with Academy families. Proudly inclusive from the beginning, St. Andrew’s Episcopal Academy welcomes children from all over our remarkably diverse region. To learn more about the academy visit staacademy.org or call 772-461-7689 for more information.

A Look Back: Excerpts from the October 18, 1910 issue of the Tampa Tribune

South Florida is in grasp of a destructive hurricane. Extent of damage will not be known until wire communication is established again.

Forecaster Wurtz Talks

On leaving his office at 10:00 p.m. last night, local forensic Wurtz gave out the following statement in writing:

“The position of the center of the storm can not be exactly stated. At 3 p.m. it was near and to the northeast of Key West, the barometer fell to 28.80 inches and the wind rose to a maximum of 80 miles an hour. At that time the path lay in the direction of Tampa. The constantly falling barometer, which at 10:00 p.m. had reached 29.38, indicates that the storm has not deviated much from this path. Its full force will probably culminate during the night or early morning.

The storm is continuing with the same violence, the velocity of the wind ranging from 37 miles from the northeast at Tampa to upwards of 60 miles at Egmont Key, the passage to the gulf. The long time that the hurricane has held stationary off the Florida Keys has enabled the most timely warnings to be given to every point in Florida. The warnings have been repeated again and again. The intensity of the storm has been given out to the public in bulletins every few hours. Finally, tonight, practically every telegraphic station east of the Apalachicola River received a message for the postmaster, again repeating the warning. The storm now involves the lower half of Florida and will probably extend over nearly the whole state.”

Water Blown Out of River

A queer phenomenon of the storm is that water was blown out of the Hillsborough River by a strong northeasterly direction.

Low Lands Flooded

Late advices from Fort Pierce and Titusville state that the waves are breaking over the low lands and in some cases flooding exposed places. Heavy rains are reported and it is known that the track of the East Coast Railroad is washed out in at least a dozen places. The wind is blowing from the northeast and is increasing in intensity.
Mullet Run

by Captain Bo Samuel, Pullin Drag Charters

This month it’s all about the mullet run! Local captains and anglers are cast-netting for the abundant schools of mullet migrating south along the coast. Having mullet in our area waters provides many opportunities for non-stop fishing action from boats, bridges, walkways and the jetties. Fishing the beach, the river, and the inlet will all produce fish. Snook season is in full effect and using finger mullet as bait will give you a chance at these linesiders as well as tarpon and Jack Crevalle. Free-lining with a small hook plus fluorocarbon leader will land some big fish. Remember slot size on your Snook is 28 inches to 32 inches. Tarpon will also hit mullet and give you a good fight. Tarpon are a catch-and-release only species.

Off-shore in 80 to 100 foot of water, the kingfish bite has been on fire! Kingfish or king mackerel guarantee great action for anglers. A slow troll with blue runners or mullet and a wire leader will give you the best chance to catch a big one. Kingfish can grow to six feet and up to 100 pounds and are great to use for smoked fish and smoked fish dip. On the bottom, the mangrove snapper have been steady chewing cut bait, and amber jacks are slamming on the wrecks. Hold on tight when you get a hit because these fish will try to pull you over the side!

Get your tackle and check fishing regulations at your local bait and tackle shops. If you’re on the water, look for me Pullin Drag!

Halloween "Dirt" Cake

1 package (2-layer size) chocolate cake mix
1 package (5.9 oz.) Jell-O chocolate flavor instant pudding
3 cups cold milk
1 tub (8 oz.) Cool Whip Whipped Topping, thawed
6 worm-shaped gummy worms


Cut 3/4 of the cake into 1/2-inch cubes. Layer half each of the cake cubes and pudding mixture in a large glass bowl; repeat layers. Crumble remaining cake into crumbs; sprinkle over dessert. Top with gummy worms. Refrigerate 15 minutes.

Old Fashioned Popcorn Balls

8 cups Butter Microwave Pop Corn, popped
1 cup sugar
1/3 cup light or dark corn syrup
1/3 cup water
1/4 cup butter or margarine
1/2 tsp salt
1 tsp vanilla

Keep popped popcorn warm in 200°F oven while preparing syrup. In a two-quart saucepan, stir together sugar, corn syrup, water, butter and salt. Cook over medium heat, stirring constantly, until mixture comes to a boil. Continue cooking without stirring until temperature reaches 270°F on a candy thermometer or until a small amount of syrup dropped into very cold water separates into threads, which are hard but not brittle. Remove from heat. Add vanilla; stir just enough to mix through hot syrup. Slowly pour over popcorn, stirring to coat every kernel. Cool just enough to handle. Shape into balls, using Jolly Time® Pop Corn Ball Maker or buttered hands. Cool on foil or buttered wax paper. Wrap in plastic wrap; tie with a ribbon.
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