



Volume 14, No. 11 June, 2019

FOCUS

The Official Monthly Newspaper of Main Street Fort Pierce



Young enthusiast, Savannah Rubenstein along with her brother, Joe, helped save "Beachball" (aka Pastelito) the Manatee in February of this year. Beachball was recently released back into the waters at the Manatee Observation & Education Center in downtown Fort Pierce. [SEE STORY ON PAGE 7](#)

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Main Street Focus
122 AE Backus Ave.
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We are **Main Street**. For centuries, downtowns were the economic centers and the heart of their communities. Their buildings held the restaurants that hosted first dates and 50th anniversary dinners. Their shops supplied goods from the very basic to very extravagant. They were where the community gathered to celebrate joyous occasions; to hold public demonstrations; or to grieve during periods of mourning.

When the people and businesses left, downtowns became desolate. When life was breathed back into the heart of these communities, their vibrancy was restored.

Created by the *National Trust for Historic Preservation* in 1979, the *Main Street Approach*® has helped revive thousands of historic downtowns and business districts across the country.

This year we celebrate the 40th Anniversary of the *National Main Street Program* and the 31st year of *Main Street Fort Pierce, Inc.* Check out the *Main Street* communities nationwide at www.mainstreet.org or statewide at <https://dos.myflorida.com/historical/preservation/florida-main-street/>.

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PRESIDENT'S MESSAGE

Destination: Historic Downtown Fort Pierce

by Sue Dannahower



I am eager to serve my 5th term as President of *Main Street Fort Pierce*. I've been volunteering for *Main Street* for over 14 years and on the board for 13 years. I have had the opportunity to watch the fundraising efforts and renovations for the **Sunrise Theatre** and the **Platts/Backus House**. I know the incredible impact this organization has had on our community. *Main Street Fort Pierce* has an unbelievable Board of Directors who are passionate in the mission of this organization.


Our annual meeting in May was attended by *Main Street* members, sponsors, partners, city and county officials,

volunteers and the general public. Everyone helped us celebrate our 31st year of making a difference in *Historic Downtown Fort Pierce*.

Members are an important part of our organization. If you are not a member, I urge you to join today. For as little as \$25 per year you can be a part of this exciting organization. Your personal involvement and membership commitment will help *Main Street Fort Pierce* accomplish goals, set new ones, and support downtown's economic well-being, revitalization and cultural vibrancy in the very heart and soul of our downtown community. We strive to make Fort Pierce a shopping, business and entertainment destination.

We love our volunteers. If you are looking for a way to get involved with your community, please come find out what we are all about. *Main Street* has over 30 events each year that are designed to bring people to downtown Fort Pierce or to raise money for projects that enhance the downtown area. Do you like to work at events? Upcoming events include the *4th of July Stars Over St. Lucie* celebration and the annual *Reverse Raffle* event in August.


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MAIN STREET FOCUS FORT PIERCE

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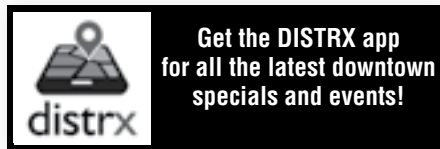
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Calendar

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



Get the DISTRX app for all the latest downtown specials and events!

MONTHLY EVENTS

June 7, Friday: FRIDAY FEST — 5:30 to 9:00 p.m. at Marina Square & Melody Lane; Live music by **Cheyenne Band**; Main Street Fort Pierce, 466-3880; www.mainstreetfortpierce.org.

June 8, Saturday: WORLD OCEANS DAY WITH THE SMITHSONIAN — St. Lucie County Aquarium 10 a.m. to 3 p.m.; Beach Clean-up at Jetty Park 8 a.m. to 10 a.m.; Kayak Tours 10 a.m., 11:30 a.m. & 1 p.m. \$15 (ages 12 & over); Seine-netting programs 11:30 a.m., 12:30 p.m. & 2 p.m.; 420 Seaway Drive; for more information or to register for kayak tours call 772-465-3271; SMSEducation@si.edu www.worldoceansday.org, www.stlucieco.gov/Aquarium.

June 21, Friday: ARTWALK — 5 to 8:00 p.m.; Various studios and shops open throughout the downtown area; seriouslymixedmedia.com, artconnectionfp.com.

SAVE THE DATES

July 4, Thursday: STARS OVER ST. LUCIE — at RiverWalk and Veteran's Memorial Park; festival begins at 6:00 p.m.; fireworks at 9:00 p.m.

[Due to the 4th of July holiday, there will be no July Friday Fest]

August 2, Friday: FRIDAY FEST — 5:30 to 9:00 p.m. at Marina Square & Melody Lane; Live music; Main Street Fort Pierce, 466-3880; www.mainstreetfortpierce.org.

August 17, Saturday: 25TH ANNUAL REVERSE RAFFLE — "Island Vibes" at **Pelican Yacht Club**; 6:00 p.m.; \$100 per ticket / 2 people admitted per ticket; Main Street Fort Pierce, 466-3880; www.mainstreetfortpierce.org.

WEEKLY EVENTS

Wednesdays: Wednesday Green Market & Food Co-Op — rain or shine 12:00 to 6:00 p.m., Downtown Marina Square; 971-8480.

Saturdays: The Jazz Market — 8:00 a.m. to 1:00 p.m.; north side of the Downtown Fort Pierce Library; Jazz & Blues Society, 460-5299, www.jazzsociety.org.

Saturdays: Ft. Pierce Farmer's Market — 8:00 a.m. to Noon; Marina Square on Melody Lane; Market Manager, 940-1145.

LIVE MUSIC DOWNTOWN

www.allthingstreasurecoast.com

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Facebook/Sailfish Brewing Company

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www.cobbs-landing.com

SUNRISE THEATRE & SUNRISE BLACK BOX

772-461-4775 • www.sunrisetheatre.com
SEE BACK COVER FOR UPCOMING SHOWS

Tuesdays: Jazz Jam at the Sunrise Black Box Theatre — 7:00 to 10:00 p.m.; 460-5299; www.jazzsociety.org.

MANATEE OBSERVATION & EDUCATION CENTER

429-6266 • www.ManateeEducationCenter.org

Tuesdays @ 2:00 p.m.: Fin-Tastic Fish Feeding — come meet the fishes in the Center.

Wednesdays @ 2:00 p.m.: Tide Pool Touch Tank — touch and hold the urchins, conchs, and more.

Thursdays @ 2:00 p.m.: Meet the MOEC Reptiles — touch and hold Diego the corn snake and turtles

Fridays @ 2:00 p.m.: Seahorse Snack Time — watch the MOEC seahorses eat and play.

Saturdays @ 2:00 p.m.: Fin-Tastic Fish Feeding — come meet the fishes in the Center.

SUNDAY DOWNTOWN CHURCH SERVICES

Common Ground Vineyard Church — 8:30 a.m. & 10:30 a.m.; 460-5414, www.commongroundvineyard.com.

First United Methodist Church — 9:30 a.m.; 464-0440, www.umatter2Godandus.com.

Fort Pierce Haitian United Methodist Church; 940-6728, www.haitianmethodist.org.

Notre-Dame Mission Catholic Church — 8 a.m. & 9:30 a.m.; 466-9617, www.notredamecc.com.

St. Andrews Episcopal Church (founded 1893) — 8 a.m. & 10:15 a.m.; Sunday School for all ages at 9:00 a.m.; adult Bible study at 9:15 a.m., nursery provided; 461-5009 www.mystandrews.org.

COMMUNITY INFORMATION

A.E. Backus Museum

772-465-0630 • www.backusmuseum.com

Bud Adams Gallery of Historical Photographs

772-462-1795

2nd Floor of P.P. Cobb Building
Open Fridays and Saturdays
8:00 a.m. – 2:00 p.m.

Downtown Fort Pierce Library

772-462-2787 • www.st-lucie.lib.fl.us

Fort Pierce Jazz & Blues Society

772-460-5299 • www.jazzsociety.org

Fort Pierce Police Athletic League

772-370-6162 • www.fortpiercepal.com

Volunteers needed: 772-466-0606

Fort Pierce RiverWalk Center

600 North Indian River Drive

Please call for complete schedule of exercise classes & games

772-489-6473 • www.cityoffortpierce.com

Fort Pierce Jazz & Blues Society

772-460-5299 • jazzsociety.org

Heathcote Botanical Gardens

772-464-4672

heathcotebotanicalgardens.org

Manatee Observation & Education Center

772-429-6266 • www.ManateeEducationCenter.org

National Navy UDT-SEAL Museum

772-595-5845 • www.navysealmuseum.org

St. Lucie County Marine Center

772-462-3474

www.stlucieco.gov/marine_center

St. Lucie County Regional History Center

772-462-1795 • www.stlucieco.gov/history

Main Street Fort Pierce and the Downtown Business Alliance Welcome the Red Hat Society for the Treasure Coast Hoot, June 8th

What is a Hoot? A "Hoot" is a word for an unstructured and extremely informal gathering of *Red Hat Society* members. It's usually a one-day event. Members travel from near and far to meet at one location. We pick a place and go there in mass, gather briefly to say hello, then go our merry ways to lunch or shop or meander.

Things to do and places to visit on a Saturday morning in downtown Fort Pierce:

- ☞ **Downtown Fort Pierce Farmer's Market**
- ☞ **Jazz Society Craft Fair**
- ☞ **Manatee Observation & Education Center**
- ☞ **A.E. Backus Museum & Gallery**
- ☞ **Chamber of Commerce Seven Gables Visitor Center**
- ☞ **Bud Adams Gallery of Historic Photos** (2nd floor of P.P. Cobb building)


- ☞ Over 18 restaurants for every dining preference
 - ☞ Artist and artisan co-ops, mosaic and painting lessons
 - ☞ Gelato, ice cream, and cupcake shops
 - ☞ Numerous retail shops in downtown and the **Arcade Building** (U.S. 1 & Orange Avenue)
 - ☞ Local public outdoor art, sculptures and murals
- Don't forget your kazoos and enjoy your time in historic, downtown Fort Pierce!





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FRIDAY | SATURDAY | SUNDAY

Live Music

St. Lucie County Lil' Feet Boot & Art Auction June 20

by Sue Dannahower

On June 20th, *St. Lucie County Lil' Feet* will hold their *Annual Boot/Art Auction* at the **Riverwalk Center**. The Jimmy Buffett-themed event will feature a Surf & Turf menu. The 6 p.m. event, sponsored by **A&G Concrete Pools**, will be catered by the *St. Lucie County Firefighters Benevolent*. Our beverage sponsors include **Hop Life Brewing Company** and **Southern Eagle Distributing**. The *Fort Pierce Jazz & Blue Society* will entertain the crowd with their smooth sounds. **G. Alan's Fine Jewelry & Coin** has donated a wonderful piece for our live auction. The *Fort Pierce Lion's Club* is our Platinum Sponsor.

Up for bid will be nearly a dozen firefighter boots, helmets, and two working fire extinguishers that have been turned into masterpieces of art by local artists. Downtown talents include: Colleen Nash Becht, from the **Love Shack Studio**; Janet Bird Fuller, with **Seriously Mixed Media**; and Anita Prentice, whose mosaic benches can be found all over downtown. Ginny Piech Street, of **Peacock Clay Collaborative** will be doing our Raffle Boot. Port St. Lucie art teacher, Ann Steakin, will be doing a commemorative boot to honor fallen Firefighter Gary Brooks. This year, Doretha Hair Truesdell, wife of the original *Highwayman*, Alfred Hair, will be joining our lineup of artists. Additional featured artists include Debi Crouse, Cody Denig, Lori Denig, Chris Gunkel, Kim Guzman, Kim Laffont, Mary Myers, Valerie Niewieroski, Glenda Preston, Julian Reams, and Barbara Warren.

In addition to our artwork, we have the following Live Auction items:

- ♥ **Adams Ranch Back County Safari Tour** and **Carters Chuck Wagon Lunch**, donated by the **Adams Ranch** and **Carters Grocery**)
- ♥ Framed & Matted **A.E. Backus Royal Poinciana Tree**, donated by **Jiffy Photo & Framing** and **Backus Museum & Gallery**
- ♥ **Gordon Lightfoot Signed Guitar & Membership**, Sunrise Theatre and the City of Fort Pierce; sponsored by **IBEW Local 627 Lions Club**
- ♥ **SeaWorld Package**, 4 tickets to SeaWorld and 4 tickets to Aquatica; sponsored by **SeaWorld Water Park**

Tickets are \$35 per person or \$60 for a couple, which includes drink tickets. For more information or to purchase a ticket, call Brenda Stokes at the St. Lucie County Fire District at 772-621-3333. ❖

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Young Enthusiast Helped Save Beachball (aka Pastelito) the Manatee

On February 9, 2019, an 11-foot male manatee in distress was rescued from Moore's Creek at the **Manatee Observation and Education Center**. Injured from a boat strike, the manatee was in critical condition and unable to submerge under the water. Community members and **Manatee Center** staff and volunteers contacted the *Florida Fish and Wildlife Conservation Commission* (FWC) who promptly sent a manatee transport truck and boats to collect the manatee for veterinary care and rehabilitation. Volunteers from **Harbor Branch Oceanographic Institute** joined to assist, and a certified FWC scuba diver entered the water to guide the manatee to the ramp and truck. Once the manatee was safely placed in the truck, he was driven to **Miami Seaquarium** for rehabilitation.

Less than three months later, on May 2, the manatee was fully recovered and re-released into Moore's Creek at the **Manatee Center**. A crowd of over 250 people showed their support, watching as staff and volunteers from **Miami Seaquarium** and FWC orchestrated his safe return into the water. Now equipped with a remote sensing chip and photographic records of his scars, this manatee can be safely tracked and recognized by FWC specialists. His safe return alongside a welcoming crowd conveys our community's long-time support for manatees and their environment.

Officially named Pastelito, this rehabilitated manatee will forever be known as "Beachball," so-named by one of the **Manatee Center's** youngest and most enthusiastic volunteers,

Miss Savannah Rubenstein. Savannah is 10 years old and has been volunteering with the **Manatee Center** since November, 2018, alongside her mom, Michelle, and her younger brother Joe (8 years old). On the morning of February 9, Savannah, Joe, and Michelle arrived at the **Manatee Center** early for their 10 a.m. volunteer shift. Savannah and Joe noticed the distressed manatee and ran immediately to the *Observation*



Walkway on Moore's Creek to get a better look. Savannah, a budding scientist, immediately began writing observations in her notebook including a drawn picture of its scars and notes about its odd behavior. With this information at hand, they called **Manatee Center** staff to alert them about the manatee in

distress, who in turn reported it to FWC, alongside many community members who also called FWC. Savannah, Joe, and Michelle remained at the **Manatee Center** for the rest of the afternoon, answering questions for onlookers wondering about the FWC truck and manatee rescue. Although Savannah and Joe were in school during Pastelito's re-release, Michelle made a special point to join the crowd and support his return to the lagoon.

The **Manatee Center** is proud to have witnessed this manatee rescue and release alongside such a supportive community and such involved volunteers. Anyone interested in learning more about volunteering at the Center, or with any questions about Pastelito, can visit the **Manatee Center** at 480 North Indian River Drive in Downtown Fort Pierce. ❖

Stars Over St. Lucie

4th of July Celebration



A City of Fort Pierce & Main Street Fort Pierce Event

Thursday, July 4th at 6:00 p.m. (rain or shine)

Veteran's Memorial Park

at 600 North Indian River Drive in Fort Pierce

Entertainment by **DJ Jeff Brown & iHeart Media**
WAVE 92.7 and Oldies 103.7

Music performed by the band **Checkmate**

Food, arts & crafts, kids inflatables from **Billy's Bounce House**

Massive American Flag display provided
by the **Fort Pierce Utility Authority**

Historic military cannon demonstrations
by **Common Ground Vineyard Church**

at 6:00 p.m., 7:00 p.m., 8:00 p.m. and 9:00 p.m.

9:00 p.m. – **Fireworks Over the Indian River Lagoon**

Many thanks to the *City of Fort Pierce* and our local businesses
for sponsoring the fireworks.

Stop by our sponsor booths and thank them for support!

The Downtown Parking Garage is open and free for your parking convenience.



SPONSORS

Southern Eagle | Hoskins, Turco, Lloyd & Lloyd | City of Fort Pierce | Fort Pierce Utilities Authority | CenterState Bank

BUSINESS PARTNERS

Billy's Bounce House | iHeart Media - WAVE 92.7 and OLDIES 103.7 | Coca Cola Florida | Park's Rental | Gotta Go Green

For more information, contact **Main Street Fort Pierce (772) 466-3880.**

Announcing the Artist Awards for the Annual Juried Exhibition "Through The Eye Of The Camera" at the Backus Museum

The A.E. Backus Museum and Gallery is proud to present the **2019 Through the Eye of the Camera** juried photography exhibition, featuring more than one hundred of the year's best photographs by professional and amateur photographers from across the Treasure Coast and beyond. The exhibition is on view May 10 through June 21.

This year there were 115 artists who entered 302 photographs across eight different categories, with a total of 106 juried into the exhibition. The competition is fierce every year and cash prizes and special gifts from Canon U.S.A. are awarded for the most compelling pieces in each category as selected by the judges. The top 10 award winners are:

- 1. Best of Show** – "Great Egret Mating Display" by Dawn Currie (Indian Harbour Beach)
- 2. First Place Film/Traditional Raw** – "Namibia Night" by Susan McClure (Fort Pierce)
- 3. First Place Digital Plant/Wildlife/Animals** – "Taking A Moment" by Elaine Schmitt (Stuart)
- 4. First Place Digital Travel/Scenery** – "Colors to Infinity" by Maria Fernandez (Stuart)
- 5. First Place Digital Color Still Life / Portrait** – "Passion for Purple" by Kelly Baehr (Port St. Lucie)
- 6. First Place Digital Black & White** – "Steel Dragon" by Gary Clarke (Port St. Lucie)
- 7. First Place Manipulated Imagery** – "Great Heron on Mars" by Chuck Haaland (Vero Beach)
- 8. First Place Alternate Substrates** – "Perfect Preen" by Gary Shaver (Orlando)
- 9. First Place Mobile** – "My Backyard Yoda" by Shelly Polvere (Fort Pierce)
- 10. Director's Choice** – "Abyss" by Hilda Champion (Naples)

A complete list of all accepted entries and award winners is available at the Museum's website, www.BackusMuseum.com.

Each year new judges are selected to provide a fresh perspective on the exhibition. This year's judges include Susan Pantuso, Thomas Winter, and Aric Attas.

Aric Attas has won numerous awards for his fine art photography, which has been featured in many international exhibitions. He is on the faculty of Vero Beach Museum of Art's Museum Art School, Hartford Art School and Trinity College. In addition, Attas mentors art students from around the world.

Continued on page 10 ...



EYE OF THE CAMERA ... continued from page 9

Susan Pantuso is an award-winning fine art photographer living in south Florida. Her work explores and captures the art that is revealed in nature. Pantuso says that it is not just a matter of seeing, but a feeling of connection, a spiritual connection of taking notice of things that may otherwise be overlooked. Her goal is to stir the emotions of the each of the viewer.

Thomas Winter is a commercial photographer specializing in corporate, industrial and editorial photography. His work is used for business communications and advertising worldwide. Winter is based in West Palm Beach and his projects often take him throughout the country.

“This year’s competition was a big step forward,” says Museum director Marshall Adams. “Compared to last year, we had an increase of more than 100 entries, and nearly double the number of participating artists. And we continued experimenting with categories. It’s our second year for *Alternate Substrates*, and we saw a lot of impressive variety — today, printing technology is allowing artists to create photographic images on metal, acrylic, glass, and canvas in new and exciting ways. And this was the first year for our new *Mobile* category — some of these rival what you’d think would be produced from more professional equipment. But we were also pleased to see the original category *Film/Traditional Raw Photography* grow this year — just as in other contemporary art forms, time-honored ways are still valid and can be exciting.”

During the exhibition through June 21, visitors are invited to share their own vote for their favorite work on display. The results will be tallied for the annual *People’s Choice Award* given at the close of the exhibition. *Through the Eye of the Camera* is sponsored by **Veterinary Medical Center of St. Lucie County** and **Jiffy Photo and Framing**. For more information on the exhibition, please visit www.BackusMuseum.com. ❖



Mayor Linda Hudson Honored with 2019 Home Rule Hero Award

The *Florida League of Cities* recently recognized Mayor Linda Hudson with a 2019 *Home Rule Hero Award*. Mayor Hudson earned this prestigious award for her tireless efforts to protect the Home Rule powers of Florida’s municipalities and advance the League’s legislative agenda during the 2019 legislative session.

“The dedication and effort of these local officials during the 2019 legislative session was extraordinary,” said FLC Legislative Director Scott Dudley. “These are some of our biggest advocates for municipal issues, and they’re shining examples of local advocacy in action. On behalf of the League and its legislative team, we’re proud to recognize each and every one of them and thank them for their service.”



Home Rule is the ability for a city to address local problems with local solutions with minimal state interference. *Home Rule Hero Award* recipients are local government officials, both elected and nonelected, who consistently respond to the League’s request to reach out to members of the legislature and help give a local perspective to an issue.

“Mayor Hudson’s tenacious efforts for this great city are inspiring, as she is a kind, compassionate, and selfless leader,” said City Manager Nick Mimms. “Mayor Hudson supports our community, residents and business owners by continuing her statewide efforts with the *Florida League of Cities* to ensure the concerns our local municipalities are heard and addressed.” ❖

Volunteer of the Month

Presented at *Coffee With the Mayor*

Janet Howe has been an avid volunteer in Fort Pierce since she moved here in 2012. She is a passionate environmentalist who shares her time with as many local environmental organizations as she can. She volunteers with the Manatee Center as the Lead Gardener in the Butterfly Garden (affectionately known as “Janet’s garden”); the Smithsonian St. Lucie County Aquarium as the Coral Gardener, caring for and removing algae from the aquarium’s coral; the Ocean Research and Conservation Association, assisting with seagrass and mangrove propagation and living shoreline plantings, as well as shell bagging to help filter the lagoon’s water; the Heathcote Botanical Gardens as part of the Helping Hands group, creating arts and crafts to sell as garden fundraisers in the Heathcote gift shop; and, the Oxbow Eco-Center designing banners and parade floats for Earth Day and Procession of the Species, and art for Oxbow’s meditation garden. She assists St. Lucie County Preserve Hikes by helping lead the hikes and bringing folks back to their cars if needed. She also volunteered (and then worked) with the Save the Chimps in Fort Pierce from 2014-2016.

Prior to living in Fort Pierce, Janet traveled to Thailand to volunteer with the Highland Farms Gibbons Sanctuary and the Elephant Nature Park. She also volunteered with the Wild Elephant Community Program in Sri Lanka. Janet is about to embark on a road trip, and we are sad to see her go but happy to first thank her for her years of volunteer service to this community. ❖



Stronger Together – the Businesses of Downtown Fort Pierce

by Joanne Blandford

The road to owning your own successful business is a long one with many challenges. It starts with an idea, often involves a significant investment of funds and time, and requires the ability to adapt to change if needed. One way to trim some of the startup costs is to share space with another small business owner or owners. Beryl Musie, owner of **Notions & Potions**, understood this concept when she started her brick and mortar retail shop in November 2015. She offered space within her store to 15–22 local artisan merchants who worked together to offset expenses and combine marketing efforts.

Beryl started her own business by selling her homemade products at quarter auctions, *Main Street's Friday Fest*, the *Jazz Society's Saturday Craft Market* and other festivals in the Treasure Coast area. Her products include soy candles with cotton hemp wicks, lotions, and soaps all made with natural ingredients and oils. She started crafting these items after buying her friend's business over eight years ago. Today, she has added items such as bath bombs, salt scrubs and a men's line of facial care products to her product list. She customizes her scents based on the seasons and her customers' preferences. She also sells tee shirts that promote downtown Fort Pierce.

In addition to her own products, **Notions & Potions** offers a wide assortment of items from well-made home furnishings to handmade jewelry. Beryl has tweaked her business model since she began by narrowing the number of vendors to those with products that are sought after and that complement the selection offered. She offers retail services to the vendors who sell their items in her store. This includes marketing, merchandise staging, pricing and a consistent location with sales assistance. Two of these vendors are featured in this edition of the *Focus*: **Simply Paris** and **Moroccan Me Crazy**. Other vendors that



sell products in **Notions & Potions** include **Beach Jewelry Designs**, **Paws on Tradition** (boutique pet items), **Palm Pod Fish Décor**, and **Keys Life Apparel**.

Beryl also feels strongly that all of the downtown merchants benefit when they work together. She is one of several downtown business owners that worked together to organize the *Downtown Business Alliance*, which meets monthly to coordinate promotions and discuss topics relating to downtown. "Our overall success depends on our community working together," says Beryl. With her sister, Beth (who has become a downtown icon herself), helping out at the store, Beryl can often be found walking the

sidewalks with **LeGit Cuts Barber Shop** owner, Jose Ruiz, passing out information and explaining upcoming promotional opportunities with their fellow merchants. Working as a cohesive unit, the merchants of downtown Fort Pierce have increased the number of sales overall during *Shop Small Saturday* (always held the Saturday after Thanksgiving), during the holidays with after-hours shopping events, and throughout the year when opportunities arise. One of Beryl's current projects is to offer later hours to cater to locals getting off work. She knows it has to be consistent to be successful, so she is committed to staying open until 8 p.m. on Fridays for her customers. She hopes other retail shops join her to build a steady after-hour sales market.

Notions & Potions is located at 116 N. 2nd Street, Suite 103. If Beryl is not there (she also works per diem as a Mental Health Technician at the local hospital), Beth is usually behind the counter filling in, ready to help find customers find whatever they need.

For more information, call 772-240-5645 or visit them on Facebook at **Notions & Potions Candles & More**. ❖

Investor Starts Multiple Businesses While Living in Downtown Fort Pierce

by Joanne Blandford

Kris Einstein (yes she is related to Albert) and her boyfriend Chris Gardner, were looking for an area to start a business and call home. Around the same time, her stepfather was diagnosed with cancer. To help lift his spirits and spend more time together, Kris and her parents, Walter and Cheryl Brett, decided to go in together on a joint venture to open a bed & breakfast. It was a natural fit. Kris has a background in major event planning and her stepfather had extensive experience as the builder, owner and manager of several large beach resorts up north. After searching many potential locations along the Treasure Coast, they found that downtown Fort Pierce had the most to offer for this new venture. They ended up buying several pieces of property in the downtown area in 2015 and 2016. After feeling out the area for a year to learn what the community's needs were, Kris and her family began bringing their plans into reality.

One of the projects currently in the works is a historic bed & breakfast located just south of downtown Fort Pierce on Indian River Drive. When completed, this B&B will help fulfill the need for visitors looking to stay in the area. It will have a kayak launch as well as many other wonderful features for its guests. The *Main Street Focus* will detail this project closer to its completion date and include information about the history of the home it occupies.

The other property Kris and Chris purchased was the Kennedy Building located at 207–209 Orange Avenue. Their current downstairs tenants include **Mike's Computers** (a frequent advice columnist with the *Main Street Focus*) and the artist collaboration, **Seriously Mixed Media**. The upstairs floor



would often say hello to Beryl, owner of **Notions & Potions**. The "hellos" grew into conversations. Beryl invited her to the *Downtown Business Alliance* meetings and helped further develop her local relationships. "Relationships you build in small-town communities are vital," says Beryl.

Being an avid traveler, one of Kris' favorite places to visit is Morocco. She has a very good friend that lives there and, on her trips to visit her, Kris would buy beautiful Moroccan products for herself. She discovered that these products were highly desired by others as well and decided to start a business, **Moroccan Me Crazy**, to sell quality Moroccan products here in the Treasure Coast. Beryl invited her to become a vendor



at **Notions & Potions**. Now during her travels, she picks out items to bring back to sell. These items include leather handbags that are handmade and handstitched and colorful pillows with Moroccan designs. Her products are not limited to Moroccan wares; she also collects pieces from other countries as well.

These items of beauty are not to be missed. Stop by **Notions & Potions** today to check out all of Kris' beautiful selections from around the world. Visit **Notions & Potions Candles & More** on Facebook or call 772-240-5645 for more information. ❖

Simply Paris Offers French, Industrial & Chic Furniture & Home Décor

by Joanne Blandford

Mia Delacruz has experienced just about every major life event a person could go through both favorable and not. Her faith, family, entrepreneur spirit, and positive attitude have combined to help her develop a very successful home décor retail business. What began as a \$20 investment years ago has now grown into three successful stores in two states with possible future locations on the horizon. **Simply Paris** is a home décor business that offers solid wood furniture and beautiful embellishments in French farmhouse, industrial and chic styles. Mia started her downtown Fort Pierce location after becoming a vendor within the established **Notions & Potions** retail store in March.



Mia and her parents are Greek; however, she was born in Germany. She learned her strong entrepreneurship skills by watching and helping her parents run the two restaurants they owned and operated in Germany. After marrying a U.S. serviceman, she came to the United States for the first time in 1979 while he was stationed at Fort Bliss in El Paso, Texas. Her family began to grow, and they returned to Texas after being stationed overseas in 1989. Now stationed at Fort Hood near

Killeen, Texas, Mia was contracted by the government to train soldiers to use computer systems on military equipment. In addition to this position and raising their three children, Sam, Joanna, and Jonathan, she began a side business creating gift arrangements.

When Operation Desert Storm began, she saw the need for tee shirts that family members could wear to support their loved ones enlisted in the military. Soon lines began to form at the base's post exchange store for these inspirational tees.

She continued to work in the retail business for a while until she developed complications from an autoimmune disease. After spending some time to heal, she decided to attend seminary school and became an ordained minister. In 1999, her life was threatened by an enlarged tumor. Surgery was necessary to save her life and the experience changed her perception and priorities in life.

The family moved to Dallas in 2000. While there, she worked in the ministry as an auditor and also for a credit union. Again, she began a side business to help support her family. This time she took some advice from a minister when he told the group to "start where you are, do what you can and use what you got." She wrote

poetry and inspirational quotes, framed them and opened a booth in a local antique mall to sell her creations. Soon her

products were selling well, and she expanded into two aisles and subleased her space with a candle and a card maker.

After expanding her home décor selections to include a line of quality furnishings, she opened a new location in Frisco, Texas followed by another location recently in Highland Village, Texas.

After her husband passed away a year ago, she, along with her mother, Aphrodite, and her youngest son, Sam, decided

to move to Florida. Not knowing exactly where in Florida they wanted to live, they asked advice from several friends on the west and east coasts. They decided on the east coast and ended up in Fort Pierce after a long day trying to find accommodations that would accept their four dogs. Thankfully, they found lodging on South Hutchinson Island and after touring downtown Fort Pierce they've decided to make the move here permanent.

Mia approached Beryl, owner of **Notions & Potions**, last fall seeking space within her store to open **Simply Paris**. After thinking about it for a while, Beryl agreed to offer space to Mia. Now, **Simply Paris** joins several vendors that share space within **Notions & Potions** and her beautiful furniture and home décor selections adorn half the store.

Simply Paris is located at 116 N. 2nd Street inside of **Notions & Potions**. Find them on Facebook at **Simply Paris** by the Marina or call them at (817) 412-9087 for more information. ♦

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Siren or Sirenia; Mermaid or Manatee?

by Meredith Bennett, *Vanishing Mermaid Gift Shop Retailer and Marketer*

Over five centuries ago a certain explorer declared that he saw real live mermaids off the coast of the Dominican Republic. It was Christopher Columbus! He recorded in his ship log, dated January 9, 1493, that he saw three mermaids arise from the sea, but concluded that the mermaids were not as beautiful as people had said because their faces carried some masculine traits. Experts today believe that those mermaids were actually manatees.



Mermaid myths are worldwide; some describe mermaids as playful creatures and others as dangerous or bad luck, but they are usually depicted as gorgeous creatures of the sea. Baby manatees may be adorable, and gorgeous to their mother manatees, but could they really be mistaken for mythical mermaids? Did Christopher Columbus and his sailors just spend too long in the sun? Even though manatees are real and mermaids are fantasy, they have been so entwined throughout history that the genus for manatees is Sirenia, after the singing creatures (read: mermaids) of ancient Greek mythology.

And while mermaids flourish through tales upon tales retold by authors, artists, and filmmakers, even by Walt Disney himself, their real-life counterparts are struggling to survive in the seas and rivers around the world.

Manatees are large gentle creatures that usually move at a slow pace, which makes them vulnerable to boat strikes and the dangers of getting caught in fishing nets. Algae blooms and cold waters can also be a problem for manatees. And even though we have recently seen upticks in the manatee population, they are still in danger and saw record-high mortality statistics in Florida in 2018.

The **Vanishing Mermaid Gift Shop** is so named to honor the reality of manatees in danger and inspire the public to protect

them from becoming just a myth or legend. Gift shop proceeds are dedicated to the **Manatee Observation and Education Center (MOEC)** whose mission statement is “to promote understanding and responsible actions for the protection of the Treasure Coast’s fragile ecosystems and their inhabitants.” MOEC programs and exhibits educate visitors about nature, and how humans impact the

environment and teach ways to interact with our natural environment to lessen that impact.



concerns for the environment.

Take *The Naked Bee* for example. This line has supplied wildflower seeds to be given away as part of “Operation Pollination” to secure more habitats for honey bees. The **Vanishing Mermaid** has given almost a hundred packets away to visitors from all over the world. *The Naked Bee* supplies bath and body products that are biodegradable and safe for coral reefs, including reef-safe sunblock.

Stationery and other products from *Tree Free Greetings* are made using entirely post-consumer recycled paper, using only power generated by solar panels and wind turbines.

Organic Tagua, a company named after the material it uses, creates stunning handmade jewelry, keychains, and



figurines from a sustainable and organic source. Tagua is a palm tree nut from Ecuador, which produces over a hundred of these hard nuts a year, per tree. The nut is also referred to as vegetable ivory since it has the same texture, density, and appearance of animal ivory, without causing any harm to animals or the rainforests where it is gathered.

The **Vanishing Mermaid** is dedicated to educating and inspiring even its youngest customers by offering toys, books, and accessories with nature and sea life themes. We hope our manatees and mermaids will inspire children to become marine biologists, educators or eco-savvy politicians. Awareness is the first step! As Baba Dioum has said, “In the end, we will conserve only what we love, we will love only what we understand, and we will understand only what we are taught.” ❖

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The Manatee Center June Events

Season Hours: October 1st through June 30th we are open 10 a.m. to 5 p.m., Tuesday through Saturday, and 12 p.m. to 4 p.m. on Sundays.

June 17 to June 21, 9 a.m. to 1 p.m.

Wild Wonders Half-Day Camp

This camp is perfect for the younger nature lover (6–8 years old)! Each day will feature a different nature theme and will include live animal encounters, outdoor games, and arts and crafts. Registration is \$90 for the week. For more information and registration, visit our website.

June 24 to 28, 9 a.m. to 4 p.m.

Eco-Explorers Summer Camp

This fun camp is great for kids (9-12 years old) who want to know how nature works. Hands-on field trips will introduce campers to Florida’s fragile ecosystems and the organisms that call them home. Registration is \$175 for the week. For more information and registration, visit our website.

Friday, June 14th at 12 p.m.

Hurricanes: Impacts and How to Prepare

Lunch & Learn — Join us for a free presentation at the Manatee Center led by the St. Lucie County Emergency Operations and Environmental Resources Departments. You’ll learn all about hurricanes and how to prepare, just in time for the 2019 hurricane season. Bring your lunch and bring a friend. *Free event.*

Recurring Programs

Tuesdays, 2:00 p.m. — *Fin-Tastic Fish Feeding* — come meet the fishes in the Center.

Wednesdays, 2:00 p.m. — *Tide Pool Touch Tank* — touch and hold tide pool critters.

Thursdays, 2:00 p.m. — *Meet the MOEC Reptiles* — and witness Diego the corn snake eating.

Fridays, 2:00 p.m. — *Seahorse Snack Time* — watch the MOEC seahorses eat and play.

Saturdays, 2:00 p.m. — *Fin-Tastic Fish Feeding* — come meet the fishes in the Center.



Love, JAZZ Community: Summer Chill

by Don Bestor

Two things that signal the change of season on the Treasure Coast every year are the migration of the seasonal residents to parts north, and the return of the love bugs. One thing that doesn't change, even though the seasons and its population count do, is the weekly **Jazz Market** in beautiful downtown Fort Pierce. Every Saturday morning, rain or shine, winter or summer, the area's most skillful and friendly artisans and vendors gather on Melody Lane right across from the **Fort Pierce Farmers' Market**. You can browse to your heart's content, chat with the artists, and enjoy the Indian River breezes every Saturday morning – all summer long.

Grab your cup of joe, pick up a delightful and flaky pastry to munch on, and wander through the magical array of creative arts and crafts, stained glass, original *Highwaymen* paintings, glassware, soaps, candles, woodwork, and so much more. And while you're finding the perfect hostess or wedding gift for those summer celebrations or a little something special just to treat yourself, you can enjoy live music and know that your enjoyable morning of shopping helps to support education programs and local scholarships for talented young musicians.

Coordinated by *Fort Pierce Jazz and Blues Society*, the **Jazz Market** helps to promote Fort Pierce and St. Lucie County resident artists and crafters and provides space for remarkable unique artisans from surrounding areas as space and discretion provide. Stop by our 'piano bar' and request a favorite tune, sing along with a memory, or enjoy a few moments in the Saturday morning shade. You don't have to dress up; flip flops and shorts are always in vogue in the "Fort," and you'll probably bump into your neighbors, colleagues,

and maybe even their beloved dog or pet pig. It's the perfect way to unwind, chill out, and remember why it was you became so utterly smitten with this community and lured by its charm.

And when you're weary or have too many bags to safely navigate back to your car, there is a local tram to help get you there in comfort. If you park in the free, downtown parking garage, you won't even have to do the 'hot seat' dance because your car will already be comfortably cool. It's a win-win with a focus on fun and music and paying it forward to the next generation, so come, join the party every Saturday morning from 8 a.m. to 1 p.m. at the **Jazz Market**. If you'd like to add the perfect gift, stop by our booth and pick up a schedule of evening live music opportunities (yes, we play all summer long, too), or sign up for a membership or to volunteer with **Fort Pierce Jazz and Blues Society**. And if you can't wait until Saturday to join the family, by all means, feel free to contact us at 772.460.JAZZ (5299), or visit us online at www.jazzsociety.org. ❖

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by Sue Dannahower

Creative Ways with Ice Cubes

Aloe Vera Ice Cubes: This hack comes in handy when you spend too much time out in the hot summer sun and get a sunburn. Pour some aloe vera in an ice tray, and then place it in the freezer. If you get a sunburn, use a frozen cube of aloe vera to soothe your sunburn.



Ice Coffee Cubes: If you like to drink iced coffee but hate the way your ice seems to water your coffee down as it melts, then try this hack. Pour some coffee into an ice tray, and place it in the freezer. The next time you make your iced coffee, you can use the frozen coffee ice cubes.



Wine Ice Cubes: For an easy way to cook with wine, use this hack. Fill an ice cube tray with your favorite cooking wine, and place it in the freezer. Then, the next time you need some wine to cook with, pop out a few ice cubes and defrost them for the task. ❖



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Main Street Fort Pierce wants to invite you to become a part of the renaissance of our Historic Downtown area. Over the past twenty-nine years, we have worked to repair streets and sidewalks, upgrade storefronts, renovated the Sunrise Theatre, Old City Hall and the Platts Backus House, sponsor charrettes to design a downtown "Master Plan," built the Manatee Observation and Education Center and so much more! Annually, Main Street Fort Pierce sponsors over 30 events — most 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.
- Locally owned businesses keep profits in town and support other local businesses and community projects.
 - A vibrant downtown creates a feeling of "hometown pride" and sense of place.
- The downtown district is a public gathering area, where parades, special events, and celebrations are held in a unique setting.
 - Community character and historic integrity cannot be recreated.

What are Membership Benefits?

- Your membership dues are an investment in the future of Historic Downtown Fort Pierce, helping us to sponsor improvements and events throughout the year.
- Members receive advanced 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 \$15.

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Small Business Solutions: Top 10 Business Credit Terms Small Business Owners Should Know

by Marco Carbajo, Guest Blogger



As a small business owner, it is important to have an understanding of business credit terms. Similar to personal credit, business credit determines whether your company can be trusted by the way it manages money. Like personal credit, business credit is a reflection of how well your company manages money.

Why is business credit important?

The Nav American Dream Gap Survey, 2015 revealed of small business owners surveyed, 45% did not know they have a business credit score, 72% did not know where to find information on their business credit score and 82% didn't know how to interpret their score.

The good news is that you don't have to be a financial expert to negotiate the world of business credit. By knowing some key terms and definitions surrounding business credit, you can earn lenders' trust and make your way to successful funding.

Here are the top ten business credit terms you should know:

1. Accounts Receivable – Also known as A/R, accounts receivable refers to the money owed to your business by others for products or services provided.

2. Business Credit Report – A business credit report is a detailed report of a company's credit history prepared by a business credit reporting agency. The information contained in a business credit report provides crucial details needed to make informed credit decisions.

The data in a small business credit report is vital to getting the funding you need to successfully run and grow a business.

3. Business Credit Score – While a personal credit score is a number that represents an individual's credit history; a business credit score represents the credit risk of a business itself. Each business credit reporting agency has a different type of scoring model with scores ranging from 1-100.

4. Cash Flow – This is the cash that flows in and out of your business in a month. The cash coming into the business can come from customers & clients. Cash going out can be from expenses such as rent, payroll, taxes, etc.

5. Collateral – Any assets used to secure credit or a loan for the business is collateral and can be tangible or intangible. When you pledge an asset for collateral, it becomes subject to seizure by the lender if the business defaults on the terms.

6. Gross Profit – After deducting the costs it takes to make and sell your company's products or services, the gross profit is the money that remains. The gross profit shows up on the company's income statement.

7. Line of Credit – A line of credit for a business is an account opened with a bank, credit union or lender that lets you borrow money when needed, up to a preset borrowing limit. Each issuer has its own unique underwriting criteria, guidelines and terms.

8. Net Terms – This is a specific type of trade credit offered to businesses which require payment in full in a short period of time after a product or service is purchased. The typical net terms are net 30 and net 60 days.

9. Personal Guarantee – A personal guarantee is a written promise from a business owner to accept responsibility in the event the business fails to pay.

10. Profit & Loss Statement – The profit and loss statement (P&L), also known as the net income statement, shows if your company is making money, breaking even or operating at a loss.

Having access to business credit is the lifeline for a small business. It enables you to obtain the cash you need to grow, cover daily expenses, buy equipment & inventory, hire additional employees and so on. With a knowledge and application of business credit, you are well on your way to creating an important safety net for your business.

About the Author: Marco Carbajo is a business credit expert, author, speaker, and founder of the Business Credit Insiders Circle. He is a business credit blogger for Dun and Bradstreet Credibility Corp, the SBA.gov Community, About.com and All Business.com. His articles and blog; Business Credit Blogger.com, have been featured in 'Fox Small Business', 'American Express Small Business', 'Business Week', 'The Washington Post', 'The New York Times', 'The San Francisco Tribune', 'Alltop', and 'Entrepreneur Connect'. ❖

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June Fishing Report – The Hot Spot

by Captain Bo Samuel, Pullin Drag Charters

When it's too hot to think of anything except the water, it's time to get *on* the water and go fishing! The warmer summer months bring fantastic fishing opportunities and are especially great for snapper and Mahi fishing. Although water temperature, migrations, and weather all influence the fish bite, there's no shortage of fish in the beautiful waters of Fort Pierce.

Mangroves, lanes, muttoms, and yellowtails can be found offshore on the reefs in 50–100 feet. Live bait is best for snapper fishing but frozen will work too; just keep the bait on the bottom with enough weight. Trolling from 80 foot or more will give you a chance at the mahi-mahi, or dolphin fish. Use fresh ballyhoo, naked or skirted, on a slow troll and watch for weed lines and floating debris where dolphins like to school. Inshore, look for snapper around mangroves, bridges, and cuts with good current and use a chum bag as they are aggressive feeders. Targeting snappers can see pompano, blue runners, grouper, and trout on the line.

This month will also have the *Treasure Coast Lionfish Safari*, June 7th through 9th, with captain's meeting at **Sailfish Brewing Company** on Friday, June 7 and weigh-in each day at Veterans Memorial Park. This is a great way to help protect our local reefs with the bonus of a tasty lionfish meal at the end of the day. Stay cool and keep *Pullin Drag!* ❖



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Recipe Corner

by Sue Dannahower

Seared Sea Scallops with Crispy Prosciutto, Breadcrumbs, and a Drizzle of Lime-Garlic Butter

This is my new favorite appetizer. I've served it as an amuse bouche at several sit-down dinners. It's always a hit. The crispy Prosciutto is the perfect topping for the sweetness of the scallops. If money is no issue, buy fresh scallops. However, Aldi has a very good product in their freezer section. This recipe comes together in 15 minutes and makes 8 portions.

Lime-Garlic Butter

- 1 stick butter
- 3 cloves garlic, crushed
- ½ teaspoon crushed jalapeno (optional)
- 1 teaspoon lime zest
- ¼ cup lime juice
- 1 teaspoon cumin

Sauté butter, garlic and jalapeno 5 minutes. Add lime zest, lime juice and cumin. Let sit 20 minutes.

Pancetta Breadcrumbs

- ¼ cup homemade breadcrumbs or Panko
- 4 ounces prosciutto (or ham spec)

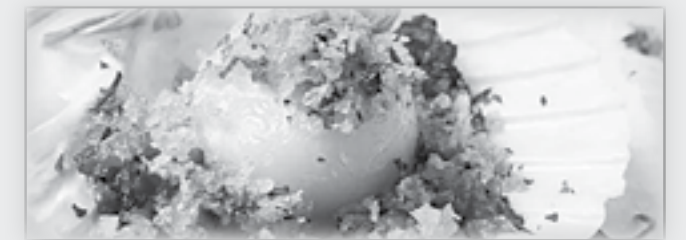
Toast breadcrumbs in oven until golden brown. Finely diced pancetta. Cook over medium-high heat until crisp. Set aside.

Scallops

- 8 Sea Scallops
- ¼ cup Vegetable Oil*
- Season with Salt & Pepper or Blacken Seasoning
- 2 cup baby spinach, julienned

Rinse thoroughly and place scallops between two paper towels and gently pat dry. Season both sides. In a grill pan, heat oil over medium-high heat. Once the oil is hot, place scallops in pan. Cook 1½ to 2 minutes per side. Use tongs to flip the scallop over.

I use scallop shells to serve. You will need 8 to make 8 servings. Plate in the following order: ¼ cup spinach, seared scallop, teaspoon breadcrumbs, teaspoon prosciutto, tablespoon Lime-Butter (warm). Serve immediately. ❖



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