



Volume 19, No. 6

January, 2024

# FOCUS

The Official Monthly Newspaper of Main Street Fort Pierce

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## PRESIDENT'S MESSAGE

# Greeting the New Year in Historic Downtown Fort Pierce

by Donna Sizemore



Happy New Year Fort Pierce! I certainly hope that everyone had a wonderful holiday and we are ready to tackle their new year's resolutions. I recently read an article on mindful approaches to new year's resolutions, and it talked about focusing on the process involved to achieve your resolution rather than just the result. Maybe call your resolution an intention and be mindful of the intention and not be so hard on yourself. If you fall short, practice mindfulness and be kind to yourself. If you need to begin again, then begin again.

*Main Street Fort Pierce* can help with bringing some joy into your life. We have a lot of exciting and fun events planned for 2024 and a couple of brand-new events. All our events can be found on the *Main Street Fort Pierce* website: <https://mainstreetfortpierce.org/>. In fact, *Main Street Fort Pierce* was chosen by *Indian River Magazine* readers as Best Festival for *Friday Fest*. Thank you, readers! *Friday Fest* is the first Friday of every

month on the waterfront in downtown Fort Pierce. We hope to see you there. Most importantly, the downtown businesses and restaurants have much to offer to bring joy into your life with fabulous dining, shopping and entertainment!

If your new year's resolution is to become more involved in your community, consider volunteering for *Main Street*. To do so, go to the *Main Street Fort Pierce* website and click on volunteer and complete the form. Our volunteers are amazing, and we couldn't do what we do without them.

One of *Main Street's* new year's resolutions is to have you get to know the staff and board members better. Beginning in February we will publish, in the *Focus*, bios and pics of our amazing team and will continue through December. If you see one of us, out and about, please introduce yourself. We love to hear from our community.

In closing, a shout out to all the *Sights and Sounds* parade participants. Wow! The creativity and talent that was displayed for the theme "Christmas Under the Sea" was amazing. We are looking forward to seeing what talents you bring next December. *Happy New Year!* ❖

*“Ultimately, New Year's Resolutions are about growth and improvement. They are about bringing health and joy and ease into our lives.”*



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**Coffee WITH THE MAYOR**

Mayor Linda Hudson invites you to join her for Community News, Special Announcements, Complimentary Steamworks Coffeebar coffee, Orchid Island Juice, Breakfast Treats, and more!


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**Friday, January 19, at 8:00 a.m.**  
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# Calendar

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



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**MONTHLY EVENTS**

**December 31, Friday:** CITY OF FORT PIERCE NEW YEAR'S EVE FIREWORKS SHOW — 9:00 p.m.; Viewable from downtown Fort Pierce over the Indian River Lagoon.

**January 5, Friday:** FRIDAY FEST AT MARINA SQUARE — 5:30 to 8:30 p.m.; live music by **Mad Notes**; sponsored by **Cobbs Landing** and **Little Jims** restaurants; Please remove all vehicles from the permitted Friday Fest road closure area (Marina Way & Melody Lane) by 2:00 p.m.; Facebook—Main Street Fort Pierce, 466-3880; mainstreetfortpierce.org.

**January 19, Friday:** COFFEE WITH THE MAYOR — 8:00 a.m. at the **Fort Pierce Yacht Club**, 700 N. Indian River Dr.; *Sponsor* – **City of Fort Pierce Marine Bank**; Facebook—Main Street Fort Pierce, 466-3880; mainstreetfortpierce.org.

**January 19, Friday:** ARTWALK — 5 to 8:00 p.m.; Various studios and shops open throughout the downtown area; artstlucie.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, 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**

**Wine Down Wednesday**  
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*TheFortSteakhouse.com*

**Sailfish Brewing Company**  
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**Pierced Cider**  
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**Cobbs Landing**  
 cobbs-landing.com

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

**MANATEE OBSERVATION & EDUCATION CENTER**

429-6266 • ManateeEducationCenter.org

**DOWNTOWN FORT PIERCE LIBRARY**

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**SUNDAY DOWNTOWN CHURCH SERVICES**

**Common Ground Vineyard Church;** 460-5414, commongroundvineyard.com.

**First Church;** 464-0440, firstchurchfp.org.

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

**Notre-Dame Mission Catholic Church;** 466-9617, notredamecc.com.

**St. Andrews Episcopal Church (founded 1893);** 461-5009 mystandrews.org.

**COMMUNITY INFORMATION**

**A.E. Backus Museum**  
 772-465-0630 • backusmuseum.com  
**Bud Adams Gallery of Historical Photographs**

772-462-1795  
 2nd Floor of P.P. Cobb Building  
**Fort Pierce Police Athletic League**  
 772-370-6162 • fortpiercepal.com  
 Volunteers needed: 772-466-0606

**Fort Pierce Jazz & Blues Society**  
 772-460-5299 • jazzsociety.org

**Fort Pierce RiverWalk Center**  
 600 North Indian River Drive  
 772-489-6473 • cityoffortpierce.com

**Heathcote Botanical Gardens**  
 772-464-4672  
 heathcotebotanicalgardens.org

**Manatee Observation & Education Center**  
 772-429-6266 • ManateeEducationCenter.org

**National Navy UDT-SEAL Museum**  
 772-595-5845 • navysealmuseum.org

**St. Lucie County Marine Center**  
 772-462-3474  
 stlucieco.gov/marine\_center

**St. Lucie County Regional History Center**  
 772-462-1795 • stlucieco.gov/history

- JANUARY: BE KIND TO FOOD SERVERS MONTH
- JANUARY 1: NEW YEAR'S DAY
- JANUARY 2: HAPPY MEW YEAR FOR CATS DAY
- JANUARY 3: FRUITCAKE TOSS DAY
- JANUARY 7: NATIONAL BOBBLEHEAD DAY
- JANUARY 9: NATIONAL LAW ENFORCEMENT DAY
- JANUARY 11: LEARN YOUR NAME IN MORSE CODE DAY
- JANUARY 13: NATIONAL RUBBER DUCKY DAY
- JANUARY 15: MARTIN LUTHER KING DAY
- JANUARY 15: NATIONAL BAGEL DAY
- JANUARY 15: NATIONAL FRESH SQUEEZED JUICE DAY
- JANUARY 17: DITCH NEW YEAR'S RESOLUTIONS DAY
- JANUARY 20: NATIONAL USE YOUR GIFT CARD DAY
- JANUARY 21: SQUIRREL APPRECIATION DAY
- JANUARY 25: NATIONAL FLORIDA DAY
- JANUARY 28: NATIONAL LEGO DAY

# Mayor's Message **History and Martin Luther King, Jr. Festivals**

by Linda Hudson, Mayor, City of Fort Pierce



The 7th Annual Treasure Coast History Festival will be held Saturday, January 13, 2024, from 9 a.m. to 2 p.m., in its new location at Museum Pointe Park, 414

Seaway Drive, on the grounds where the St. Lucie Regional History Center is located. Speakers and topics include: Rick Modine on *Cow Hunters and Carltons*; Marshall Adams on *A.E. "Bean" Backus* life and art; Doretha Hair Truesdell on *The History of the Highwaymen*; Jeanne Johansen on the *Life of Edwin Binney*; and Steve Hoskins on the *History of St. Lucie Village*. Doug Rooks will speak about architect, William Hatcher, who designed the still-standing, 2nd Street Raulerson Building, celebrating its centennial in 2024. He also designed Old City Hall, completed in 1926.

The event will also feature family-friendly activities, including Sumerlin's Fish Fry, historical and pioneer exhibits, refreshments and music. Local story tellers like Billy Johnson, Tommy Schwartz, Terry Howard and others will be on hand to share their stories of early life on the Treasure Coast.


For more information on this free event, call 772-462-1795 or email SLHShistoryfest@gmail.com.

You can learn about Fort Pierce and Treasure Coast history, by visiting the St. Lucie Historical Museum, Tuesday through Saturday, 10 to 3 p.m., or the Adams Cobb Cultural Center, downtown P.P. Cobb Building, Saturdays, 10 to 2 p.m.

Monday, January 15, 2024, is Martin Luther King, Jr. Day, celebrated with one of the largest parades on the Treasure Coast. The parade begins at 10 a.m. at Avenue I and Dr. Martin Luther King, Jr. Boulevard (25th Street). Leading up to the parade, activities and events are planned, such as Indian River State College (IRSC) opening reception.



youth symposium and spelling bee at Lincoln Park Academy, and a wreath laying Ceremony at Dreamland Park. For more information about Dr. Martin Luther King, Jr. Commemorative events, contact Cheryl McCrary at 772-985-7012 or e-mail saintluciemlk@gmail.com. ❖



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# Fort Pierce Redevelopment Agency Launches Second Round of Mural Program Applications

The Fort Pierce Redevelopment Agency (FPRA) is excited to announce the commencement of the second round of applications for its highly successful Mural Program. This initiative aims to further enhance the cultural vibrancy and aesthetic appeal of the City of Fort Pierce by showcasing the talents of local artists in public spaces.

Following the overwhelming success of the inaugural Mural Program, which saw the transformation of several key locations



into captivating works of art, the FPRA is thrilled to invite artists to participate in the second phase of this transformative project.

The Mural Program not only beautifies the city but also provides a platform for local artists to display their creativity and contribute to the community's visual identity. By fostering a sense of pride and unity, the program aligns with the FPRA's mission to revitalize and celebrate the unique character of Fort Pierce.

The FPRA invites all interested artists to visit the city's website at <https://cityoffortpiece.com/1056/Peacock-Arts-District-Mural-Program> for detailed guidelines and the official application form.

We look forward to seeing the community's vibrant artistic expressions come to life and contribute to the continued revitalization of Fort Pierce. ❖

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## 7th Annual Treasure Coast History Festival, January 13th

by Joanne Blandford, Editor

To know and understand the dynamics of a community is to study its roots and the people who shaped its future. The counties and municipalities that make up the Treasure Coast are relatively young compared to other European and early American settlements along the east coast. Many of the families that first forged a living in the beautiful, yet wild landscape of south Florida did so around the late 1800s. The



Photography by MaryAnn Ketcham

post-Civil War settlement mirrored the branching out and development that was simultaneously occurring in the western territories of the United States. The folks who sought opportunities here back then did so before the availability of reliable transportation routes, air conditioning, mosquito control, early hurricane warning systems, and water management. To top it off, they also had almost no protection from one of the most treacherous predators of the region — sand flies, a.k.a. no-see-ums. The stories of their accomplishments and disappointments have been told, retold, and added to by the generations of family members that remained in the area throughout the decades. Since its inception, the *St. Lucie County Historical Society* has collected these stories and artifacts that paint the picture of life along the Indian River before the modern conveniences we have today. These oral histories and demonstrations will be available to the public during the **7th Annual Treasure Coast History Festival** on Saturday, January 13th.

The **Treasure Coast History Festival** was started by the *Indian River Magazine*, which is owned and run by Gregory Enns. His family moved into the area just over 100 years ago. Immediately after moving to the area, various members of the Enns family sold and developed real estate, owned & operated a citrus grove, owned an insurance company and purchased the local newspaper, the *News-Tribune*. Two members of the



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Joanne McCurdy,  
Broker/Owner

Enns family, Ted & Paul Enns, served in managing roles during 24+ years they owned the newspaper, and continued as its publisher and business manager for years after it was sold to new owners. Greg was the fourth generation of his family in the newspaper business and to work for the local *News-Tribune* (now known as *St. Lucie News Tribune* under the daily news organization *Treasure Coast Newspapers, LLC* – TCPalm). He left his newspaper career and started the *Indian River Magazine* in 2006. His family's story is featured in the current edition of the *Indian River Magazine* or online at <https://indianrivermagazine.com/enns-of-an-era/>.

This year the *St. Lucie County Historical Society* will oversee the **Treasure Coast History Festival** on the grounds of the *St. Lucie County History Center* located at 414 Seaway Drive in Fort Pierce. This is a family-friendly event that will run from 9 a.m. to 2 p.m. There will be historical exhibits of pioneer history including a late 1800s cow camp and a Seminole War Army camp recreation. Several speakers will narrate the history of local industries, communities, individuals, and cultural icons throughout the event. Along with the speakers, there will also be story tellers in the family section of the *St. Lucie County History Center* that will tell tales about life in the area throughout the past century and beyond. Music will be played throughout the day by local band, *The Square Ones* and local musician, *Kyle Kraft*. This history festival would not be complete without a **Summerlin Family Fish Fry** and delicious BBQ will be available from the local chapter of *Sigma Pi Beta* (proceeds from BBQ sales will go to underprivileged children in our community). Refreshments will also be provided by the *Key Club*.

This year's History Festival is dedicated to Lucille R. Rights, a local historian, teacher and author. Her books will be available in the *SLC History Center's* retail shop. The *Florida Classics* library will also be on hand with a plethora of books about

### Speakers

Rick Modine – *Cow Hunters and Carltons*  
Marshall Adams – *Life of A.E. Bean Backus*  
Dorthea Hair Truedale – *History of the Highwaymen*  
Jeanne Johanson – *Life of Edwin Binney*  
Steve Hoskins – *History of St. Lucie Village*  
Doug Rooks – *Architecture of William Hatcher*

the history of south Florida. An old postcard display will present the scenes and landmarks of yesteryear. The *History Club of Fort Pierce Central High School* will be present to assist with demonstrations

This will be the first year the **Treasure Coast History Festival** will be held on the grounds of the History Center. It is a homecoming of sorts for Treasure Coast history. My own family has lived in St. Lucie County for over 100 years. In the 1980s when I was a young child, I remember visiting the History Center during history festivals with my grandparents, who were active members of the *St. Lucie County Historical Society*. My grandfather, Claude Davis, found and donated a small canon that bears his name on the plaque there. I remember the Seminole Indians and the beautiful dolls they made, and the old *Gardner House* being transported over the South Bridge on its way to its new home on the museum grounds. The folks that volunteer and operate the *St. Lucie County Historical Society* are a dedicated group of volunteers that want to ensure that the accomplishments of the people that occupied the region throughout its past are remembered and preserved for future generations. The History Center is open from 10 a.m. until 4 p.m., Tuesday – Saturday. The *St. Lucie County Historical Society* gathers once a month for a dinner meeting that features different speakers each month. These meetings are open to the public but reservations are required. For more information or to reserve seating at the next dinner meeting visit [www.stlucie-historicalsociety.net](http://www.stlucie-historicalsociety.net). ❖

# Why Is Fort Pierce Utilities Authority Selling Me Internet?

by *FPUAnet Communications*

As **Fort Pierce Utilities Authority (FPUA)** looks forward to 2024, we are excited about the opportunities that our fiber internet division, **FPUAnet**, is bringing to the Fort Pierce community.

Here are some of **FPUAnet's** upcoming projects for the new 2024 year:

- √ Bringing fiber internet to the St. Lucie County Airport Industrial Park.
- √ Bringing Continuing expansion into residential and business communities.
- √ Bringing Completing fiber internet builds in downtown Fort Pierce.
- √ Bringing Providing additional free public WiFi locations throughout Fort Pierce.

While we're very excited about this news, we also understand that you may have questions about why your locally owned municipal utility provider is selling fiber internet. Today, we're taking some time to answer those questions.

## Electrifying — Connecting — and Revitalizing — Fort Pierce

It seems like a long time ago, but over 110 years ago, the City of Fort Pierce built its first electric plant in 1911 that operated only a few hours each day. We've come a long way since then, through 1972 when Fort Pierce residents voted to create **FPUA** through City Charter. Today, we are a community-owned

utility that provides electric, natural gas, water, wastewater, and now also fiber internet.

While many of us likely recall the now-archaic rings and sounds of dial-up internet and America On-Line instant messaging, the universe of the World Wide Web has evolved tremendously since those early days. Internet is now an integral part of our lives, our homes, appliances, schools, jobs, extracurricular activities, taxes, and so much more.

"We understand the importance of reliable and fast internet connectivity in today's digital world," said Jason Mittler, **FPUAnet** Manager. "By expanding our network, we are committed to providing residents and businesses with the tools they need to thrive in the digital era."

**FPUA** launched **FPUAnet** in 2003 to a limited commercial audience, hoping to bring Fort Pierce businesses the option of selecting a municipal internet provider with responsive and local customer service. Today, **FPUAnet** offers fiber-to-the-parcel internet to a wide array of residential and commercial customers at competitive prices designed to accommodate our community's needs. Fiber-to-the-parcel internet is the fastest and most

advanced, reliable internet technology available, and **FPUAnet** now reaches over 1,500 parcels, with over 160 miles of fiber optic cable, covering both residential and commercial customers.

Today, **FPUAnet** has become much more than a standard internet provider. **FPUAnet** empowers local businesses' success and continues driving economic growth in our community by attracting new industries and driving expansion. **FPUAnet** improves the quality of life for Fort Pierce residents by increasing telecommuting productivity, educational access for students of all ages, and enhancing the digital experience for residents, businesses and visitors by providing accessible, affordable, and reliable high-speed broadband.

**FPUAnet** provides free public WiFi at the *Lincoln Park Community Center, Fort Pierce Intermodal Center, Jaycee Park, Jetty Park, the Manatee Center*, and most recently, *Marina Square and Linear Park*. This free public service allows **FPUAnet** to build the foundation of a SMART City network in Fort Pierce, while also taking important steps toward empowering individuals of all income levels to thrive and grow with the use of reliable, free internet in public places.

"As a municipal service provider, we are owned by the customers we serve, and are fully committed to providing our customers with the best possible service," said Mittler. "We are proudly offering fiber internet at affordable prices and with no

data caps or overage fees, so that everyone in Fort Pierce can enjoy the benefits of this amazing technology," he added.

As we enter 2024, we look forward to serving Fort Pierce with **FPUAnet** fiber internet.

Happy New Year, and thank you as always for allowing **FPUA** to provide your hometown utility services.

About **FPUAnet Communications: FPUAnet Communications** is a division of the **Fort Pierce Utilities Authority (FPUA)** that provides high-speed fiber optic internet service to residents, businesses and institutions in Fort Pierce and surrounding areas. **FPUAnet** is committed to providing its customers with the fastest, most reliable, and most affordable internet service possible. Additional information is available at <https://fpuanet.com/>.

About **FPUA: Fort Pierce Utilities Authority** is a municipal, not-for-profit utility provider. **FPUA's** mission is to provide our customers with economical, reliable, and friendly service in a continuous effort to enhance the quality of life in our community. Fort Pierce is one of more than 2,000 communities in the United States served by a community-owned electric utility, and one of very few who also provide water, wastewater, natural gas, and Internet services. Public utility systems are owned by the people they serve. All benefits from our locally controlled utility remain right here in the community. Additional information is available at [www.fpu.com](http://www.fpu.com). ❖



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# Have You Ever Met A Manatee?

by Meredith Bennett, Manatee Center

If you have lived in our area for any length of time you probably don't need an introduction to our state marine mammal, the Florida manatee (*Trichechus manatus latirostris*). These floaty potatoes can be found along our coast line, in our rivers and springs and even chilling in backyard canals.

The Manatee Center of Fort Pierce helped over 60,000 people get to know manatees better in 2022!

The Manatee Center was created to answer people's questions regarding the Florida manatee and educate locals and visitors about the unique environment and inhabitants of the Treasure Coast. The center features an outdoor classroom, exhibit area full of aquariums, a touch tank, terrarium and hands-on displays, plus a fun little gift shop. Depending on your timing you may even see manatees in Moore's Creek right behind the center!

Some educational programs are daily and some monthly ranging from "mommy and me" story hours to creek-side chats; lunch time lecture series to Manatees 101. During the summer months there are 3 to



4 weeks of summer camps offered. You may ask how all of this is accomplished with only 4 paid staff but the answer is simple: Volunteers!

Our volunteers are what makes our center a success. Our volunteers are dedicated, knowledgeable and enthusiastic about our mission. We have one volunteer that actually started before the building was finished 27 years ago! Now that is dedication. Of course, we want to

offer more in-depth programs and ensure our visitors have the best experience possible but right now we are struggling to have a full contingent on each shift.

Do you enjoy inspiring others? Are you passionate about conservation or ecology? You don't have to be a retired scientist or school teacher to volunteer, you just have to care! We have volunteer positions available for ages 14 to 104. Won't you join us and make a difference in your community?

Visit our website [www.manateeeducation-center.org](http://www.manateeeducation-center.org) to fill out a volunteer application

and soon you will get to know our local marine mammals much better. ❖

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# Sights & Sounds on Second Parade Winners

### Float: Best Interpretation of the Theme

- 1st Place *San Juan Diego Pastoral Center Float*
- 2nd Place *Fort Pierce Woman's Club Float*
- 3rd Place *Fort Pierce Yacht Club Float*

### Non-Float: Best Interpretation of the Theme

- 1st Place *Manatee Center w/ Moe The Manatee (Grand Marshall)*
- 2nd Place *Shift Culture*
- 3rd Place *Coast Guard*

### Best Governmental/Public Agency

- 1st Place *Fort Pierce Utilities Authority Float*
- 2nd Place *Fort Pierce Police Department Float*
- 3rd Place *Indian River State College*

### Best Commercial Entry

- 1st Place *Campbell Cooling LLC Float*
- 2nd Place *HW Road Construction*
- 3rd Place *ABC Towing*

### Best Musical Performance/Marching Band

- 1st Place *Saint Lucie West Centennial High School Eagle Regiment Marching Unit*
- 2nd Place *St. Anastasia Royal Ram Band Float*
- 3rd Place *Fort Pierce Central High School Marching Cobras*

### Best School Club or Troop

- 1st Place *LaSala's Dojo School of Martial Arts Float*
- 2nd Place *Wings Whiskers and Wags 4H Club Float*
- 3rd Place *Sun Grove Montessori School Float*

### Best Dance/Cheer Group

- 1st Place *Dancing Butterflies*
- 2nd Place *Time Crew Dance Company*
- 3rd Place *Rhythm & Soul Studio Marching Unit*

### Best Equestrian

- 1st Place *Trails & Tails 4H*
- 2nd Place *Turn N Burn 4H Club*
- 3rd Place *Brocksmith Mission Riders*



Photography by MaryAnn Ketcham



Continued on next page ...



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# TREASURES OF THE PAST

*125 years ago this month as reported in the January 29, 1899 edition of the Morning News (Savannah, GA)*

## The Brooksville News-Register advocates the appointment of a state forest and fish warden

D.H. Alderman of Fort Pierce, has a fine orange grove near Judge M. S. Jones grove, west of Fort Pierce. He has ten acres under cultivation with 1,000 trees already planted. Some of his orange trees are fifteen inches in diameter, and are loaded with fruit. Many of his trees were uninjured by Florida's big freeze. Mr. Alderman also owns another grove in Mims.

*125 years ago this month as reported in the January 26, 1899 edition of the Asbury Park Press (Asbury Park, New Jersey)*

...John F. Seger, the Cookman Avenue maker of fishing tackle and rods, have just filled an order for Boggs brothers at Fort Pierce, Fla. In the Summer they operate a hotel at Avon.

...The Boggs brothers, Robert M. and John G. proprietors of the Oxford hotel, Avon by the Sea, are managing the Fort Pierce hotel, Fort Pierce, Fla., during the winter. Their Florida hotel is located in a section where hunting and fishing is excellent, and consequently a great number of sportsmen congregate at their southern hostelry.

*100 years ago this month as reported in the January 1, 1924 edition of the Tampa Tribune*

## Colonial Hotel at Fort Pierce is to be Opened Jan. 15

Work on the new Colonial hotel, 34 rooms, is coming along in good shape and the new hotel is to be opened for business Jan. 15, according to announcement of Mr. and Mrs. R.C. Erskine, who are having it built and who will operate it.

The opening of the new hotel will be coincident with the convening in Fort Pierce of the Florida State D.A.R. Conference, which will be in session here from the 15th through the 17th. The Colonial is to be the headquarters for the conference visitors.

While of Colonial design and build, the new hotel will be modern in facilities and appointments throughout. Situated so that it overlooks picturesque Indian River and has entrances from two of the main streets, its location is excellent. There will be a bath and shower in every room and otherwise the place will be fitted up in fine shape.

A coffee house located on the hotel grounds is to open at the same time and is to be used both for the hotel guests and for private dinner and luncheon parties, etc. It, too, is of colonial design, prettily fitted out and very "homey" in arrangement.

*75 years ago this month as reported in the January 21, 1949 edition of the Hollywood Herald and Hallandale Pioneer*

## Alto Adams Named Chief Justice Here

Justice Alto Adams, former Fort Pierce circuit judge, has been named chief justice of the Florida Supreme Court for the next two years.

He succeeds Justice Elwyn Thomas, who also came to the bench from the Fort Pierce circuit court. Justice Adams will be 50 years old this month.

He is a native of Walton county, and was appointed to the Supreme Court in 1940. He got his law degree from the University of Florida and practiced in Pensacola before going to St. Lucie County.

*75 years ago this month as reported in the January 25, 1949 edition of the Tampa Times*

## McCarty to Head Cancer Campaign – Public Figure Named State Chairman

One of Florida's best-known public figures will lead the drive in the State in April for funds to carry on the fight against cancer. He is Dan McCarty, of Fort Pierce.

His selection as State Campaign chairman by the State Executive Committee of the Florida division,

American Cancer Society, was announced here today through Mrs. Malcolm Smith, the Division's executive director.

Mr. McCarty who was runner-up in the gubernatorial race last year, already has begun setting up a small army of volunteer workers who will carry the drive into every corner of every county in the State.

"Money given to the American Cancer Society by the people of Florida over the last three years," Mr. McCarty said, "has built here one of the finest cancer control programs in the United States.

"Right now it is saving lives that otherwise almost certainly would have been lost, and the overall cancer fight is the brightest it has ever been. But that doesn't mean that it is won. The

Tide has begun to turn, but there still are more than 2600 men, women, and children dying of cancer in Florida every year. The lives of half of them can be saved.

"It will take money to help do it. The Florida Division is not going out to see how much money it can raise. It needs \$175,000 to carry out a careful program that has been mapped by the doctors and cancer control specialists. That amounts to an average of about 25 cents per family in the State...a ridiculous figure in the light of what it can accomplish."

Mr. McCarty said that a campaign chairman would be named in each county and a campaign organization built around the more than 600 volunteers who conduct the year-round cancer education program.

The State campaign chairman is recognized over Florida as one of the most public-spirited men in the State.

His family pioneered the development of Fort Pierce and the lower east coast and Mr. McCarty, soon after his graduation from the University of Florida followed in the footsteps of his father and grandfather.

He was elected to the Legislature in 1937 and at the 1941 session was elected Speaker of the House – the youngest in Florida's history. He owns substantial citrus groves in St. Lucie County and was the organizer of the Indian River Citrus Associates, a cooperative packing and marketing group which he serves as general manager.

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# Love, JAZZ Community: An Easy Resolution to Keep



**H**appy New Year! Whether you started the new year with a helping of black-eyed peas, grapes, or a champagne toast, when you rang in 2024, you probably also had a few ideas in mind to help make it the best year ever. If one of your New Year's Resolutions was to be more present, enjoy life more, take more time for yourself, or treat yourself a little better, **Fort Pierce Jazz and Blues Society** has your back.

For more than a quarter of a century, this small but mighty group of professional musicians, and music lovers has been helping to keep live, professional music alive, well, and available nearly every night of the week on the Treasure Coast. Sure, you make a resolution to lose weight, work out like a beast every day, give up caffeine, or promise to be a better person, but why not cover all those "self-improvement" ideas in one easy and fun resolution? By connecting with **Fort Pierce Jazz and Blues Society**, you might be surprised when a few things start to happen.

**Your blood pressure will probably go down** and health will improve because studies done by Harvard Medical School and many others have shown that, "listening to music may boost exercise ability, ease stress and anxiety, and enhance recovery from strokes." That's a pretty decent benefit without having to invest in a Peloton, don't you think?

**Your mental health is likely to improve**, and depression is likely to diminish, too. According to the *New York Times*, research has shown that music engages multiple regions of the brain, and adding music therapy, like medication and psychotherapy, can improve depressive symptoms when compared with standard treatment alone. Studies also indicate that music therapy can decrease anxiety levels and improve day-to-day functioning in people with depression. Even if you're not depressed, stop and think about how great you feel when you hear that favorite song — the one that always made you feel like dancing or brought back a wonderful memory of days gone by?

**You might even lose a little weight** and get into better shape. Yes, it may seem hard to believe, but multiple scientific studies have shown that listening to music is like a jolt of caffeine, inspiring you to work harder, keep exercising, and even enjoy exercise more. Why bother with a semaglutide or weekly shot of Ozempic®, when you can get up and dance a little to great live music?

**And even though you didn't need one more reason**, we'll give you a bonus reason to enjoy music. Research has found that listening to music can trigger the release of oxytocin, the 'love hormone' that helps us in developing empathy, trust and compassion for

others. That can help tremendously when one of our resolutions is to 'be present in the moment' or 'be a better person,' and honestly, who among us couldn't use a little hit of oxytocin?

There are loads of reasons why music can help make your 2024 better — maybe even the best year yet, and all of us at **Fort Pierce Jazz and Blues Society** will be happy to help make keeping your New Year's Resolutions a no-brainer just by continuing to provide quality live music at an affordable price here on the Treasure Coast. Whether you join us at our weekly jams at the **Sunrise Black Box** in Fort Pierce, the bi-weekly jams at **Port St. Lucie Botanical Gardens**, or any number of other venues around the Treasure Coast, our own New Year's Resolution is to share our gratitude with this community we love and have chosen to call home. And if we can help you lower your blood pressure, increase your oxytocin levels, or drop a couple of pounds from laughing and dancing, then count us completely in.

If you'd like to help us keep that music going, please consider becoming a member or gifting someone else with a membership. You'll benefit from discounts at every show, your friend will benefit because you'll both have someone to attend shows with, and the entire community will benefit from your support of the performing arts right here in your hometown. To find out more, just visit us at [www.jazzsociety.org](http://www.jazzsociety.org), or call us at 772.460.JAZZ (5299). I can't think of a much better way to start the new year than that, can you?

*Happy New Year to you and yours*, and may it be the best one yet! ❖

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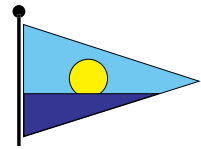
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# Fort Pierce Yacht Club Holiday Wrap-Up

by Robynn Holland, Community Liaison, FPYC



**Trim a Tree:** The FPYC annual Christmas benefit was a wonderful success again this year. The FPYC was transformed into a wonderful Victorian Christmas setting and members gave generously to support *E.N.D. It!*, the Fort Pierce community recipient of this year's proceeds from *Trim a Tree*.

The members of the FPYC were treated to a musical presentation of Christmas melodies from *E.N.D. It!* performers who received a standing ovation! Sonia and Skip Dupree founded *E.N.D. It!* in 2015 and through this amazing program help prevent "at-risk behaviors in pre-teen and teenaged youth" and



encourage participants to become positive, productive citizens. This is done through academic tutoring, an after-school program, a summer camp and involving students in all facets of the performing arts. *E.N.D. It!* welcomes students in grades 6- 12 to come and visit at 804 S. 6th Street in Fort Pierce. You can also contact *E.N.D. It!* at 772-302-3731, or at [www.everybodyisnot-doingit.com](http://www.everybodyisnot-doingit.com) or on their Facebook page *E.N.D. It!* Corporation.

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**35th Annual Sights and Sounds on Second Festival:** The membership of the FPYC sincerely thank both *Main Street Fort Pierce* and the *Ft. Pierce Sunrise Kiwanis* for another spectacular parade!. With over 80 entries, the 2023 parade was one of the largest ever and the crowd was so enthusiastic, standing 6 to 8 deep in some places to view the parade.

For over 15-plus years the members of the FPYC have geared up to participate in this wonderful parade by entering a float and walking in the parade to share in the joy and camaraderie of the Fort Pierce Community. This year's theme, *Under the Sea*, challenged chairperson Kathy Blanton and her committee, Fran Livesey, Leslie Briganti, Jean Mendes, Donna Regan, Ginny Harbison, Susan Sohni, Nancy Hector, and Karen Murphy to come up with a design for a unique underwater idea and they certainly succeeded. The FPYC float had displays of coral, sea urchins, octopuses, King Neptune and his court of mermaids, jelly fish, a scuba diver, and a treasure chest with a skeleton of a pirate still clinging to his treasure, Marchers included fish, jelly fish, and the ever-popular Sponge Bob. What a wonderful day for a parade!

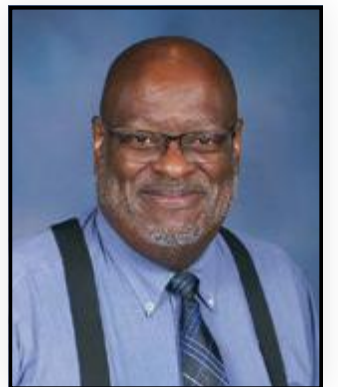
**The New Orleans Nighthawk Jazz Band Appearing in Fort Pierce:** The New Orleans Nighthawk Jazz Band, great musicians as well as great entertainers, will be appearing in Fort Pierce

on January 28 in an outdoor performance at the Fort Pierce Yacht Club from 3 p.m. until 5 p.m. (If inclement weather we will move indoors.)



We invite you to share in their unique and premiere performance here in Fort Pierce. The event is open to the public. Admission is \$15 per person for two hours of rousing music. We look forward to seeing you there. For more information go to: <https://www.fortpiercelyachtclub.com/Social-Events>.

**And a Special Congratulations to George Rahming, Jr.:** Lincoln Park Academy Choral Director, George Rahming, Jr was selected as the 2024 recipient of the *Music Education Service Award* from the *Florida Music Education Association*. What a wonderful accomplishment and recognition.



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Or reach out to Mr. North Beach himself!

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"He's known as the 'Flashlight Guy' all over Vero and Fort Pierce" *Indian River Magazine*

\*

## These Small Business Trends Look to Shape 2024

by U.S. Small Business Administration

Another year is nearly in the books. For small business owners, that means the time to start planning for 2024 is now. While no one can predict exactly what the future will hold, there are plenty of trends entrepreneurs can monitor right now to stay prepared for challenges and opportunities in the days ahead. With potential impacts for both day-to-day operations and the long term picture, the following trends should inform your small business strategy in the new year.

**Artificial intelligence is here to stay.** There's no denying that artificial intelligence (AI) is a hot button issue with implications that go well beyond the tech space. AI is at the forefront of many sectors, including business. In fact, according to Constant Contact's *Small Business Now Report*, 91% of small businesses who are currently using AI say it has made their business more successful. With benefits for marketing, operations, and more, it may be worth looking into how AI can improve your business.



**But don't forget about the human touch.** In a day and age that is becoming increasingly digital, soft skills are more valuable than ever before. Artificial intelligence may be the future, but emotional intelligence is still very much the now. A recent study by *Redpoint Global* found that 77% of consumers

believe positive customer experience still requires human interaction — all the more reason to make sure you and your employees continue to hone your interpersonal skills. With courses such as "Understanding Your Customer" and "Sales," the SBA Learning Center can help.

**Customer experience is everything.** Price and product quality are important, but the concept of the "customer experience economy" reigns supreme. What does that mean for your business? Creating a positive customer experience at every level, from research to point of sale. Meet the customer where they are, whether that's online or in-person, and personalize their journey as much as possible.

**Sustainability is important to customers.** Few things are as critical to today's customer as sustainability. According to a recent study by NielsenIQ, 78% of US consumers say that a sustainable lifestyle is important to them, and they want to patronize businesses that share those values. Luckily, the SBA has some ideas of how you can lower your carbon footprint.

**Cybersecurity is a must in a data-driven economy.** As data collection and analysis become standard processes, consumers want to know that their information is secure and responsibly managed. 67% of smartphone users are concerned about data security and privacy on their phones. Fortunately, there are a variety of steps you can take to protect your customers, as well as yourself, from cyber threats.

2024 stands to be an exciting year for the small business community, and the SBA wants to help make sure you're ready for whatever is in store. Consult our resource partner network for no- or low-cost counseling and training and visit the *SBA Learning Platform* for a wealth of educational materials. Be sure to follow SBA on Facebook, X, Instagram and LinkedIn to keep up with more business trends throughout the year. ❖

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## Start 2024 with a Trip Offshore!

by Captain Bo Samuel

The cooler waters of January bring amazing opportunities for anglers so it's the perfect time to make a new resolution to enjoy more of our great Treasure Coast fishing. From the Indian River Lagoon to the Fort Pierce Inlet and out into the Atlantic, you can expect exceptional fishing for snapper, tripletail, cobia, redfish, pompano, and sheepshead. Fishing is a great way to enjoy the outdoors, make a salty memory, and put dinner on the table!

One of my favorite fish to target in January is the Atlantic Tripletail. They are a favorite fighting pelagic fish that give a great battle and an even greater meal. Tripletail get their name from the fact that the elongated dorsal, caudal, and anal fins are so close together they appear to look like three tails. I look for these fish around floating debris, buoys, and crab trap markers. Use light tackle and a small weight with 30-pound fluorocarbon and shrimp or crab as top bait choices. FWC regulations say the season is open year-round with a minimum length of 18 inches.

Bottom fishing is still a productive option this month with mangroves, lanes, and muttons being found offshore on the



50–100 foot reefs. Near-coast reefs are perfect for targeting sheepshead when the wind keeps us closer to shore. After you find the sheepshead, be prepared for a bite with every drop of bait and remember to keep your bait on the bottom with enough weight.

This month you can fish the **6th Annual Lenny Schelin Jr. Memorial Tournament** to benefit continued glioblastoma research. The dates are January 5th through 14th. The awards party will be held at **Little Jim Bait & Tackle**. More info can be found at [lennyschelinmemorialtournament.com](http://lennyschelinmemorialtournament.com). Fish "the Lenny!"

The Fishy Photo for January shows a pretty pair of Atlantic Tripletail!

So, start 2024 with a trip offshore! We can help with those New Year resolutions to include more fun fishing adventures catching salty groceries. And, if you would like someone else to do the cooking, **Cobb's Landing** in downtown Fort Pierce is the place to turn your fresh catch into a fine feast! Fishing rules and regulations plus more can be found at your local bait & tackle shops like **DeBrooks Fishing Corner** and my home base of **Little Jim Bait & Tackle**. Come see why it's always great to the start the year *Pullin Drag!* ❖



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## Favorite Recipes from Main Street Board Members

### Beef Stew by Wendy Lounds

2 pounds cubed beef chuck or beef stewing meat see note  
Flour for dredging  
2 tablespoons olive oil + more as needed divided  
1 medium onion chopped  
3 sticks celery chopped  
6 cloves garlic minced  
1 (6 ounce) can tomato paste  
1 cup dry red wine  
3 cups beef broth  
1 tablespoon Worcestershire sauce  
1/4 teaspoon Italian seasoning  
3 bay leaves  
1 pound Yukon Gold potatoes peeled & diced  
4 medium carrots peeled & sliced fairly thick  
1 cup frozen peas optional  
Salt & pepper to taste

#### Instructions

Prep ingredients. I recommend peeling and cutting the potatoes and carrots just prior to step 8. Coat the beef cubes in flour, and shake off any excess. Add 1 tablespoon of the oil to a pot/Dutch oven over medium-high heat. Once the oil is hot, sear the beef in two batches until nicely browned (if you crowd the pot it won't brown). Don't move the meat around the pan... turn it with tongs after it's had a few minutes to sear. Add the remaining oil to the pot for the second batch. Transfer the meat to a plate after each batch.

If the pot seems quite dry, add another teaspoon or so of olive oil, then add in the onions and celery and sauté for 5 minutes. Stir in the garlic and tomato paste and cook, stirring often, for 1–2 minutes. Stir in the wine, broth, and Worcestershire sauce. Scrape up any brown bits from the bottom of the pot.

Add the beef back to the pot (and any juices on the plate) as well as the Italian seasoning and bay leaves. Bring the stew to a gentle boil, then reduce the heat, cover the pot, and simmer for 1 hour. Important: I recommend stirring it occasionally during this time to ensure nothing is sticking to the bottom of the pot and that the temperature is still correct. On my gas stove I cook this stew alternating between medium-low and low (I adjust as needed so it's bubbling fairly gently vs. full-on boiling).

Stir in the potatoes and carrots, cover the pot again, and continue simmering for another hour or until the potatoes, carrots, and meat are nice and tender. As per the previous step, give it a stir occasionally to ensure nothing is sticking/scorching, and adjust the stove's temperature as needed so it maintains a simmer.

Take the bay leaves out of the stew and stir in the frozen peas. Let them warm through.

Season with salt & pepper as needed and serve. ❖



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