Proud To Be American

St. Andrew’s Episcopal Essay Contest Winners: Zanera Naeem, 7th Grade; Melissa Nicol, 8th Grade; Madison Robinson, 6th Grade (l. to r.); Lauren Herb, 5th Grade (front row). See winning essays pages 6 & 7.
Strong Partnerships Key to Public Celebrations and Fundraising

Recently I stopped for a mid-morning coffee on the porch of the PP Cobb General Store & Delicatessen. As I watched people — vacationers as well as local business folks — strolling by, I thought how lucky we are to live in a place like this. With the river and marina to the east and a bustling business district to the west of where I sat, I appreciated the partnerships and years of commitment on the part of so many people and organizations to pull off the kind of fabulous downtown atmosphere I was enjoying.

One of the strengths of Main Street Fort Pierce has been the facilitation of many of those powerful partnerships as well as rising to the challenge to help when some aspect of our historic downtown and its traditions have been in jeopardy. An example of that came very recently when funding for the July 4th Fireworks was cut. Mayor Bob Benton and Main Street agreed that losing the experience just wasn’t right for the community. So together they reached out to others who felt the same way and provided funding for this annual event that brings people and an economic boost to the area. If you make it to Fort Pierce for those fabulous waterside fireworks in a few days, I hope you’ll think of Mayor Bob, Main Street, and the generous business people who worked together to make it happen.

Another Main Street tradition that is headed your way and offers the opportunity to again support the continued improvements spearheaded by this organization is the annual Reverse Raffle. It’s scheduled for Saturday, August 14th, at the Pelican Yacht Club. If you’ve never attended this event, trust me when I say you just HAVE TO GO! For those of us who are annual Reverse Raffle partners, this one promises to be better than ever with a Flamingo Fling theme. Look for details in this edition, on Main Street’s website, or just call the office to reserve your ticket today. And if you see pink Flamingos popping up in front of local businesses, you can know these are the partners who are providing the main sponsorships to ensure another first-class event.

Finally, this month Main Street has sent out annual membership renewal notices. I hope you’ll continue your vital support of our mission and renew. If you aren’t a member I hope you’ll give us a call and join others in our community who know what a difference we can all make together.

by Beth Williams
Friday, July 2: Friday Fest — Brad Brock & the Renegades; 6:30 p.m. to 8:30 p.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org.

Sunday, July 4: 4th of July Downtown Celebration — 6:00 p.m. to 8:30 p.m.; Melody Square, Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org.

Tuesday, July 6: Coffee with the Merchant — Fort Pierce Utilities Authority, Sponsor. Topic: Energy Conservation for Small Business; Backus/Platts House, 8:30 a.m. – 9:30 a.m.; Main Street Fort Pierce, 466-3880, mainstreet15@aol.com.

Wednesday, July 14: ARTWALK — 5:00 p.m. to 8:00 p.m.; Downtown Business Association, 461-0655, www.fortpierce-fl.com.

Friday, July 30: Classic Car Cruise-In — 6:00 p.m. to 9:00 p.m.; Downtown Business Association, 465-7085, www.fortpiercefineart.com.

For more information, please call 462-1891 or visit www.stlucieco.gov/history.

ST. LUCIE COUNTY MARINE CENTER
For more information, please call 466-6824 or visit www.sunrisetheatre.com.

ST. LUCIE COUNTY REGIONAL HISTORY CENTER
For more information, please call 462-3474 for more information or visit www.stlucieco.gov/marine_center.

BACKUS GALLERY & MUSEUM
For information, please call 466-0630 or visit www.backusgallery.com.

HEATHCOTE BONITANICAL GARDENS
For information, please call 466-4672 or visit www.heathcotebotanicalgardens.org.

Summer Camp at Heathcote: Summer Fun Thursdays — Every Thursday June 24 to July 29. Discover a world of fun outdoors with games, music, crafts and nature exploration. Fun for all ages, 10 a.m. to Noon. $5 per child accompanied by adult. Visit www.heathcotebotanicalgardens.org or visit the Gardens at 210 Savannah Road in Fort Pierce. Registration begins June 1; 772-484-6772.

FORT PIERCE POLICE ATHLETIC LEAGUE

Volunteers needed for Ft. Pierce Police Athletic League. Persons interested in teaching the fundamentals of sports, mentoring, and tutoring should contact Paul Pearson or Gabe Gonzales 460-6066. The PAL Center is located at 1401 N. 2nd Street, Fort Pierce.

FORT PIERCE JAZZ & BLUES SOCIETY
For more information, please call 460-5299 or visit www.jazzsociety.org.

ART MUNDO
For more information, please call 336-3999 or visit www.artmundo.org

Art Bank studio artist Debra Magrann is holding student art camps this summer at the Art Bank 111 Orange Avenue in historic downtown Fort Pierce. Each week has a theme with lessons based on art history, design fundamentals, and vocabulary. Students ages 9 – 16 will enjoy creating unconventional artworks using a variety of methods including drawing, collage, watercolor, paper arts, and assemblage. Projects center on a weekly theme and artwork will be displayed on Fridays during the Student Art Exhibit where guests and families are invited to attend. A required materials list will be included with registration. Campers bring lunch and water or juice; a snack is provided.

July 12 – 16: “Summer Art Splash!”

August 16 – 20: “Let’s Trash This Place!”

Morning sessions, 9 a.m. – Noon $125

Afternoon sessions, 1 – 3 p.m. $125

All day sessions, 9 a.m. – 3 p.m.: $175

“Proud American” Essay Contest Winners

As Americans we are entitled to our rights and have multiple privileges that we can take advantage of. There are so many opportunities that are available to us as American citizens. As the 4th of July celebration approaches, students from St. Andrew’s Episcopal Academy entered an essay contest titled, “I am proud to be an American, because ….” It was a tough contest to judge and in the end the essays from four young talented ladies were chosen as the winners. The winners are Zunera Naeem, Melissa Nicol, Madison Robinson, and Lauren Herb. The winning essays are as follows:

I am Proud to be an American
by Zanera Naeem, 7th grade

I am proud to be an American because we have freedom of speech, press, religion, and petition; we can see, do, think, and feel whatever we want. Every American is treated equally, and no one is separated because of his or her skin color or religion. Every American is able to express him or herself freely without being criticized or punished. I am proud to be an American because we have a free country.

Freedom of speech is protected in the First Amendment in the Bill of Rights and is guaranteed to all Americans. I have the right to say what I want without being criticized or punished. Freedom of press is also guaranteed to all Americans. I have the right to print and broadcast information without licensing requirements, content review, and punishment for what has been said. Freedom of religion is important to many Americans. I have the right to practice any religion of my choice, or no religion at all, and to do this without government control. Freedom of petition is useful for many Americans. I have the right to petition against anything I wish. These are the reasons why I am proud to be an American.

Freedom in America
by Melissa Nicol, 8th grade

I am proud to be an American because of the United States’ Constitution. In many countries today, free will and natural rights are limited or slim to none. A famous philosopher, John Locke, said that every man deserves his natural rights to live, reproduce, worship, and own property; our nation does not deprive us from these rights; in fact, our national stabilizes and protects these rights. By protecting our rights, the country is relatively fair to every American citizen. I also feel a sense of security that these rights cannot be changed or altered within America, because they are in the Constitution.

Additionally, I feel assured of how the country will be run, because our Constitution allows the people to be a part of election of a leader; therefore, a dictator cannot come to power, or someone malicious cannot change how everyone in America lives. Although not all citizens in America will be satisfied with elections, throughout American history, we have never had an evil leader that “demolished” our country. Overall, I believe America is definitely the most elite country on the earth, and even though American people may have disputes about politics or religions, we are a very united nation.

The Journey to Freedom
by Madison Robinson, 6th Grade

I am proud to be an American because I have the freedom and the rights not every person has. People need to realize that the freedom we have today wasn’t bought in a store, it was fought for, and many people lost their loved ones at war, fighting for us, so we could have the freedom and the rights we have today.

Furthermore, the road to freedom wasn’t an easy road to cross; it was a cold, bloody, and tiring journey. We now have the right to vote, freedom of speech, freedom to practice our own unique religions, and the right to bear arms; these are some of the rights I am proud to have, and we, as Americans, owe it all to the soldiers who fought for our country.

As said in the song, “God Bless America,” “I am proud to be an American where at least I know I am free, and I won’t forget the men who died and gave that right to me.” No one should forget those men who gave us our ticket to freedom! I am proud to be an American, and I don’t and never will have any regrets. God Bless America!
Stars Over St. Lucie — 4th of July Celebration — Sunday, July 4, 2010

As Francis Scott Key watched the bombs bursting in air on that rainy night back in 1814, a large American flag rose over Fort McHenry. That night so long ago was the inspiration for our national anthem and the inspiration for fireworks shows today. Americans celebrate Independence Day, commonly known as the Fourth of July with “Bombs Bursting in Air” (fireworks), parades, barbecues, and patriotic ceremonies.

This year, Fort Pierce was in jeopardy of losing the fireworks, a tradition we have grown accustomed to. However, with the help of Mayor Bob Benton, Main Street Fort Pierce, and the generosity of local businesses, funds have been raised to give our community a dazzling fireworks show. We applaud these businesses for their charitable contributions and for bringing the community together to experience Stars Over St. Lucie.


Stars Over St. Lucie will be held on Sunday, July 4, 2010, at Fort Pierce City Marina Square. The festival will kick off at 6:00 p.m. with music by Category 5. Category 5 is the Treasure Coast’s premier Blues and R&B band. Band members Al Nawrocki (bass guitar/lead vocals), Gerry Mullaney (guitar/vocals) Mike Heneks (guitar/vocals) and Ted Anesse (drums) will perform tunes by such artists as Robert Cray, BB King, Wilson Pickett, Johnny Lang, Eric Clapton and more. Be sure to catch Category 5 at Stars Over St. Lucie. They will definitely leave you blown away and screaming for more.

Stars Over St. Lucie is a family event. All in Fun Inc., has teamed up with Main Street Fort Pierce to provide children’s activities during Stars Over St. Lucie. The children’s activities include a giant slide and a bounce house in front of the library, or have your face painted by Masquerade Expressions.

Arts & crafts vendors will line up in front of the Indian River in Marina Square for shopping and make sure you bring your appetite. Stars Over St. Lucie will have a wide variety of food choices including Greek, Caribbean, barbeque ribs & chicken, seafood, Americana, and various snack items.

Admission is FREE and there is always plenty of music, food, Bud Light Lime and activities for all ages! Come down for Stars Over St. Lucie – July 4, 2010, 6:00 p.m. until 9:30 p.m. FIREWORKS – 9:00 p.m. Fort Pierce City Marina Square at Melody Lane and Avenue A, Fort Pierce, FL 34950.
Save the Date: Flamingo Fling … Come Ruffle Your Feathers
Reverse Raffle 2010

By Pam Gillette

Think pink — flamingo pink — as Main Street Fort Pierce presents the 17th Annual Reverse Raffle “Flamingo Fling,” “Come Ruffle Your Feathers” as we have a fabulous evening dancing and doing the limbo, and maybe you will have the chance to win the grand prize of $2,000 at the Reverse Raffle.

What is a Reverse Raffle? A Reverse Raffle begins with 300 numbers. The first number and every 50th number called, up to 250, win $100. The last 10 numbers all win a prize starting at $100 and ending with the grand prize of $2,000. So, being last and staying on the board is where you want to be.

Only 300 tickets will be sold for the raffle. Each ticket is $80 and entitles the ticket holder to one number, admission for two, light appetizers, music, dancing, and fabulous live & silent auctions. Tickets are limited, advanced ticket purchase only, and no tickets will be available at the door.

“Flamingo Fling” will be held on Saturday, August 14, 2010, at the Pelican Yacht Club on Seaway Drive, Fort Pierce. The doors will open at 6:00 p.m. with registration and the silent auction. The raffle begins at 6:30 p.m. as the excitement begins counting down the numbers to the grand prize winner.

Save the date and look for more details in the August edition of the Main Street Focus. The Reverse Raffle is a fundraiser for projects and goals of Main Street Fort Pierce Inc. For more information, sponsorship opportunities, or to purchase a ticket, please call Main Street at (772) 466-3880.

ArtBank Encourages Creative Expression

You can bank on it! You will find a wealth of interesting art at the ArtBank located at 111 Orange Ave. in Historic Downtown Ft. Pierce. It is home to over 40 working studio artists, as well as, Art Mundo Inc., an arts education non-profit, the Avenue D Boys and Girls Choir, and ABUmusic.com. The ArtBank offers studios for lease in a vibrant creative setting. Visit the ArtBank to enjoy art, shop for art from local artists, and take art classes. Art Walk, on the second Wednesday of every month from 5 p.m. to 8 p.m., features exhibits, receptions and the most open studios. For more information, look for the ArtBank on Facebook or visit www.artmundo.org, www.avenueboyschoir.com and www.wabumusic.com.
In a time when Americans are forced to tighten their belts and curb their expenditures, it is the responsibility of elected officials to follow suit to help reduce the burden placed on the community. In wake of these government cutbacks, it has been a priority to preserve many of the services and benefits we enjoy as Fort Pierce residents. We have been able to sustain our various weekly and seasonal events, which bring vast community involvement and external participation from tourists and neighboring communities. These local events and redevelopment efforts result in thousands of visitors and locals descending upon downtown and the local destinations in Fort Pierce every week.

Our most recent success secured sponsors and funds to continue to host Fort Pierce’s annual Fourth of July festivities, firework show, and concert. This contribution from within the community is incredible and will hopefully continue to strengthen our community in the wake of hardship. We must continue to work side by side as we strive to overcome this tough economic horizon and maintain our efforts to enrich Fort Pierce. To the many volunteers and patrons who contribute to make such excellent events transpire, we thank you.

Volunteers and Business Partners
by Mayor Bob Benton

The city of Fort Pierce, coupled with our Redevelopment Agency, has provided significant funding in the past to facilitate improvements in this community and economic stimulus. In striving to prevent over expending of our resources and establishing a foothold on taxes, we’ve turned to local businesses and individuals for collaboration to move forward and maintain our positive direction.

We invite you to rally, support and participate in our various initiatives and timeless traditions. As we look forward to celebrating our American Independence as a community, let us take pride in partnering with our neighbors and friends to continue to make America and Fort Pierce an excellent place to live, work, and play.
A group of concerned citizens from Eau Gallie, Florida, were in attendance at a Basic 101 Main Street training meeting in January of this year. Enthusiastic about the Main Street four-point concept to revitalize a community, they went home determined to apply to become a Main Street Community. Communities throughout Florida and the nation are using the Main Street approach successfully to revitalize their traditional commercial districts.

In trying to answer some of their questions about their application and looking for ideas for projects, the Eau Gallie team chose Main Street Fort Pierce as a perfect example of how a Main Street program can work.

On May 17th, members of the Eau Gallie Arts District (EGAD!) Association, Ed Baranowski, Nancy Dillen, Rick Dillen, Tom Powers, and Mary Wallis, drove to Fort Pierce to spend the day with Main Street Fort Pierce Program Manager Doris Tillman and her staff. The purpose of the day long visit was for representatives of EGAD! to learn more about Florida Main Streets by touring a mature Main Street Program. All five members of the group from Eau Gallie were astounded by the number of comprehensive projects that have been successfully completed over the years. Admittedly, there were moments of envy that accompanied the admiration as they walked throughout Main Street Fort Pierce. So much has been accomplished in Fort Pierce and the passion for economic growth and revitalization does not seem to have waned over the past 22 years.

The morning was spent at the Platts/Backus house where Doris provided the group with an overview of Main Street Fort Pierce and answered questions related to the inner workings of a Main Street Program. From there we walked down to the Yellow Tail Grille for a working lunch with Doris and members of the Main Street staff. After lunch the group toured the Sunrise Theatre. It almost goes without saying that the Sunrise Theatre was a highlight of the day, yet coming from an Arts District, the Art Bank was a stand-out as well. The folks from Eau Gallie enjoyed their time talking with some of the artists involved in Art Mundo and learning about the art center and galleries. After viewing all of the spectacular art we were ready for some gelato from Uncle Carlo’s. Yum … delicious gelato and a stunning view of the riverfront!

Storm clouds were building off to the west, so the tour wrapped up with a walk along the riverfront park and up through the Edgartown revitalization area. The fantastic day came to an end back at the Platts/Backus House with pictures and goodbyes.

Special thanks to Doris, her staff, local artists and business owners for extending such a warm welcome to the Eau Gallie Arts District. It was an educational and inspiring day that was a visual representation of what is truly possible when a community comes together with an intention and desire to revitalize their historic downtown.

The Main Street movement has transformed the way communities think about the revitalization and management of their commercial districts. Main Street Fort Pierce is proud to show off our downtown and to share our successes with Eau Gallie. Good Luck Eau Galli in your quest to be a Main Street Program.

EGAD! Visits Main Street Fort Pierce

by Mary Wallis

EGAD! Visits Main Street Fort Pierce

by Mary Wallis

EGAD! Visits Main Street Fort Pierce

by Mary Wallis

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The Advantage Club for Businesses

Once a Business joins the Advantage Club, they can market their premium services, discounts and value-added offers to the Sunrise Theatre's loyal and upscale Members. Unlike other affiliate marketing models where the demographic of the main partner can be too diverse, Sunrise Theatre Members share unique, valuable attributes they live in upscale communities; they attend at least 5 shows per year; they come from all areas (Vero Beach to Palm City/Stuart and beyond); they have disposable income; and they want to receive communication from the Sunrise Theatre on upcoming events. And, because Members see the Sunrise Theatre as an extended family they will be more willing to open emails we send out on behalf of our partners; more willing to visit an online directory or read a printed directory; and more willing to adopt a new way of thinking and look for a company that is IN the Advantage Club before making a purchasing decision. Thus, as the “Trusted Advisor”, the Sunrise Theatre will be able to drive traffic, maximize reach, increase profits and minimize our business partners’ own marketing expenses.

There are 3 levels of Business Membership. Silver, Gold or Platinum. At the $250 Silver Level which is only .06 cents a day, businesses will receive:

- Discounts on tickets and FREE tickets to select shows* presented by the Sunrise Theatre
- A listing on a uniquely branded self-serve website. You will get your own user name and password and then, be able to post your company bio, contact information, information on Member discounts, pictures of products and services, video or audio commercials and testimonials, whatever you think off! Your Company will be searchable by type and location, with links to your website, Facebook, Twitter, etc., and your web page will have a unique URL, with its own title, and Meta Tag/Keyword capabilities! We’ll even give you templates to make it easier for you!
- A listing in a prinded directory that will be handed out at EVERY Sunrise Theatre event and mailed to EVERY Member/Patron...that’s over 25,000 copies! (ads are available at an additional cost)
- Weekly email blast reminder to over 16,000 Sunrise Theatre Newsletter Subscribers promoting membership to the club and notifying members of new businesses who have just joined the club. (Email sponsorships and featured business of the month emails are available at an additional cost)
- 10-25% off rental fees for the Sunrise Theatre, Black Box, Friends Lounge, conference rooms, etc.
- be used for seminars and company meetings, fundraisers, holiday parties, and more!
- 10% off quartz, half and full page ads in the Sunrise Theatre Playbill
- Quarterly “Out of the Box” Marketing, Promotional and Traffic Building Brainstorming Sessions, held at the Sunrise Theatre...and even greater Sunrise Theatre benefits at higher levels of Membership!

*Note: Complimentary tickets and Meet and Greets are subject to availability and may be limited due to contractual arrangements with the artists.)

At $500, Windermere Arttered Members for Eternal business Partners

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- Health & Wellness Practitioners
- Attorneys & Accountants
- Real Estate Agencies
- Spa, Beauty & Salon Services

“Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work.”

Vince Lombardi

Introducing the Sunrise Five Star Advantage Club

An “Advantage Club” is a unique membership club, where all parties benefit.

Businesses join in order to directly market to the Sunrise Theatre’s loyal and upscale Members. Through the help of the Sunrise Theatre’s multiple marketing channels (e.g. Outbound emails to over 16,000 + database, radio, TV, print ads, internet and social media, as well as events inside and outside the Theatre) businesses can acquire new customers and increase customer “value-added” services while minimizing their overall marketing expenses.

Individual Members who join will not only receive exclusive benefits from the Sunrise Theatre (e.g., free tickets to shows, discounts on tickets, private meet and greets, etc.) they receive premium services, discounts on tickets, business partners from Advantage Club Business Partners in St. Lucie, Indian River, Martin, Brevard and Palm Beach Counties!

The Sunrise Theatre benefits from the financial contributions of our Business Partners and Individual Members, thus enabling us to offer the best, diversified programming in one of the most beautiful, intimate theaters, in one of the most charming, culturally rich, historic places -- the great city of Fort Pierce, FL.

It’s truly a WIN...WIN...WIN for everyone!
The Advantage Club for Individuals

Membership to the Sunrise Theatre has many levels and many perks! Starting at only $50 a year for adults, and now only $25 a year for students, Sunrise Theatre Members receive advance notice of Sunrise Theatre Presentations and the opportunity to purchase tickets prior to the general public. In addition to individual name(s) being published in our annual playbook, “The Sunrise”, members will receive the playbook at their preferred address. Additionally, all Sunrise Theatre Members (and up to 4 friends) can enjoy the “Friends Lounge” prior to and during performances.

Sunrise Theatre members who join at the $250 level, will automatically be enrolled in the Sunrise 5 Star Advantage Club, and will receive a user name and password to an online directory, a printed directory of all participating Advantage Business Partners (organized by type of business and location) and a membership card enabling members to receive premium services, discounts and value-added offers from Advantage Business Partners!

Sunrise Advantage Club Benefits Start at the $250 Level. For a complete list of all Sunrise Theatre Membership Benefits, including NEW benefits, see below:

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Cost per year

Advanced Notice of Shows ✔ ✔ ✔ ✔ ✔ ✔
Opportunity to purchase tickets in advance of show 2 2 4 Unlimited Unlimited Unlimited
Processing fees waived for ticket purchases, exchanges and/or upgrades (does not apply to online sales) ✔ ✔ ✔ ✔ ✔
NEW: FREE Tickets to select shows* 2 Tix 4 Tix 6 Tix 8 Tix 10 Tix
NEW: Discount on tickets* $1 off $2 off $3 off $4 off $5 off
Membership to the NEW Sunrise 5 Star Advantage Club ✔ ✔ ✔ ✔ ✔
Private Meet and Greet to Select Shows ✔ ✔ ✔ ✔ ✔
NEW: Discounted Rental Fees for Sunrise Theatre, the Black Box, the Friends Lounge, etc. 10% off 15% off 20% off 25% off
NEW: 4 FREE Tickets to ‘Director’s Must Sees’* – specially selected shows from the Director by invitation only ✔ ✔ ✔ ✔ ✔
Private Meet and Greet for Select Shows* of up to 20 friends ✔ ✔ ✔ ✔ ✔
Webbend stay at Advantage Club Partner Hotel, Round of Golf and lunch for 2 at Partner Golf Course; day at a Partner Salon/Spa ✔ ✔ ✔ ✔ ✔
NEW: Ability to Announce / Co-host show of choice on stage with Director and/or Media Partner ✔ ✔ ✔ ✔ ✔

* Note: Complimentary tickets, Discounts on Tickets, Meet and Greets, and Co-hosting or announcing shows are subject to availability and may be limited due to contractual arrangements with the artist(s).

So What Are You Waiting For?
Join the Sunrise 5 Star Advantage Club Today So You Can
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Save on Premium Services and Discounts from Advantage Business Partners...and
Enjoy The Best Entertainment on The Treasure Coast!

And Here Are Just a Few of the Artists Coming in the 2010/11 Season!

Name: ______________________ Email: ______________________
Company: ___________________ Home or Business Phone: _______
Address: ____________________ Mobile: ______________________
City: __________________ State: ______ Zip: ______
[Options for membership level]
Name or New Member: ________ Renewing Membership @ Current Level: ________ Renewing Membership @ New Level: ________
Memberships of $500 can be split into 2 payments. Memberships of $1,000 and above can be split into 2 or 4 payments. Payment of deferred payments MUST be made in full by September 1.
Deferred payments cannot be prorated online. Indicate the number of payments here: _______. (First payment must be included).
Method of Payment: Check ☐ MasterCard ☐ Visa ☐ Credit Card #: __________ Exp. Date: __________ Code: __________
Name on Card: ______________________ Signature: ______________________
Date: __________
[Footer: “Become a Sunrise Member today! Check off the appropriate boxes and mail in the form above or fax it to The Sunrise Theatre, 317 South Second Street, Fort Pierce, FL 34940. Phone: 772-461-4775 Fax: 772-461-8373. Make all checks payable to The Sunrise Theatre. The Sunrise Theatre is owned and operated by the City of Fort Pierce.”]
Florida Citrus Growers Shine Thanks to Their Main Squeeze in Fort Pierce

by Debra McGrann

Who says it’s impolite to be fresh? The juicy details reveal that indeed, fresh is where it’s at when it comes to healthy foods, and historic downtown Fort Pierce is home to the freshest and “bestest”-tasting orange juice, produced right in our very own backyard!

A big squeeze to Natalie’s Orchid Island Juice Company and their Gourmet Pasteurized Orange Juice which was voted the best-tasting orange juice in a national taste test conducted by Good Housekeeping magazine. Known for its “Seal of Approval,” the magazine released the results in its June issue where one participant gave the juice a glowing report: “It tastes like a real orange!”

The test, conducted among a dozen top-shelf juices, made it clear that Natalie’s “trounced the competition with its fresh-squeezed taste and just the right amount of pulp.” Comments about the other hopefuls included “sugary … slight bitterness … too thin with a “slight plastic” flavor … a little metallic and ‘too tart with a strange aftertaste.'”

Bearing the competition to a pulp comes naturally because this orange juice is 100 percent pure, from locally-grown groves. Other industry giant juices are over-processed, using foreign-grown fruit, but not so with Natalie’s. Natalie’s Orchid Island Juice’s distinct taste is cultivated from the method of extraction, which is less mechanized than the big juice companies, resulting in hometown pride in their quality product.

And that’s exactly the mark of success Marygrace Sexton had in mind when she began her enterprise over 20 years ago. Her family-owned-and-operated business has deep roots: her husband, Robert, is a fourth-generation citrus grower hailing from the Indian River citrus area. They have the community at heart, supplying fresh-squeezed juice to soup kitchens and non-profit events while providing a standard of excellence in business practices. The brand is expanding into broader markets and they continue to see a good return for their labors.

“When the very beginning our focus has always been to create a great quality juice and jobs in America,” noted Lisa Rymer, marketing director. “We place a great importance on only oranges from Florida. We are a transparent company – no additives, no added water or artificial ingredients.”

At a time when consumers are dealing with a higher cost of everything, Natalie’s Orchid Island Juice Company took an impact on costs. They are not raising prices or short-changing the customer.

The company has received national acclaim for its fresh-squeezed and gourmet pasteurized juices. The juice has been voted “Best Tasting” by such noteworthy publications and national TV shows including Cook’s Illustrated magazine, Real Simple magazine, the NBC Today Show, and international celebrity and morning meal expert Mr. Breakfast.

Natalie’s Orchid Island Juice Company is located at the corner of US 1 and A. E. Backus Avenue, 330 North US Highway 1, Fort Pierce. Their products are available worldwide. If you don’t see Natalie’s Orchid Island Juice in your favorite place to shop, ask for it!

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If you search farmers’ markets on the Internet, you can find many articles citing the explosive growth of the number of markets operating in the United States since 2000. The farmers’ market renaissance over the last decade has sparked a huge increase in the number of consumers seeking to reconnect with their roots, revitalize the local farm scene, and gain access to healthy, more natural food. Farmers’ markets are cultivating a quality food consciousness in the minds of more and more people every day!

So, who are the people shopping at the farmers’ markets? Why do they show up every market day and what are they buying? I decided to keep a journal for a few months and I jotted down bits of information I discovered about Lucky Onion customers and the customers I met while I shopped at other vendor booths.

According to my observations, the average farmers’ market customer is an educated shopper, interested in buying organic fruit, vegetables, and packaged products. But, many are also interested in shopping the farmers’ market to share their ideas, express their opinions, and learn more about where our food is coming from.

Most customers want to know if a product is all natural. They read packaging and ask the vendors about the ingredients. They are avoiding artificial additives, preservatives, high salt/sugar content and MSG. Some scrutinize everything they buy in order to avoid certain foods or additives that adversely interact with their prescription medications.

Allergy questions are becoming more and more frequent with customers looking for foods that are gluten-free, dairy-free, egg-free, peanut-free, tree nut-free, shellfish-free, soy-free, and wheat-free!

Locally grown produce and locally manufactured products are also very popular. The customer makes sure the vendor knows that they are buying from them because they want to support the local economy. Customers also want to speak with the farmers who grow the fruits and vegetables and they want to know what type of pesticides and fertilizers were used. They ask how far the trucks had to travel to bring the produce to the market.

I believe that as the public learns to eat better and demand more nutritious food, farmers’ markets will continue to grow in popularity. Customers want to know where their food is grown and who grew it. At the farmers’ markets they can speak directly with producers and they can get answers to their questions and establish a relationship with the people who grow or make their food.

I think the quality of the food we eat will improve, as more and more people get involved in their local food system! We look forward to seeing you at the farmers’ market!

Theresa Dormi, a member of the Downtown Farmers’ Market of Fort Pierce Board, and her husband, Brian Gilligan, sell their all-natural spice mixes every Saturday, 8 a.m. to 12 p.m. at Marina Square, near the waterfront, between the Marina and the Library at the Fort Pierce Farmers’ Market.

Paradise Hair & Nail Salon in Historic Downtown Fort Pierce

by Pam Gillette

Chardean Dorst and Lori Reyes describe each other as best friends and independent women. They have been working together for the past 12 years and have recently decided to provide their own place for their customers. Paradise Hair & Nail Salon had a soft opening in May 2010 and a Grand Opening on Saturday, June 12, 2010.

Paradise Hair & Nail Salon is located at 210-B North Second Street in Fort Pierce. Chardean and Lori bring to their new salon a lot of experience in the nail and hair business. Lori has been a hair stylist for 24 years, working in downtown Fort Pierce for the past 18 years and Chardean has been a nail tech for the past 15 years. Joining Chardean and Lori is Jennifer Dorst, Chardean’s daughter. Lori says “Jennifer is new school bringing in modern styles and color and I am old school still doing mature styles and roller sets.” All three girls are excited about their new salon and looking forward to being downtown in their own place.

Along with hair and nails, Paradise Hair & Nail Salon will have special glamour parties. By appointment only, you can have a special Princess Party for girls’ ages 4 – 8 years old or a Glam Rock party for girls ages 9 – 13 years old. Princess and Glam Rock parties include face painting, hairdo’s, nails and pedicures. Paradise Hair & Nail Salon is also available for your special occasion or weddings.

Paradise Hair & Nail Salon is open Tuesday through Friday from 8:30 a.m. to 5:00 p.m. After hours or Saturday arrangements are made by appointment only. The salon is closed Sunday and Monday. The salon will be offering monthly specials. The July Special is a manicure and pedicure for $30. Along with monthly specials every Thursday & Friday Jennifer will be offering $10 haircuts (blow dry extra) and $10 manicures.

From funky cuts and color to mature styles and roller sets, Paradise Hair & Nail Salon is the place to get all of your salon needs. Walk-ins are welcome so stop by, meet, and welcome Chardean, Lori, and Jennifer to downtown Fort Pierce.

Paradise Hair & Nail Salon – 201-B N. Second Street, Fort Pierce, FL 34950 Call for your appointment (772) 467-1211. Join them on Facebook.
**Recipe Corner**

**Spicy Mango Cups**

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**Announcement**

In an effort to better serve our customers, you may make your utility payment at the following locations. No additional fees charged for this service.

- Riverside National Bank
  - Downtown Location: M-F 8:00 am to 6:00 pm
  - Sat 8:00 am to 1:00 pm

- Jackson Drugs
  - 2300 OceanShore Road: M-F 8:30 am to 6:00 pm
  - Sat 9:00 am to 1:00 pm

- Aztec Credit Union
  - 216 S US Hwy 1: Inside Target
    - Mon-Thurs 9:00 am to 7:00 pm
    - Fri-Sat 9:00 am to 4:00 pm

- Dixie Check Cashing
  - 2410 Avenue D
    - M-F 7:00 am to 7:00 pm
    - Sat 8:00 am to 6:00 pm

- SunTrust Bank
  - 216 S US Hwy 1: Inside Target
    - Mon-Thurs 9:00 am to 7:00 pm
    - Fri-Sat 9:00 am to 4:00 pm

For your convenience to provide a safer, more secure, and efficient service, we will no longer accept cash, checks, or credit cards.

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Summer on the Water
by Dan Dannahower

Wow! We’ve gone from one of the coldest winters on record to very hot conditions seemingly overnight. Cold temperatures and many windy days made for a tough spring on our local waterways. Now we’re suddenly seeing very high temps and a summer-like weather pattern with nice conditions in the morning and the usual afternoon thunderstorms. Seems we missed some of our typical spring transition weather. Nevertheless warm summer weather has arrived and that always signals many days of fun on and around the water.

Boating, fishing and just spending time on and around our waterways is one of the big reasons locals live here and visitors come from around the world to relax here. The opportunities are endless. Picnic on the beach or an island in the Interoastal, tour the backwaters of the lagoon in search of dolphin and manatees, charter a boat to catch fish in the lagoon or offshore, or just enjoy one of the many parks and public accesses. The Indian River Lagoon has been named the most diverse ecosystem on the planet. If you enjoy being around the water there has to be something here for you.

For the fishermen out there this time of year offers lots of opportunities. Inshore fishing in the lagoon for trout, redfish, snook and bottom fish like sheephead and grouper has been very good lately. Offshore dolphin, kingfish, sailfish, cobia and wahoo are being caught. The bottom fishing bite in the ocean for snapper, sea bass and grouper also has been good. If you’re not a boat owner a number of opportunities exist for fishing from the shore. Many professional guides are also available for both lagoon and ocean fishing. Check with your local marinas and tackle shops for the best info on when and where to go, what’s biting and what’s not and where to find the best charters. As always, stay safe and enjoy our great summer weather on and around the water!
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