

the thirty-a REVIEW™

finest people • places • things

Spring Break issue!

INSIDE:

- 30-A's Finest Dining
- Art & Culture on 30-A
- Real Estate News and Happenings
- The Finest Shopping & Leisure at the Beach

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Going Green

is a term that is becoming more commonly talked about today. However, the vacation rental industry is one area where you rarely hear this term. Beach Seekers and Sandcastle Escapes, in South Walton County, are working to take the first steps toward Going Green. Chandler Williams, Director of Operations for these two companies explains, "We understand this is a huge undertaking and are going to start with baby steps to improve our impact on the environment and increase awareness." Guests don't only come here to visit amusement parks and such; it is the pure attraction to the untouched environment. The powdery white sand, the emerald green waters, the nature preserves, and endless bike and hiking paths are what people are here to see and enjoy.

Williams has begun to greatly modify the housekeeping process and procedures for Beach Seekers and Sandcastle Escapes. For example, schedules for the housekeepers are emailed weekly rather than being printed, to eliminate paper usage. Linens for the homes are packaged in reusable plastic storage bins and the used linen is returned to the laundry department in cloth laundry bags, instead of plastic garbage bags. This eliminates the use of up to 5 or 6 bags per home that would otherwise be thrown away after each use.



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While in the homes the housekeeping staff is encouraged to use refillable bottles for cleaning supplies rather than continuously purchasing new cleaners to be thrown away after each use. Williams hopes to move to making it mandatory that cleaning supplies, used in the homes, be more environmentally friendly and less toxic. He is currently researching and testing new green cleaners and products.

The housekeepers stock each home with organic soaps, lotions, and after sun aloe that is all produced locally and custom made for Beach Seekers and Sandcastle Escapes. Soaps are packaged in 100% recycled paper and the logo is printed with soy ink. The toilet paper and paper towels are Greenwise, 100% recycled products, and are purchased locally through Publix grocery stores. "This eliminates a shipping impact and of course the product is made from recycled materials, but



most importantly we are giving back to our local community," Williams explains. Guests are given a starter set of household necessities and are encouraged to purchase items that are environmentally friendly from local businesses for the remainder of their stay.

The next step that Williams took was to team up with Walton County on the 'blue bag' recycling initiative. Each home receives a blue bag for recyclable materials to be collected on trash pick up day. The blue bag concept has also been implemented in the offices of both Beach Seekers, in Seagrove Beach, and Sandcastle Escapes, in Miramar Beach. Also, all trash bags that are placed in the homes are made of biodegradable materials rather than typical non-biodegradable plastic bags.

Unused food and household items, left in the homes, get returned to the offices and are then donated to area food banks for distribution at their consent. When towels become unusable due to wear or stains, they are donated to the Alaqua Animal Refuge for their use. "We hope that we can help out the community with things that are usually discarded by donating them for others to use," states Williams.

From the maintenance side of things for Beach Seekers and Sandcastle Escapes we talked with Lloyd Williams, Director of Maintenance. Lloyd explains, "The first steps the maintenance department has taken is to have work orders for maintenance



persons emailed to them rather than each one being printed. Light bulbs in the homes are being replaced as needed with the more energy efficient Compact Fluorescent Light (CFLs). The next step we have planned is to switch the batteries we use in the homes with rechargeable rather than throwing them away after each use."

As for what Beach Seekers and Sandcastle Escapes are doing in the customer relations department, we spoke with Wes Shelton. Shelton explains, "Guests make their reservations and receive email confirmation of their arrangements. There is an email for the deposit request, final payment and one for the check-in instructions. This eliminates over 10 pages of documents being printed and three separate mail outs." Guests are emailed information pertaining to 'Leave No Trace' Walton County's initiative to keep the beaches clean, ways to best control the thermostat in the home and in the refrigerator for most energy conservation and guests are asked to hang their towels to air-dry and reuse them.

Taylor Williams, president, and Justin Shelton, vice president, of Beach Seekers and Sandcastle Escapes; explained the steps they are taking in the management area of the industry. "Homeowners receive their statements via email and rental income is done by direct deposit rather than monthly mail outs. Owners also have the option to log on to the website to check the status of their rental property and download past monthly statements as well" Shelton explained.



Beach Seekers and Sandcastle Escapes are hoping to do their part in helping improve the environment one step at a time. Their impact may be small at first, but their ultimate goal is to raise environmental awareness!

You can reach Sandcastle Escapes or Beach Seekers by phone: 1-866-934-4240 or check out the web site at www.beachseekers.com/30A

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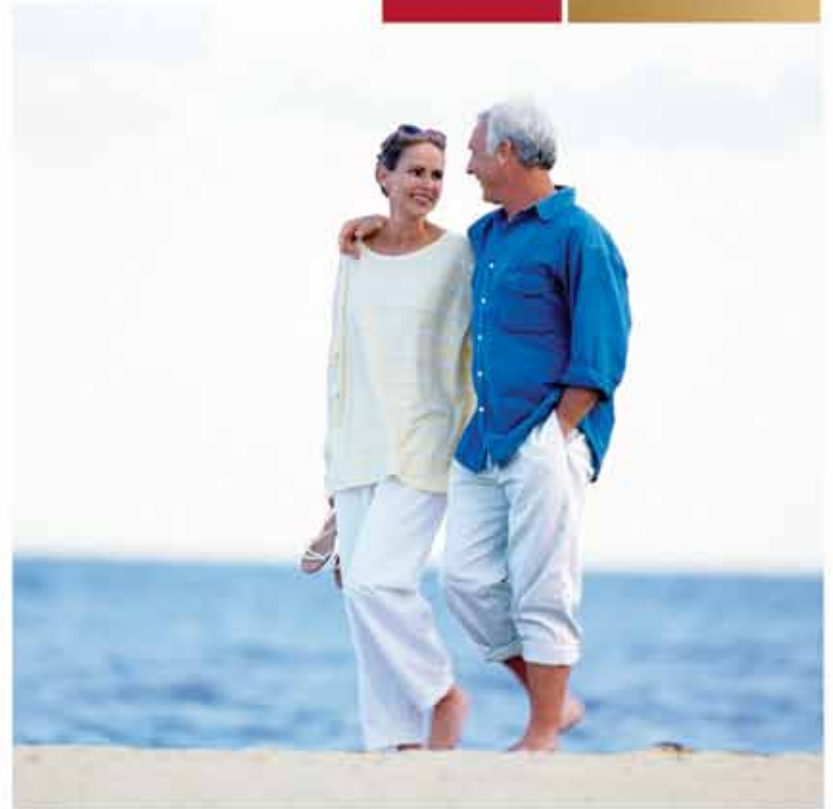
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Chris Ogle is a local financial advisor with over 11 years service, a lifelong Emerald Coast resident, and lives on 30A with his wife and four children.

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- March 29 - Flow Tribe
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March 24, 2012

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April 8, 2012

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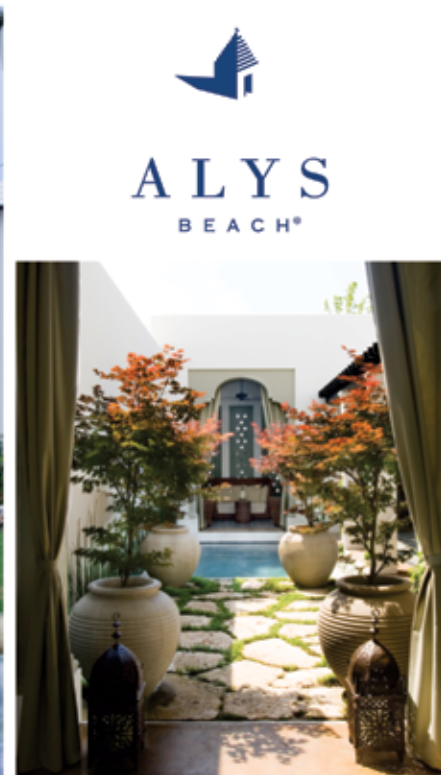
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letter from the publisher

ANOTHER SPRING ON 30-A



It's another beautiful spring on 30-A.

It's hard to believe that old man winter is already saying goodbye. 2012 promises to be an exciting year on 30-A. There are even more new wonderful restaurants and shops that have popped up this year and the various communities on 30-A have put together a really fantastic

event schedule to keep us entertained throughout the year. Whether it's movies on the green, live theatre, art walks, wine tastings, live music, or special food events, there is something for everyone here.

In fact, there is rarely a dull moment on 30-A. And even the dull moments are spectacular. After all, that's sort of the point of a beach vacation, isn't it? Lots of time to chill.

As always, this issue covers lots of cool places to chill as we profile 30-A's finest people, places and things. Whether you're here on spring break or a long weekend getaway, we hope you enjoy using the Thirty-A Review as a resource for all of your needs on 30-A. Fine dining, great shopping, amazing art, friendly people, and fun things to do are all synonymous with a vacation on South Walton Beach.

Don't forget to visit our Facebook page to find out even more wonderful stuff that is going on every day on 30-A.

Until next issue... Surf's up. Jump in.

Miles K. Neiman

Win dinner for two at one of 30-A's finest restaurants... Register on our Facebook page at www.facebook.com/thirtyareview



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Showbiz and Events in March and April

ALYS BEACH

River Rat and Cat

March 12, 19, 26, 5-6pm

April 2, 9, 5-6pm

Presented by the Seaside Repertory Theatre, this family friendly play in the Amphitheatre will entertain children of all ages. Bring low back chairs and blankets to enjoy!

Nature Trail Tour with Snookie Parrish

March 6, 13, 20, 27, 2-3pm

April 3, 10, 17, 2-3pm

Wear comfortable shoes and meet at Fonville Press for a tour of the Nature Trail and property.

Cinema Under the Stars

Tuesdays, 7:30pm

April 3, 10, 17, 7:30pm

Bring blankets and low back chairs to enjoy a movie under the stars in the Alys Beach Amphitheatre. 6-Kung Fu Panda 2, 13-Megamind, 20-Spy Kids 4, 27-Dolphin Tale.

Sandcastle Building Lessons

Wednesdays, 11-1pm

April 4, 11, 18, 11-1pm

Join local master sand sculptor and learn how to build towers, walls, and arches like a pro.

Spring Concert Series

Wednesdays, 6-8pm

April 4, 11, 6-8pm

Join us for live music weekly in the Amphitheatre. 7-Forrest Williams Band, 14-Beach Mice, 21-Delta Reign, 28-The Blue Ribbon Healers

Parents' Night Out with Abrakadoodle

March 9, 16, 23, 30, 7-10pm

April 6, 13, 20, 7-10pm

Enjoy dinner out with the grown-ups! Bring the kids and a sack dinner to Parents' Night Out! They will enjoy art, games, and a movie at the Community Center. Cost is \$30 per child and open to children ages 4 and up. Register by phone at 850-424-5058.

Seaside School Half Marathon & 5K Friday Night Pre-Party

March 2, 7-10pm

Live music by Dread Clampitt. Caliza Pool & Restaurant. A benefit for the Seaside Neighborhood School. Tickets are \$25 each. Please visit seasideschool.net for more information.

30A Wine Festival

March 3 & 4

Kelly Green at Alys Beach
The 30A Wine Festival is a showcase of premier wine producers and local culinary favorites. This intimate two day event features a wine tasting seminar, a walkabout showcasing over 60 different wines, band party at nightfall, and an exclusive champagne brunch. For tickets and additional information, please visit 30AWinfestival.com.

ROSEMARY BEACH

Spring Fling Concerts

6:00 – 8:00 pm,

North Barrett Square

Enjoy live music on the lawn with some of the best touring acts in region!

Fun for the whole family!

- March 15 - Mockingbird Sun
- March 22 – Act Of Congress
- March 29 – Flow Tribe

- April 5 – Vintage Trouble
- April 12 – Heritage

11th Annual 30-A Car Show

March 24, 10:00 am – 3:00 pm,

North Barrett Square

Come see cool, vintage cars in a beautiful setting!

6th Annual Spring Bocce Tournament

April 7, 11:00 am,

East & West Long Greens

Enjoy a day of sun, sport and sipping wine! Plus children 14 and under can get in on the fun with the kids' tournament! For inquiries, email info@theclinic.net

Easter at Rosemary Beach

April 8, 8:30 am Eastern Green

Non-denominational Church Service (bring a low rise chair)

April 8, 9:45 am Western Green

Easter Egg Hunt

Easter Brunch - Several town center restaurants will be offering a special Easter Brunch or menu.

The Prom by The Rep Theatre

April 20, 7:00 pm, Town Hall

SEASIDE

"First Friday" ArtWalk

Friday, March 2, 5-8PM –

Ruskin Place & Central Square

Friday, April 6, 5-8PM –

Ruskin Place & Central Square

Enjoy live music and view beautiful works of art and artist demos at the galleries and shops of Ruskin Place and select Central Square merchants.

Seaside Farmers Market

Saturdays, March 3, 10, 17, 24 &

31, 9A-1P – Seaside Amphitheater

Saturdays, April 7, 14, 21 & 28,

9A-1P – Seaside Amphitheater

Get your pick of fresh produce, baked goods, dairy products, native plants and other unique offerings during our Market on Saturday mornings. Find local specialties that will help sustain our growers! Enjoy special cooking demos and activities sure to liven up your morning! Held behind Raw & Juicy.

10th Annual Seaside Half Marathon & 5K Run

Sunday, March 4, 7AM

Whether you are a serious distance runner or a casual weekend warrior, come join us in America's Classic Beach Town on Sunday, March 4, 2012, at 7:00am for Seaside Half Marathon and 5K Run. Both races are sold out; however, come out and support the runners, then stick around for a great post-race party in the Seaside Amphitheater following the completion of the Half Marathon. For more info, visit: www.seasidehalfmarathon.com.

Stories by the Sea

Mondays-Fridays, March 12-30,

3:30PM – Seaside Lyceum Gateway

Building

Mondays-Fridays, April 2-13,

3:30PM – Seaside Lyceum Gateway

Building

Join the Seaside Repertory Theatre as we present a one-of-a-kind storytelling experience for children of all ages. Each day will offer a new story and there might even be opportunities for your participation!

Sand Sculpting with Sand Odyssey

Thursday, March 15, 22 & 29,

1-3PM – Seaside Beach

Thursday, April 5 & 12, 1-3PM –

Seaside Beach

Thursday afternoons feature a continued tradition this summer filled with all things sand, as Seaside offers free sand sculpting lessons by sand master Mark Flynn from Sand Odyssey. Learn exciting techniques on how to construct a sculpture that will wow your friends and family. Pick up your wristband from Seaside Beach before the event, as space is limited.

Central Square Cinema

Friday, March 16, 23 & 30,

7:30PM – Seaside Amphitheater

Fridays, April 6 & 13, 7:30PM –

Seaside Amphitheater

Grab your blankets and head to the Amphitheater for a family movie under the stars. Enjoy a great variety of films during this yearlong series.

Seaside's Easter Celebration

Sunday, April 8, 12-2PM – Seaside

Join your favorite Seaside Merchants for this annual Easter Egg-stravaganza including a special Easter Egg hunt for the little ones, plus a visit from the Easter Bunny, lots of candy, and live music from 30A Radio!

DATES, TIMES & EVENTS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

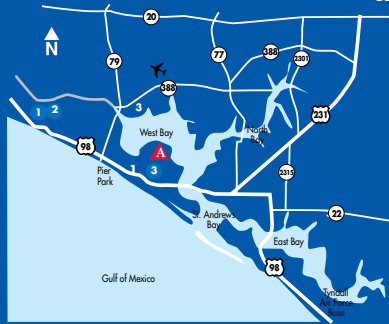
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Edward's Arrives in Rosemary

BY DEBBIE MCCHESENEY

One thing for sure, Edward's is a work in progress.

When I met with Edward Reese on site, there was some major renovation going on and among the sawdust and debris you could catch a glimpse of what is to come. Reese and his wife Erin plan on opening their restaurant in the middle of March 2012, in time for spring break. It will be chef-driven, with Edward cooking behind a big chef's table and serving meals as they come off the stove. The seating will be open and inviting, while the space itself will be very intimate, with an Italian style fountain in the center. The setting is just about perfect: a courtyard, private yet right off Main Street in Rosemary Beach.

Achieving this idyllic setting takes a lot of work. While reading Erin's blog "The Chef's Wife", I was exhausted just thinking of the work the two of them have put into following their dream. "We have been told countless times that opening a restaurant is like nailing Jell-O to the wall. I honestly think nailing Jell-O to the wall would be easier," Erin writes.

Ed Reese has a long history as a chef on 30-A and beyond. Prior to coming our way, he was in Birmingham, Alabama, where he worked with chef/owner Frank Stitt for 12 years at Highland's Bar and Grill. He credits that time as "life changing", and thinks of Stitt as a mentor. Stitt is recognized as a culinary genius whose expertise is



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in French-inspired southern cuisine, and is said to have raised the bar for restaurants throughout the south.

Reese's last stop before deciding to "do his own thing" was as chef at Caliza in Alys Beach, where he prepared specialties for a year and a half.

Edward remembers cooking in the kitchen as a child with his mom, who is Puerto Rican, and sampling food from England while his Dad was stationed there for eight years. His family then moved from California to



Seared Tuna on Field Greens

When the sweat equity is done and Edward's celebrates opening night, there will be a bounty of food from the earth and sea.

Washington D.C. His plan is to combine these culinary adventures with a southern twist.

When I asked about his own family he said, "Well, we are like the Brady Bunch. Between Erin and I, we have six children ranging in age from 14-19, two girls and four boys.

We have a student in every grade at South Walton High."

Edward's catered a New Years Eve party at Tommy Crow's Studio, so I decided to stop in to ask how things went. "Ed created the whole menu without any input from us," Crow says. "The presentation was incredible and the food was great... especially the tuna sliders. It exceeded our expectations." Erin remembers the night shuttling food up and down Main Street and then staying up until dawn cleaning yet feeling exhilarated by the enthusiasm of their first customers.

When the sweat equity is done and Edward's celebrates opening night, there will be a bounty of food from the earth and sea. His produce will be from Mac Farms in Point Washington, local and fresh. The lights will be glowing in the courtyard and customers will be gathered around a large table, enjoying a glass of wine and the signature heirloom tomato and crab dish served with aged balsamic vinegar. The menu will include Apalachicola oysters, cilantro jalapeno lime shrimp, goat cheese and arugula bruschetta, grilled fish of the day, free range chicken with Spanish chickpeas and wilted spinach, grilled yellow fin tuna with wasabi roasted potatoes, and a grilled steak with Spanish salsa verde. If Erin and Edward's passion for their restaurant translates into their food we are all in for a marvelous treat!

Edward and Erin's plan is to open on or before March 15, 2012. The restaurant will be located in a courtyard at 66 Main Street in Rosemary Beach.

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George's

BY NEVILLE CARSON



Wood Grilled Wild Salmon



Fried Goat Cheese and Black Mission Fig

The first things you notice upon entering George's restaurant are the frogs. Fanciful amphibians peer at you from the walls, where they are depicted in a series of colorful paintings by Lisa Hinds. There is an intriguing set of frog-themed paraphernalia you can acquire. Significantly, there are great t-shirts with the restaurant's signature frog logo and "Misbehave/Behave" printed on them, a reference to the fact that George's offers spa-inspired food for the health conscious (the behavers) and more indulgent fare for those of us who prefer to misbehave a bit when we dine. At George's, the big idea is to serve a wide variety of culinary tastes.

George's kitchen and with the local, organic, sustainably grown products they try as much as possible to use. Once the two have decided on a direction, Chef Gregg creates the dishes himself, carefully crafting each one.

I arrived with wife Julie, son Nick, and Elisa Smith of the South Walton Tourist Development Council on a sparkling Friday afternoon. At the suggestion of our server Kelly, (super provider of service and advice), we decided to try the ginger tea. Let me urge you to do likewise. It's an iced drink, light green in color with a subtle, spicy flavor that's eminently refreshing. I can honestly say I've never had anything quite like it. After tasting Julie's, I set

The variety and high quality of the food at George's is the product of two great culinary talents: Ann Hartley, the owner and general manager, and Chef Gregg Smith. Hartley spends part of her time traveling to places like France, Morocco, and California, picking up new food ideas all along the way. She

aside my beer so I could have a glass. There's no higher praise than that!

Elisa decided to have the Sesame Crab and Avocado Salad. This is the house's featured salad and it lives on the behave side of the menu. Made with organic greens, the salad is dressed with tangy Asian vinaigrette dressing, which sets off the flavors of the large lumps of crabmeat and slices of avocado that are generously apportioned throughout the dish.

Once Nick saw the Seafood Basket on the misbehave menu, that was all she wrote. This treasure trove is loaded with fried oysters, fried shrimp, hushpuppies, and French fries, and comes with a choice of coleslaw or potato salad. If you prefer, you can get the seafood wood-grilled instead of fried. Everything on this plate was fresh and delicious.

I had to do some tough negotiating to get a few bites, but it was worth it.

The Wild Salmon BLT Wrap, from the behave side of the menu of course, was Julie's choice. Wise decision! Wood-grilled salmon and applewood smoked bacon is one of the finest duos to come along since Rodgers and Hammerstein. The fresh, rich salmon combines with the smoky bacon in this packed wrap for an entrée that's entirely satisfying without being the least bit heavy. The greens, tomato, and guacamole in the dish make a perfect background for the leading flavors.

As for me, I just had to try the Fried Oyster Tacos, a new item on the George's menu. The oysters were wonderful but, not to take away from them, it was the slaw that made the dish. It wasn't just any slaw—it was jalapeno slaw, and it gave a terrific zest to the meal. As if that weren't enough, playing counterpoint to the zing of the slaw was the tang of pickled red onions that are also included. I thoroughly enjoyed this dish, along with my side of chili-hot beans, served atop a bed of greens.

George's does a superb job of providing the three ingredients of a great dining experience—setting, service, and food. The result is, regardless of what you order here, you're going to leave hoppy. Enjoy!

George's at Alys Beach is located just off Scenic Highway 30A at 30 Castle Harbour Drive, Alys Beach. Lunch is served 11 a.m.—3 p.m. and dinner 5—9 p.m., Monday—Saturday (closed Sunday). To-go orders are available. For more information, call (850) 641-0017, or surf to www.georgesatalysbeach.com.



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Restaurant Paradis Executive Chef Mark Eichin

BY SAM MOORE

Even as a young child Mark Eichin enjoyed being in the kitchen with his mother where he grew up in eastern Tennessee. When he was old enough to get a job, he worked at various eateries. In college, Eichin became frustrated as he couldn't find a major that seemed to fit, until he gave up and admitted, "If being in the kitchen is what I enjoy doing, why not shoot for trying a living doing it?"

That's what he did and has been happy with that decision ever since. Now working in the food service industry for 15 years, Eichin attended Le Cordon Bleu in Orlando and worked there for two years before coming to the Panhandle in an attempt to escape hurricane alley -- where he found paradise.

Eichin opened Restaurant Paradis in Rosemary Beach four years ago, which for him, is his dream job in his dream location. Occupying a prime

Hollywood style white high-backed "Mafia booths" making their presence known with their grandeur.

Chef Eichin says he wants his guests to be able to enjoy a well-rounded meal and yet experience food in a different light by taking different flavors people are not used to experiencing together and making the meal an adventure. His menu reflects this philosophy with dishes such as oysters Rockefeller, crab cakes, calamari, Caribbean shrimp, tuna tartare, Brunswick stew, and grilled Romaine Caesar. Among his best selling dishes are his line-caught Gulf black grouper served in a lime beurre blanc, and his lobster and fennel.

The menu's mix of fine dining classics with regional treasures is only part of Eichin's voice as a Chef. His combinations of flavors and techniques with his culinary background and expertise results in flavors that can please both diners that demand superior execution and those that desire a new twist. Chef considers his signature dish to be the U-10 diver scallops served with wild mushroom

Executive Chef Mark Eichin



If being in the kitchen is what I enjoy doing, why not shoot for trying a living doing it?

corner on County Road 30A in the upscale community of Rosemary Beach, Restaurant Paradis serves as the fine dining anchor for the town. During most of the year, dining tables draped with flowing white table cloths dot the restaurant's outdoor porch, seeming to call out to strollers to come and sit a spell and relax over a nice glass of wine and what will surely prove to be a fine meal. In soothing shades of white, sand, and brown, the restaurant's décor conveys understated elegance. The eye is drawn immediately to the focal points resting at opposite ends of the room, being two

sweet pea risotto and a carrot burre blanc. His cooking is inspired by his Southern heritage. Eichin says, "I use a combination of things I've worked with and put together in my head to come up with a style that is eclectic Southern with a coastal Floridian flair. I may start with traditional French sauces and then create a fusion of Southern and Floridian food: taking a classic French dish and adding something to make it Southern."

Restaurant Paradis is located at 82 South Barrett Square in Rosemary Beach. The phone number is (850) 534-0400. Dinner is served seven nights a week, Sunday through Thursday from 5-9 p.m. and Friday and Saturday from 5-10 p.m. The average dinner will cost \$26 to \$27, and the menu range is \$21-\$36. A children's menu is offered from 5 to 7 p.m. of fried or grilled shrimp, grouper, chicken fingers, kid's pasta and petit filet with mashed potatoes. Check out the restaurant's website and Eichin's menu at www.restaurantparadis.com.



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The “hole” truth behind Charlie’s Donut Truck in Alys Beach

BY SUSAN BENTON

Every year there is much-awaited anticipation for spring to arrive on 30-A. It is then when all of the restaurants begin reopening for the tourists that flock to the beaches, and for the locals, like myself, who await the rewards of the wonderful culinary spectrum our area has to offer. Several of the eating establishments have taken a break at season’s end, and the long winter spell leaves many longing for the tastes of the beach season. One of these food establishments is Charlie’s Donut Truck, located among the beautiful architecture in the picturesque town of Alys Beach, Florida.

Charlie’s Donuts has become a fast favorite among young and old alike, with many lining up early in the morning to feast on the truck’s daily delights. This March, Charlie’s Donut Truck will reopen, proudly boasting a new second order window to help reduce the wait time in line.

Charlie’s Donut Truck was established in the spring of 2009 and already has a cult-like following, attracting national celebrities and their families year after year. Even when not in use, the truck is a permanent fixture in Alys Beach. It has no engine or transmission; and is actually a converted Sunbeam Bread truck that has undergone a major, festive facelift.

Charlie’s Donut Truck is owned and operated by a local resident, Charlie Mingus, who also owns two other donut shops located in Bonifay, Florida and Daleville, Alabama, outside the gates of Ft. Rucker. His partner is John Smith, whom he met in Bonifay.

Mingus, a retired disabled veteran, listened to Smith’s stories about befriending a local German donut baker while stationed in the Army in Heidelberg, Germany in the 1990’s. The baker taught Smith how to make donuts using the now famous recipes, and Smith talked about his desire to taste those special donuts once again. Together Mingus and Smith decided it would be a fantastic idea to recreate the German donuts and go into business together. An astute businessman, Mingus knew the product had to be great, so he and Smith set out to make sure that the donuts were to be made fresh every day, and never served a day old. Charlie’s Donut Truck has dough that is yeast risen daily. The donuts are made by hand, and then rolled, cut, dipped, and filled using “elbow grease” the old-fashioned

Line up for donuts begins on the blue deck



The donuts are made by hand, and then rolled, cut, dipped, and filled using “elbow grease” the old-fashioned way.

way. Mingus says, “We don’t have big machines that just crank out the donuts!”

They use the same technology that was used in the 1920’s and 1930’s, and also use tools and equipment from the same time period. The entire donut making process takes about twelve to fourteen hours from start to finish, using six hundred or more pounds of dough per night. “It is hard work,” Mingus says.

Charlie’s Donuts produces twelve to thirteen varieties each day, and the donuts are never kept overnight. They try to make the preparation as healthy as possible and fry their donuts in all natural oils, “But we are talking donuts here,” Mingus says.

My personal favorite, and based on sales it appears to be the top choice for many, is the Sour Cream Donut, which is made similar to a pound cake and weighs a whopping 3 ounces, considerably larger than most donuts. Mingus says, “It is to kill for! People drive from Geneva, Chipley, and Marianna to Bonifay all of the time, because they are just that good!” Hot coffee and cold drinks are also available for purchase.

Prices are very competitive, especially for the quality, handcrafted size, and goodness that comes with each bite. Mingus believes the customers can tell the difference between his donuts and that of the chain shops; and I for one have to agree.

Charlie’s Donut Truck is located in Alys, Beach Florida on County Hwy 30-A, west side of the Amphitheater on Somerset Street. It is open 6:30 am until Sold Out. Phone (& Special Orders): (850) 547-2960.

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Cypress Cattle

BY DEBBIE MCCHESENEY



Luke Langford

When Luke Langford talks about his great-great uncle, W. J. Sapp, starting Cypress Farm in the late 1920's growing sugar cane and red potatoes, staples during the depression, you can almost picture him buttoning up his flannel shirt with hands rough and scarred from cutting trails and digging in his garden with primitive tools and no machinery. By the late 1930's Cypress Farm had transitioned to dairy. Luke's grandfather W. L. Comander was the next in line and began cattle farming on the land in the 1990's where he was joined by Luke's father. Luke himself, with four generations of family farming behind him, began the produce business and a sawmill, while continuing his cattlemen roots at Cypress Farm.

Langford graduated from Florida State University in 2003 where he met Laurie, a Miami native. They married and he lured her to the relative isolation of Ponce de Leon and the family farm. Laurie, as Luke says, "Experienced some culture shock...as you can imagine... but once we bought her horse, Hurricane, she felt right at home."

Emerging with a business degree, Luke expanded their market by selling to Wal-Mart, but soon realized they had a strong local following and got out of the commercial end of things. "So much of farming is learned in the trenches," he comments when asked how much his degree had helped the business. "Trying to make a predictable income out of something so unpredictable is trial and error."

In February 2011, Cypress Cattle and Produce opened their shop/vegetable stand in Freeport on Highway 331, a few miles north of the bridge. It is the perfect location for picking up fresh produce on your way to or from the beach. You walk through the entrance and witness a cornucopia of goods, and not just fruits and vegetables. In the refrigerator is milk so fresh it literally came from the cow just hours before arrival. The glass milk bottle proudly displays the quote "The hills shall flow with milk." Cheeses, butter, fresh smoked hams, bags of fresh basil, arugula, kale, spinach, and brussel sprouts line the cold shelves. On the homemade shelving made from the Cypress Farm sawmill

sits fresh baked bread, tupelo honey, bananas, corn, squash, red potatoes, peas, strawberries and collard greens.

Luke laughs as he says, "I planted lots of Asian greens: bok choy, Napa cabbage, and some others, but I am not so sure where I planted what, so it will be a surprise when they begin to grow in the spring." I pictured a vast patchwork of different shades of green and textures of all designs covering the beautiful fields of Ponce de Leon and vowed to make a visit in the spring to Cypress Farm.

"The snowbirds stop in and they want to eat southern greens but they have no idea how to cook them. There is the right way and then there is every other way. We give them a recipe card with a pack of seasoning and send them confidently on their way to cooking fantastic southern cuisine," says Luke. Laurie contributes to the recipes and gives canning tips.

Cypress Farm also runs a portable sawmill and sells rough cut yellow heart pine, long leaf pine, oak, cedar and green cypress. They sell custom made products like fireplace mantels, benches, bookshelves, and planters, and also provide lumber to boat builders.

As if this isn't enough to keep them busy, Cypress Farm hosts an adventure day for all the local third graders, about 600 children. They set up stations for the students to visit, where they can plow potatoes, pick melons, and learn all about corn and its various stages.

There is nothing that tastes better to me than a great tomato sandwich. I usually skip them in winter because the tomatoes in the grocery store have little in common with the summer ones from the vegetable stands. I made an exception and took a bag of heirloom tomatoes from Cypress home, and enjoyed a fantastic tomato sandwich in mid-January. What a treat!

Cypress Cattle and Produce Stand can be found at 16564 US 331S Freeport, FL 32439. They are open Monday-Saturday 9-5 and Sunday 11-4. Cypress Farm is located on R M Ward Rd. in Ponce de Leon, FL. Go to www.cypress-cattle.com or call (850) 880-6955 for more information.



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Vicki Denaburg

BY JESSICCA HOLTHAUS

While it may be hard for some artists to pinpoint their favorite piece, it's easy for Vicki Denaburg: *The Pond*, a 4 x 5 foot landscape painting currently on display in her home's den.

"In 2008, our house burned and this was the first piece I created for our new home, so it will always be special," she says. "I am drawn to landscapes because nature is so beautiful and calming. Whether it's a countryside, lake or ocean, these environments always remind me of relaxing vacations and happy times."

Denaburg and her family have been vacationing in the panhandle of Florida for the past 30 years. A longtime

art can be found in galleries in Nashville, TN, Atlanta, GA, and Birmingham, AL. Her work can also be shipped.

The Mississippi native was originally interested in fashion design. After getting married and moving to Birmingham, she spent 10 years as the Estee Lauder executive for the state of Alabama. Today, she continues to call the Birmingham suburb of Mountain Brook her home base, with husband Eddie and their two sons, Joseph, 23, and Matthew, 19.

"As my children got older, I felt the time was right to pursue my interest in art," Denaburg reflects. "I always had an interest, but never had any formal training. So

become part of something bigger and do things I could not have done on my own."

And by participating in fundraisers, she increased her visibility even more. When giving something for a cause, she always starts from scratch with a new painting.

"It's a marketing opportunity," she says. "I have never been the kind of artist that would donate something older, or something I didn't love. Yes, I want to help raise money for the cause, but I also want to be proud of my piece. Having people bid on my art is a great compliment."

With numerous upcoming juried shows scheduled this spring, one particular event is near and dear to

Denaburg's heart: On Feb. 25, "ArtBLINK" at Kirklin Clinic benefits the Comprehensive Cancer Center at the University of Alabama. Eighteen artists are invited to participate in the annual event; each is given a blank canvas and an hour-and-a-half to create a painting that is then auctioned off to benefit cancer research.

"When artists can get in on events like this, it's really wonderful," she says. "As an artist, I want to make the piece I'm working on today better than the piece I did yesterday. I am constantly trying to evolve, trying new techniques and

mediums. The most rewarding feeling is when I create a piece special enough that someone wants to buy it and look at it on their wall every day. That makes me really happy."

Visit Denaburg online at www.vickidenaburg.com, where you'll find images of her

artwork, galleries that currently show her work, and a full calendar of upcoming events in 2012. To reach her, use the contact form via her website or "Vicki Denaburg Art Studio" on Facebook. See her work in the 30-A area by visiting Beau Interiors, 32E County Hwy 30-A, Grayton Beach and online at www.beauinteriors.com; or contact her at (850) 534-0700.



Vicki Denaburg



Artwork displayed for sale at Beau Interiors in Grayton Beach



friend, Janet Taylor of Janet Taylor Interiors in Grayton Beach, suggested Denaburg start painting 30-A themes. "I love painting the 30-A area because it's not so 'beachy' that the paintings can't work outside the area," Denaburg explains. "It's popular everywhere...I think people like the soft, neutral colors."

Taylor and Denaburg found unison in their artistic style, which led Taylor to introduce Denaburg's paintings to Margie Perry at Beau Interiors in Grayton Beach — where you can find many of Denaburg's 30-A-inspired pieces on gallery display.

"I have had a wonderful response," Denaburg said. "I come to 30-A every couple of months and bring more art; generally Beau Interiors has a waiting list of patrons who are interested, so it's always nice to be here." Denaburg's

I began taking classes and signing up for workshops. I spent the last decade studying under several really great instructors, but I am basically self-taught...

For me, becoming an artist started as a passion — wanting to do something every day; wanting to constantly evolve."

Her first step was to join the Mountain Brook Art Association. "It gave me more knowledge and opportunity, as well as new friends in the art community," she says. "It's hard to get your artwork and your name out there when you're only one person. When I joined the organization, we had group shows and it allowed me to



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Your Final Paycheck

BY CHRIS OGLE



There are few financial topics written about more than the generalized concept of “creating retirement income”. Personal finance journalists love to manufacture “top ten” or “top five” lists of things to do or not to do before and during retirement. So much of this advice starts to sound like a checklist one could simply cross off over time. If retirement were truly this easy for everyone, you wouldn’t hear the horror stories of mistakes made, and fortunes lost.

If you really sift through all the noisy words and boil it all down, the bottom line concern (at least at the outset of retirement) is always...“Will I outlive my money?” This fear, brought on by the uncertainty of retirement, can make one’s final paycheck of their career feel like a step into the unknown. It doesn’t have to feel that way.

To create is to “bring into being” or to “cause to exist”. The process of creating one’s retirement paycheck truly starts with all the hard work done during one’s working years. Various IRA’s, 401k’s, individual stock portfolios, and other accumulated assets are like so many buckets of water filled up over time. They are a reservoir waiting to be tapped. But how is this best done?

ARRANGEMENT OF ASSETS

In the same way you wouldn’t open an umbrella inside your house, you also wouldn’t own tax-free municipal bonds in a retirement account. (Retirement accounts already have tax-free status.) Another not so obvious example would be whether or

not it makes sense to own a growth and income fund in a taxable account as opposed to a tax-advantaged

retirement account. Significant capital gains could create a tax burden, but that may not matter if you’re in a low tax bracket. There is no one size fits all here, so it can be highly beneficial to analyze which investments are owned in certain accounts. Having a clear vision for the purpose of all your investment accounts and how they complement each other can give profound meaning to the retirement planning process.

TURNING ON THE FAUCET

While it’s not difficult to turn the faucet on, it does take quality research and ongoing monitoring to ensure that water keeps flowing, and to its intended destination. Creating an income distribution from investments owned in a taxable account could be a good place to start. Dividends and interest payments can be sent automatically to a designated “spending” account. Social security, pension payments, and other sources of income could also be directed to this same account. Whether and when to start taking distributions from traditional and Roth IRA’s would also be logical next steps to consider.

One other factor to consider is the payment cycle of certain types of securities. Most stocks that pay dividends do so on a quarterly cycle. Individual municipal bonds normally pay semi-annually, and annuities can be customized to pay in any cycle. Depending on the arrangement of these securities owned, a reliable monthly income could be created and pulled together in the spending account.

So, if you’re not a fan of generalized online advice, consider enlisting the help of a qualified financial advisor. Take the time to gauge whether the advisor is asking you the important questions about your values and what you want to accomplish with your wealth. Working through a genuine exchange of ideas can help create the customized plan that is best for you.

This article was written and prepared by Chris J. Ogle, a financial advisor with Wells Fargo Advisors in Destin, Fl. He lives on 30A and spends his free time Yoloboarding with his wife and four children. Chris can be reached at (850) 837-5366, www.wfadvisors.com, or at www.wfadvisors.com/chris.ogle Wells Fargo Advisors, LLC, Member SIPC.

The opinions expressed in this article are those of the author and not necessarily those of Wells Fargo Advisors. Car# 0112-2660

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Don't Be A Europe!

BY EMILY SANDERS

As the largest economy in the world, events in the European Union have been driving markets up and down for months. A natural question is where Europe goes from here, and what impact that will have on markets. The honest yet unsatisfying answer is that the outcome and its ripple effects are unknowable. Yet where the future is unclear, looking at how Europe reached this point of extreme fragility provides important lessons for securing your own financial future.

Nobody wants their financial future to ride on the whims of central bankers and bureaucrats. Yet that is the situation Europe finds itself in today after years of trying to solve a debt problem with more debt. It is reminiscent of an old joke. A couple is on vacation and lost in the countryside. When they finally find someone to ask for directions the person exclaims, "If I were you, I wouldn't start from here!" The joke reads more like a parable in this context, and the lesson is to start well. In financial terms, starting well means having, and sticking to, a financial plan.

Europe did in fact have a financial plan before the Euro was created. The Euro Convergence Criteria set out maximum debt and deficit levels for potential Eurozone members. Adhering to these criteria probably would not have stopped a financial crisis, but they would have made Europe far less susceptible.

Making a financial plan is a critical first step. But that means nothing if the plan is ignored. In Europe it was ignored with abandon. Of the 17 countries currently using the Euro, only three have stayed within the bounds set forth in the Convergence Criteria. Finland, Luxembourg, and Estonia have all maintained deficits under 3% of GDP and a debt/GDP ratio under 60%. Not even Germany, that paragon of financial virtue, had a single year under the Euro where they met both those criteria.

Some countries met the Convergence Criteria, on paper at least. In reality though, fudging numbers

was an endemic practice. Greece famously disguised the size of their deficit with help from US-based investment banks. They generated hefty fees off of financial products that were hidden bombs on the Greek balance sheet. Italy, Belgium and Portugal were also serial offenders in this game.

Funny accounting was primarily directed at shifting liabilities off balance sheets. For a financial plan this would be the equivalent of not including children's college expenses under the assumption scholarships will pick up the tab. Liabilities can be ignored for a long time. When they reappear though, they come back with a vengeance.

Closely tied to masking liabilities were politicians overpromising benefits to their constituents. Warnings about Europe's pension problem go back decades, but they all went unheeded until calamity struck. In Greece it was possible to retire in the mid to late 50s while Germans had to wait until age 67. The end result was disappointment and anger. Germans are upset for paying Greek pensions and Greeks are upset they will not be getting nearly what they expected.

Everyone felt good when European politicians were promising long and luxurious retirements. Similarly it feels good for an individual to make positive assumptions about retirement. Asset price increases could make up for shortfalls in savings. Social Security could be paid out at full benefit levels for decades to come. But just because these premises could come to pass, they are not stable ground for building a financial future.

A positive outcome for Europe is still mathematically possible, but getting there will mean austerity that pressures the social contract itself. It didn't have to be this way. Europe could have stuck to its financial plan and not tried to hide its liabilities. It could have been realistic about future obligations. If they'd done all those things they would still be in a difficult financial situation, but they wouldn't be on the precipice.

Don't be a Europe. Start your financial future well with a financial plan that clarifies the risks you can take and still achieve your financial goals. This situation in Europe is far from the last financial crisis we will see in our lifetimes. Markets will rise

and fall, sometimes with extreme violence. A prudently managed, well diversified portfolio of financial assets is a proven winner over the long term, but it is not the be all end all of financial security. So what to do about this European crisis? Start from a place where your financial future is more dependent on you than on central bankers and bureaucrats an ocean away.

Emily Sanders is Chairman & CEO of Sanders Financial Management. She can be reached at www.sandersfinancial.com.

Emily Sanders



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Ophelia Swimwear

BY TAYLOR ARNOLD

Shopping for a swimsuit is an activity many women dread, but this isn't the case at Ophelia Swimwear. Just ask owner Tori Von Hoene, and she'll tell you this is one store that prides itself on having a suit to fit each body type. "I get customers in their twenties up to their seventies," she says. "It's about finding swimwear collections to flatter every shape. We have designer bikinis and really well made one-pieces, but we also carry other ladies clothing: sandals, hats, cover-ups, and ready-to-wear pieces that you can throw on over jeans. These are transitional pieces you can wear to dinner too."

With one location in Grayton Beach and another in Seacrest, Ophelia Swimwear is quickly becoming a staple to visitors and locals alike in 30-A. Van Hoene gets new inventory every month and she carries a variety of lines, including L*Space, Shan, Karla Colletto, Vix, OndadeMar, Undrest, Cecilia Prado, Lisa Curran, Shoshanna, Diane Von Furstenberg, Matthew Williamson, Melissa Odabash, Tori Praver, Jets, Heidi Klein, Camilla and Marc, Anna and Boy, and many more.

Originally from Baton Rouge, Louisiana, Van Hoene grew up spending summers in 30-A at her parent's vacation home. She made a permanent home in Santa Rosa Beach 10 years ago, and now her name is synonymous with high-end swimwear and resort wear for women. "I've always wanted to open my own store," she says. "I felt like there was a need in the community for swimsuits and cover-ups, so I wanted to provide a stylish take on that, but still be boutique-y and fun."

When it came to naming her store, Van Hoene knew she wanted it to be something memorable. "Ophelia is a great song by The Band," she says. "I always liked the name because it was different, and I knew I wanted a single girl name."

The result is a swimwear boutique that is anything but ordinary. "It's high-end, sophisticated swimwear," she says. "We also have a lot of ladies clothing, both casual and eccentric, and I try to put things in here that



Tori Von Hoene



To keep Ophelia on the cutting edge of resort fashion, Van Hoene makes a few trips every year to places like New York, Miami, and even Colombia. But her goal is always to stay true to her "beach chic" approach to fashion in 30-A. "I think 30-A is more laid back than Miami," she says. "As far as locals go, we tend to follow more the bohemian beach style of California. But we also draw a lot of people from the Southeast, and they tend to be a more conservative crowd."

Most recently, Van Hoene has launched a web store for customers who can't make regular trips to her 30-A locations. "I've started getting orders from New York and California," she says. Online shoppers can browse the latest collections by style or by designer and have their favorite swimsuits shipped anywhere in the country. Van Hoene also keeps her blog updated with

you can't find in other boutiques. I also have jewelry and fun bracelets you can layer. It's a little Bohemian with lots of beads...some are even by local artists."

In keeping with her mission to suit every body type, Van Hoene works hard to keep the atmosphere in her stores light and fun. "I wanted to make it a cool store where it's actually fun to try on bathing suits," she says. "The Grayton Beach location is laid back with natural things inside. The Seacrest location is twice the size with more higher end pieces, more like something you would find in South Beach."

the store's new arrivals, so Ophelia fans are the first to see the latest collections.

But the best part of Van Hoene's job is still serving the women of 30-A. "I love when someone who dreads putting on a swimsuit has a great experience and leaves the store happy with what they walk out with," she says. "Especially with older customers; it is great to see their face when they put on an awesome one-piece. My goal is for people to feel really positive and secure about themselves on the beach."

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Snap Tweens

BY TAYLOR ARNOLD



A group model shot captures the spirit of fun and style. Photographer Katherine Berdy

When Bentley opened Snap Tweens in late 2011, it didn't take long for her to find her niche in Santa Rosa Beach. "A large number of our Nashville and Birmingham customers travel to 30-A frequently," she says. "By opening our Seaside store, we are able to outfit them with more coastal wear, as well as meet new clients from other regions and introduce them to our style and brands."

While each of Bentley's stores has found a distinct following in their respective locations, the atmosphere at Snap remains the same. "Snap's Nashville, Birmingham, and Seaside stores are styled very similarly to one another," she says. "Each location incorporates photography into its design (and in the name of the business itself). Fashion

bracelet line for kids promoting fun, wearable messages of peace, hope, joy, and other inspirational sayings.

Emi-Jay Hair Ties and Headbands is a line of elastic headbands and hair ties created by two west coast girls, Emily Matson and Julianne Goldmark. In addition to being stylish and versatile, they are also good for the health of girls' hair. Emi-Jay Hair Ties and Headbands are already garnering a large celebrity following, but the best part is that a portion of the proceeds is donated to charity.

Spark of Life is a jewelry line created by 14-year-old Maddie Bradshaw who first created the Snap Cap necklace company, which featured her handmade bracelets and necklaces. Her latest collection includes braided bracelets in an assortment of styles that can be adjusted to any length.

And the accessories at Snap Tweens don't end there. "The current generation of tweens is growing up with an array of technology," Bentley says. "Just this spring, we have added a dense tech section with iPad covers, ear phones, cell phone covers, Kindle covers, and much more. It's fun to add a touch of personalization to those items as well as protect them."

Perhaps the best part about the Seaside location is the fact that Snap Tweens catches so many of their customers on vacation. "We have added fun in Seaside by interacting one-on-one with the kids over their school breaks," Bentley says. "At our permanent 'glitter tattoo stand' we embellish the girls with age-appropriate temporary tattoos. They sparkle, are waterproof, and last for up to a week!"

This year, Bentley says she couldn't be more excited about the upcoming spring and summer seasons. "We also appreciate everyone that chooses to shop local," she says. "Snap Kids is a part of these three local markets and carries over 90 percent of our apparel made in America."

Ultimately it is the happiness of her customers that makes Bentley's job such a joy. "We love it when our clients have the 'ah-ha' moment," she says. "They feel excited to have found a store that carries a large selection of tween apparel and accessories that are age appropriate and still very cool."

Snap Tweens is located at 2236 E. County Road 30A Suite 38 in Seaside. For more information call (850) 231-3800 or visit www.snapkids.net.

"Snap Tweens was opened with the mission to outfit girls in between being a toddler and teen," says Leah Bentley, owner of Snap Kids and Tween Apparel. "This age group often gets overlooked at the larger department stores. We spend a tremendous amount of our time searching out the best lines that are stylish, comfortable, and classic."

With locations in Nashville, Birmingham, and Seaside, Bentley has certainly answered a need in the market. Snap Tweens carries a variety of lines, including Splendid and Ella Moss, in sizes ranging from seven to 16. The apparel is age appropriate, and the accessories are nothing short of fabulous. "In our Seaside store, accessories account for over half of the inventory on the floor," she says. "Fashion accessories include bracelets, headbands, watches, scarves, and hats. We are having a trunk show this March and April with Gogh Green, a Birmingham artist who uses only recycled fabrics in products."



Photography by Sheila Goode



shoots are available at each location quarterly and we are honored to work with wonderful photographers, such as Sheila Goode in Seaside."

Of the many lines Bentley features at Snap Tweens, she is particularly proud to carry three specific lines that are produced by tweens themselves. Peace, Passion & Positivity is the vision of Mackenzie and Payton Brundage from Destin, Florida. Together they have created a

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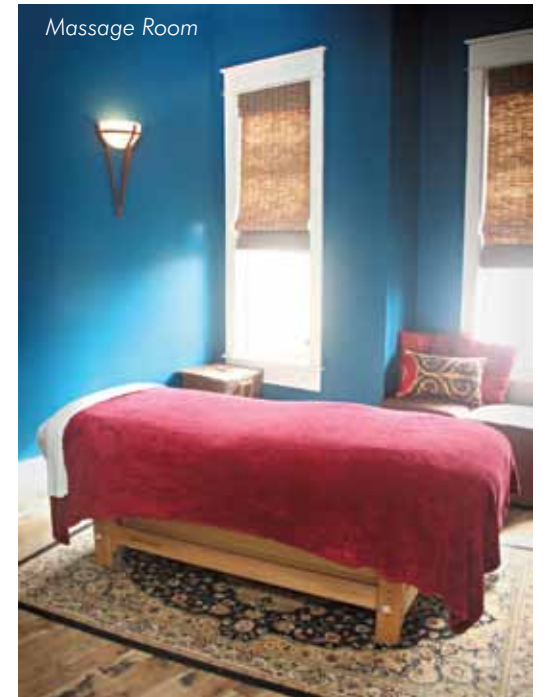
BY AMELIA PAVLIK



Pedicure Room



Erin and Michael Jordan



Massage Room

Set foot in Vivo Spa and Salon, and immediately the stress begins to melt away.

“Vivo has a very organic feel,” says Michael Jordan, who is co-owner with his wife, Erin. “Guests are greeted with a soothing environment that includes warm hardwood floors, clean lines, and neutral colors in our open and airy salon space.”

The second floor of Vivo channels an exotic vibe, where you’ll find treasures that the couple acquired during a trip abroad with hanging Moroccan lanterns and serene blue walls.

“When you open the cherry mahogany double doors to the pedicure room, you are instantly transported to Morocco,” says Michael. “Not to mention, we have custom-built pedicure chairs that you won’t see anywhere else. We spent months trying to create units that would make the pedicure experience beautiful, but also be hygienic enough to meet and exceed the requirements of the state and our guests.”

Guests can also have piece of mind regarding the products that Vivo uses. The spa and salon is an Aveda Lifestyle Spa Salon and carries only Aveda products, which means that more than 90 percent of the essential oils and 89 percent of the raw herbal ingredients are certified organic. In addition, hair color used by Vivo’s stylists is 98 percent organic. Both Michael and Erin are certified Aveda Educators, also known as “Pureprofessionals.”

“Michael and I are constantly providing advanced education designed specifically for our staff — if there is

down time, one of us is teaching or coaching our team,” says Erin.

And of course, the last bit of stress disappears when guests experience one of Vivo’s relaxation-inducing services.

“After enjoying some time in one of our therapeutic multi-jet showers, a spa therapist will greet you and perform a consultation with the ritual Aveda foot bath, which starts the relaxation experience,” says Michael.

Guests can choose from a variety of services including precision cutting and styling; Aveda hair color and Spa Hair Therapy; customized spa treatments such as Aveda’s Chakra Balancing, Deep Tissue, Stressfix and Hot Stone Massages; as well as the Caribbean Therapy Body Treatment and all Aveda specialized facials. Plus, in-home massages for clients in Rosemary, Alys, and Seacrest Beach are available seasonally.

Vivo also has wedding packages including spa services, hair styling, and makeup to make your special day perfect.

“We want these services to be accessible to both locals and out-of-town visitors, which is why our women’s haircut — complete with wash, style, scalp and hand massages, and a makeup touch up — starts at \$25,” says Erin. “And every massage and facial is just one price. Your therapist designs your service with you, so you can receive the experience you desire, without the worry of a surprise bill.”

When the opportunity to join the merchants in Rosemary Beach became available, both Erin and Michael

jumped at the chance. “After seeing the town and meeting the homeowners, it was obvious that Rosemary Beach had stolen our hearts, like it has so many other people,” adds Michael.

The couple has spent the last year becoming a part of the community by getting involved with local fundraisers and events. For example, Michael designed custom bicycles that were raffled off to raise money for both the Breast Cancer Research Foundation and Earth Month, raising \$2,000 for both causes. (Not to mention, whichever employee sold the winning raffle ticket received an identical bike.)

You’ll also be able to catch the Vivo Team at the Seaside 5K Run and the Jim Delmauro Run annually, where they will be offering free massages to the runners.

“Being involved with the 30-A community is important to us and the team,” says Michael. “It’s amazing to think of everything this small area is doing, both socially and environmentally. The impacts of the fundraisers and contributions are global, and it’s an honor to be part of it in any way.”

Vivo Spa and Salon is located at 8 Georgetown Avenue, Rosemary Beach. For more information, call (850) 231-6801 or (850) 231-6802, email info@vivospasalon.com, visit www.vivospasalon.com, or “like” Vivo on Facebook at [facebook.com/vivospasalon](https://www.facebook.com/vivospasalon).

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Five Fundamental Building Blocks to Weight Loss

BY DR. BART PRECOURT

To begin with, contrary to what you might think weight loss is SIMPLE. We complicate it by trying to look for short cuts. There are no secrets, tricks, or magic pills; just fundamental, common sense building blocks.

least 30 minutes 5-6 times per week. Exercise means your heart rate is elevated and you should break a sweat. Mix it up: walk, run, do Yoga, lift weights, or ride a bike. The more you mix it up, the better the results.

3. **Start your day with protein.** Starting your day with protein will activate your muscle cells. Protein takes more energy to break down than carbohydrates and fat, so it will jump start metabolism. NOTE: do not skip breakfast. Studies show that skipping meals has a direct link to obesity and overeating. Hardboiled eggs are an easy choice. And eat the yolk! A protein shake containing a whey protein isolate is another great fat burner.

4. **Avoid trick foods.** Trick foods are the ones that trick you to believe they are good for you. Fat free, diet, reduced calorie, sugar free; if you see these on the labels... stay away. It's a trick. These foods are usually loaded with chemicals and toxins that will be stored where? You got it: your fat cells. Instead, eat real food: fruits, veggies, and lean meats. To help metabolize fat even more, add 300mgs 2 times a day of ALA's (alpha linoleic acid) and DHA (fish oil).

5. **Understand alcohol.** Alcohol is toxic to the human body. Yes even your red wine (it's still alcohol). Your body will process alcohol exactly like a simple sugar (think cookie). It's processed in your stomach and sent directly into the blood. So when you drink a glass of wine before bed when your body has no need for sugar (energy), it stores the sugar directly into your fat cells. Keep in mind that alcohol is a depressant; therefore it slows down your metabolism. If you currently drink moderately one glass a night, you would be better served to skip alcohol during the week and only drink on weekends. Alcohol is often the greatest nemesis to weight loss. Prove to yourself you don't need a drink every night and choose to lose the toxic weight!

And finally, be kind to yourself. Do not beat yourself up for getting off track. Follow the 80/20 rule: Do your best eighty percent of the time and be ok with the rest. Life is meant to be fun!

Dr. Bart M. Precourt is a Doctor of Chiropractic. He practices in Seagrove Beach at Balance Health Studio. For nearly 20 years he has helped people get healthy, lose weight, and create healthy sustainable lifestyles. For more information or to ask a question email: info@balance30a.com



Here are a few quick facts on weight loss that most people, experts included, mess up.

First is the importance of fat cells. In general, fat cells get a bad rap. Everyone seems to hate them and wants to get rid of them. In reality these cells serve an important role, which when understood will help you lose weight. Fat cells should be called storage cells. They store foods we don't need at the time, and also help us by collecting toxins and keeping our bodies from becoming toxic.

Second is the notion that weight loss is an event or activity when in truth, maintaining proper weight is a lifestyle. There are no short cuts. You cannot trick the system, (at least not for long). The "system" is human anatomy and physiology. Drugs, lotions, and "new" medical procedures may have short-term effects, but will always catch back up to you.

The plan:

1. **Move more – eat less.** Yes, you're going to have to move your body to lose weight. The good news is that everything about the human body suggests it was designed for movement. Sitting all day is NOT natural. Get some form of exercise for at

2. **Drink more water.** Can it be that easy? Yes. Water helps cleanse your system, remove toxins, (remember what those fat cells do?) and increase your metabolism. Consume a minimum of one half of your body weight in ounces per day. Increase on days with exercise. Tip: upon waking, drink 8 oz. of cold water to trigger metabolism.

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David Weekley Homes: Building Quality Houses, Enhancing People's Lives

BY RYAN LOFTIS

What inspired David Weekley Homes to begin building homes in Panama City Beach in 2006? Was it the numerous homebuyer types or the opportunity to offer the many homebuyers living in or moving to Panama City Beach numerous home design types? Was it the climate that allows year round outdoor activities or the nearby community amenities and beautiful beaches? The answer: All of the above.

company's Tampa homes. After a 2-year search, the Walt Disney Company chose David Weekley Homes to build in Celebration, a community outside Disney World. To top things off, it's the only builder to be featured in FORTUNE magazine's "100 Best Companies to Work For" seven times. Not bad for a business that began in a construction trailer in Houston.

decide to leave the nest permanently. With FlexSpace, your home keeps up with your life."

In recent years the green movement has been incorporated into designs. "We are proud to offer EnergySaver™ Homes that feature the Environment For Living® Gold Level Program," Morris says. How do EnergySaver Homes benefit the environment while saving you money? The 14-SEER air conditioning system cools the home with less electricity, while reduced ductwork leakage prevents unnecessarily cooling of the attic. Each home comes with carbon monoxide detectors, and the air conditioning systems use R-410 refrigerant to protect the ozone layer. Single-sided, foil-faced radiant roof decking keeps the attic cooler and reduces the air conditioning system's heat load. Proven to be more resistant to heat

...over our 35-year history we have developed a good sense of what homebuyers are looking for...

Panama City Beach is one of 16 cities – a list including Atlanta, Orlando, Houston, Indianapolis, Charlotte, Denver, and Phoenix – that David Weekley Homes has built more than 65,000 new homes in. Are there challenges in, say, building homes in both ski weather and the Arizona desert? "There are, but over our 35-year history we have developed a good sense of what homebuyers are looking for," Division President Jon Morris says. "We accomplish this by listening to our customers. Regardless of the location, enhancing the lives of our customers is why we do what we do. In fact, 96 percent of our customers would recommend us to their family and friends."

Perhaps the high satisfaction rating comes from the attention paid to customers every step of the way. Have questions about homes or their surrounding communities? Just ask one of the company's Internet advisors. Meanwhile, sales consultants will be there to guide you from site selection and contract until after you've moved in. You'll have the opportunity to meet up to four times with the builder of your home. Scheduled meetings with a design consultant will help you choose your favorite interior design selections. Once you're moved in, the company's warranty service representatives will assist if anything in your new home is wrong, broken, or missing. Stay informed throughout the entire process with the Buyer Home Page created after your sales contract is signed.

The acclaim comes from the home building industry as well. On the way to becoming America's third largest privately held homebuilder, David Weekley Homes has won more than 400 awards for home design. It became the first to win home building's "Triple Crown": America's Best Builder, National Builder of the Year, and National Housing Quality Award. NBC's "Today Show" aired a 12-week segment featuring one of the



The designs that have earned so many awards have been a focus of David Weekley Homes since the beginning. "For us, great design isn't measured in square feet. It's expressed in cubic feet and light, and the way a room feels as you enter it," Morris says. "Our exclusive LifeDesign program combines the fundamentals of design, architecture, engineering, physics, psychology, and sociology to create a home that looks and lives better than all the rest. LifeDesign is an art, science, and unique ingredient in each home." Another featured program is FlexSpace, which "pre-engineers your home for life's inevitable changes. For example, as your children grow an extra bedroom can transform into their playroom, then to a homework area, and finally a hobby room when they

gain and heat loss, vinyl double pane windows with Low-E glass enhance the windows' thermal performance and provide higher energy efficiency.

After more than 5 years in Panama City Beach, David Weekley Homes would like to expand in 30-A. "If we find the right opportunity we would certainly love to bring more homes to the Emerald Coast," Morris says. As for the time being: "Currently we offer our Build on Your Lot program in the Panama City area, as well as homes in Watercolor and Breakfast Point. In each location, we're proud to offer a variety of home designs to fit any lifestyle, as well as numerous community amenities."

For more information, visit www.davidweekleyhomes.com.

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WaterSound Beach



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WaterColor



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Blue Mountain Beach



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Gulf Front with private pool!

WaterColor



225 Western Lake Drive
7 Bedrooms • 7.5 Baths
5,418 SQ FT • \$3,295,000
Gulf and Lake Views in Phase I.

WaterColor



287 West Lake Forest Drive
3 Bedrooms • 3.5 Baths
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Exceptional outdoor living space.

WaterSound Beach



10 Tidepool Lane
5 Bedrooms • 5.5 Baths
4,219 SQ FT • \$1,595,000
2 car garage. Carriage house.

Bayside Heights



221 Mitchell Avenue
4 Bedrooms • 5 Baths
3,875 SQ FT • \$780,000
1/2 Acre bay front. Boat lift.

Seaside



141 Smolian Circle
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Heart of Seaside - Large lot.

Old Florida Beach



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WaterColor



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Escape to Northwest Florida

BY JULIE HERRON CARSON



Escape to Northwest Florida Watersound Rental Home

Robert Kennedy once said, *There are those who look at things the way they are, and ask why... I dream of things that never were, and ask why not?* This might seem like an odd beginning to a story about a new rental management company, but it makes sense once you meet Amy Wise-Coble, managing partner of Escape to Northwest Florida, a new kind of rental management company.

Wise-Coble grew up spending time in Walton County, since her grandparents owned a home in the area. She moved here permanently right after college; began working as a front desk agent at Seaside Cottage Rental Agency, and later as a cottage inspector. Since then, she has spent over 20 years in Florida's hospitality industry, including stints at Sandestin Golf and Beach Resort and again at Seaside Cottage Rental Agency, where she recently served as General Manager. As her career progressed, Wise-Coble noticed a disconnect between what her clients wanted and what the typical rental management company offered them.

"I realized that although homeowners and guests had diverse expectations for the rental experience, the industry had a 'one size fits all' viewpoint, which made no

sense to me," Wise-Coble recalls. "Companies were putting their clients into a box by offering the same services to everyone. Well, I wanted to think outside the box by creating a company that individually tailors services for each client based on their needs."

Homeowners who choose to rent their houses or condos have a variety of service plans from which to choose. The first is an all-inclusive management plan where Escape to Northwest Florida handles all aspects of the home's rentals and marketing, guest relations, accounting, housekeeping and maintenance. All of the work involved in renting a home is overseen, with great care taken to protect the homeowners' investment.

"Ben Zeirott is Escape to Northwest Florida's Director of Operations, and is the one who makes sure each homeowner receives hands-on, personal attention," says Wise-Coble. "He has a degree in Hospitality

Management and Tourism, and experience working at Seaside Cottage Rental Agency and The Palms in Destin, so he is able to bring the best practices of the industry to our clients."

Additional service plans allow the homeowners to have varying degrees of hands-on responsibilities, depending on their wishes. For example, some homeowners want to maintain their existing relationships with trustworthy service providers, but make use of Escape to Northwest Florida's marketing programs to drive guest demand. Others prefer to handle guest interactions themselves. The company's flexibility and range of services allow homeowners to tailor a program that best fits their needs.

For guests, the idea is all about customizing the vacation experience. Guests can ask for additional maid service or for someone to unload the luggage. Escape to Northwest Florida can pick you up at the airport, plan recreational outings like kayaking and stand up paddle boarding, set up beach bonfires, and make dining reservations. They'll purchase your groceries, bring in fresh flowers, and even walk your dog while you're on the beach!

"We encourage our guests to let us know what we can do for them to make their stay as enjoyable as possible. We've got a menu of suggestions on our website to help visitors tell us what they want. As long as it's legal, we're happy to do it," says Wise-Coble.

Escape to Northwest Florida is headquartered in Miramar Beach and its rental offerings are located from Destin to Rosemary Beach. They range from large to cozy and from beachfront to town center. Just one example is Sea 'N Stars in WaterSound. The five-bedroom, five-bath New England-style home features upscale elegance designed for family fun. There's a large outdoor deck off the second floor with a fireplace and ping-pong table, as well as a large loft area with pool table and flat-screen TV. And, of course, the beautiful WaterSound setting is always a draw!

As Escape to Northwest Florida continues to grow, Wise-Coble expects more companies to abandon the traditional way of doing business and move towards the customization model she has embraced. She records her ideas and observations on her blog, www.newsfromamysdesk.com, and currently serves as a member of the Walton County TDC Advisory Council.

For more about Escape to Northwest Florida, visit www.escapetonwfl.com or call (850) 424-2550.



Amy Wise-Coble

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Seaside, A 30-A Original

BY DEBBIE MCCHESENEY

Many of us have memories of our special place by the sea, digging our toes into the sand or catching a slippery silver fish. The lucky ones remember climbing wooden steps to the top of a gazebo that towers over sand dunes covered with sea oats and hosting dozens of dragonflies. My three children believed that the dragonflies were tooth fairies that came in the night to get their lost tooth and dip their wings in a bedside glass of water, turning the water shades of pink, blue or green. This was much more exciting than a quarter!

The first time I saw the town of Seaside was in the early 1980's. We were driving from Sandestin to have dinner at Bud and Alley's. It was a foggy, rainy night with an occasional clash of thunder. As we drove the desolate stretch of 30A, Seaside appeared like a mirage on the horizon. I fell instantly in love. The small pastel cottages lined Robert's Way, a path in the middle of nowhere, and seemed nothing short of magnificent. As I remember it, Sundog Books rested behind the dunes, Bud and Alley's was a short walk away, Sip and Dip was in-between and Modica Market had recently opened. Not much else existed.

Seaside is now filled with restaurants and shops. Seaside is fluid, always changing, constantly seeking a better way of doing things. For example, current restaurant owners are meeting to find ways of obtaining better, fresher and local ingredients. Pickles owners Heavenly and Bill Dawson are planning to upgrade their long-standing restaurant, renaming it The Burger Shack and serving grass-fed burgers and healthy sides. The Seaside Amphitheater just received a major renovation and is now a strikingly beautiful stage fitting for the center of town.

My husband George, our 3 daughters, and I are Seaside "pioneers" as Robert Davis refers to the early, adventurous, risk-taking homeowners. I must admit a certain thrill at being labeled a "pioneer". But as Davis sips his espresso and chats about the ideas and challenges

of taking Seaside forward, I realize his pioneer spirit is as alive today as ever. It's hard to keep up as the ideas float across the table: A bike share program up and down 30-A similar to that in other cities such as Minneapolis, using public parks and green spaces as meeting places, and long range-- a boat/car shuttle for folks traveling to Seaside from far away places via the new airport. These ideas held me captive and fascinated me. Personally, I would be more inclined to attend Town Council meetings if they were held by the sundial in Natchez Park. I would say thumbs up to getting on a boat rather than waiting in line at the Hertz counter. I realize

another article titled "Seaside Weathers the Real Estate Storm", Philip Langdon says that Seaside has retained its value better than most communities and has fared well in the real estate climate of the last few years.

In talking with locals and vacationers everyone agrees that the beauty of the beach, coupled with the unusual shops and restaurants, makes Seaside a unique

A view from above the quaint town



An example of Seaside architecture



One of the gulf-front pavilions



that these kinds of ideas are what made Seaside, well...Seaside, instead of ten high-rises.

Thus far Seaside is doing something right. The Financial Times writer Nick Foster suggests "that the series of nine gulf-front pavilions, all for use by everyone, encourage interaction, give residents a connection to the sea, and thus boost the value of everyone's property." In

spot. Programs, like the artist in residence "Escape to Create," add purpose and mystique to the town, and often lead to an ongoing relationship with the artist and Seaside. The songwriting team Olivarez and Elkins played in the Songwriters Music Festival while participating in "Escape to Create" and hope to share their songwriting knowledge with middle school students. Their partnership is called Granville Automatic and is certain to be one of the many artistic success stories coming out of the innovative Seaside program.

Aside from these programs, Seaside is just plain fun. The Annual Halloweiner Derby (a dachshund race that honors Seaside's first dog, Bud), the Seaside School's 1/2 marathon, shops like Duckies and Central Square Records, the Seaside Yard Sale, and the Saturday Morning Farmers Market; all add up to create a special place that brings out the child in all of us.

To find out more, visit the town's web site at www.seasidefl.com

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Getaway Assist

BY AMELIA PAVLIK



Lorraine and Ken Sloan

Gone are the days when finding a 30-A vacation home to rent or advertising one was a long, arduous process that involved numerous phone calls — and a handful of aspirin to ease the headaches. With the click of a mouse, a new service known as Getaway Assist allows both parties to take care of the task at hand, on a community-oriented and easy-to-understand website.

“Other sites tend to lump properties together, making it easy for a vacationer to get lost and end up looking at properties in the wrong city or state that doesn’t meet their needs,” says the CEO of Getaway Assist.

Getaway Assist was developed by Sloan, her husband, Ken, and their partner, Raymond “Bucky” Boyd. Sloan and Ken began managing rental properties in 1999, which evolved into a full-time business by 2001.

“Over the years, we noticed that there were more and more calls coming in from owners and renters who were having trouble dealing with rental properties,” says Sloan.

There were people who wanted to manage their own rentals but weren’t aware of the legal and regulatory requirements. There were renters who were discontent

4 TIPS FOR EVERY VACATION HOME RENTER

There are a few things that Lorraine Sloan, CEO of Getaway Assist, thinks that everyone should know before renting a vacation property. Here are her top tips:

- **Look for a resource** that allows you to pinpoint the location of the property so that you know the proximity to the beach and other points of interest. You also want a resource that provides multiple photos of the interior and view so that there won’t be any surprises.
- **Reserve early** to guarantee that you get the property you want and don’t have to make compromises. It’s normal to rent as early as six months out from your vacation time.
- **Ensure that you have an emergency contact number**, which is usually either the owner or concierge.
- **Test the property owner’s knowledge** of rental guidelines and regulations. For instance, a property owner is required to have a certain size and make of fire extinguisher that has been tagged to show that it was inspected within the last year. This would be a good question to ask when booking a property to ensure the safety of your family and that the property owner is on top of keeping the property well maintained.

...there are a number of safeguards and instructions built into Getaway Assist to guide them through the renting process.

with websites that could be so confusing that Sloan remembers one couple who booked a rental in Miami when they wanted a rental in Seagrove. And lastly, there were service providers, such as concierge companies and maintenance personnel, that had expressed to the Sloans that they were looking for work but were having a difficult time connecting with the property owners.

“We realized that we could provide a site that would meet all of these needs,” adds Sloan. “Getaway Assist officially went online for our internal use in 2010 and we began marketing the service to the public last fall.”

The site is specifically geared toward showcasing properties along the beaches of 30-A. Renters are able to conduct free searches based on criteria, such as community, location (beachfront or not), property type, and whether the property has a pool, high speed Internet, or is pet friendly.

“Also, because our site is based at the community-level, with which we are extremely familiar, we do check new listings that are added to our site and would pretty much know if an owner wasn’t being truthful about their listing,” says Sloan.

The advantage for property owners is that there are a number of safeguards and instructions built into Getaway Assist to guide them through the renting process.

“And they can log in any time to check on their current availability and block out dates for personal use — which has been an enormously popular feature,” adds Sloan.

Owners interested in listing their property can choose from three levels of service that range from a Hands On option for owners who are primarily looking just for a spot to advertise (the basic yearly listing fee is \$179 per property) to the Hands Off owner who receives an online booking service that allows guests to check availability and book a reservation and pay online.

In addition, the Hands Off package includes being placed in contact with a pre-vetted concierge service that keeps an eye on the property for the owner and provides other needed services.

To learn more about Getaway Assist, visit www.getawayassist.com, email 30A@getawayassist.com or call (866) 886-9463.



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Majoring in Minors

BY FRANK WATSON AND KIMBERLY WATSON SEWELL

Do you have any minor children (i.e., under the age 18 in most states)? If you do, then your calendar is likely filled to overflowing with their school commitments and extra-curricular activities. Besides time, all of these commitments and activities require money...and lots of it. Since your children are worth the investment of both your time and your money, what plans have you made for them in a world without you? What would happen if your children were orphaned today?



Kimberly Watson Sewell and Frank Watson

BACK-UP PARENTS

Who would you entrust with the responsibility of rearing your minor children to adulthood? By default, any surviving parent will be the legal guardian (i.e., back-up parent) over your minor children. However, in the event there is no surviving parent, you must legally appoint the guardians of your own choosing or a court will make the appointment for you. When selecting guardians, most

parents appoint family members or friends with whom they share common principles, values and religious beliefs.

INHERITANCE MANAGERS

As with guardians for your minor children, unless you legally appoint the inheritance managers of your own selection, a court will make the appointment for you. Accordingly, you should legally appoint them because a court would likely appoint the guardian to serve as the inheritance manager, too. Very few divorced parents want their ex-spouses to manage the inheritance left to their minor children. Common candidates for this role include trusted family members or friends, professional inheritance managers (i.e., trust companies), or combinations of the two. [Note: It is prudent to get permission from your intended back-up parents and inheritance managers, as well as their alternates.]

COMMON CONCERNS

Once you have appointed appropriate inheritance managers, you still need to protect the inheritance both **for and from** your children. There are three common concerns that can be hazardous to your wealth.

DIVORCES

First, the divorce rate has never been higher and blended families today outnumber original nuclear families. Second, lawsuits and bankruptcies are setting new records. Last, but not least, ambition-killing *affluenza* is always a concern whenever someone inherits wealth for which they did not personally work. Depending on how the inheritance is left to your children, it can either be a blessing or a curse.

SQUANDERING

Without proper estate planning, your children will receive their full inheritance upon reaching legal adulthood (i.e., upon reaching age 18 in most states). Will their inheritance be taken by a subsequent divorce, lawsuit or bankruptcy? Will it be converted into fast cars and extravagant trips, rather than college educations, first homes and seed money for a small business?

Because of these concerns, some parents create plans that distribute the inheritance outright at staggered ages (e.g., one-half at age 25, with the balance at age 30), once their children gain some life experience and maturity. While this is better than a full, outright distribution, it does not offer the maximum inheritance protection available.

USING DISCRETION

One of the greatest inheritance protections may be achieved by the formation of a Long-Term Discretionary Trust to administer the inheritance for your children. Such an arrangement can make both income and principal available to your children for their health, education, maintenance and support, as well as for any purpose deemed appropriate in the discretion of your appointed inheritance managers. Properly drafted, a Trust may serve as an estate plan within an estate plan. How? Upon the death of your children, the inheritance can continue for their own children. If they have no children, then the inheritance can continue for their siblings...without any unpleasant and unintended consequences.

As you can see, planning for minors is no minor matter.

ASK YOURSELF...

These Questions Regarding "Majoring in Minors"

1. Have I appointed legal guardians (i.e., back-up parents) for my minor children to rear them in a manner consistent with my principles, values and religious beliefs?
2. Have I appointed inheritance managers of my own choosing to administer the inheritance for my minor children according to my goals for them?
3. Do I understand the risks of providing my children with their full inheritance upon reaching legal adulthood (i.e., upon reaching age 18 in most states)?
4. Do I understand the risks of making an outright distribution of an inheritance?
5. Have I created a Trust as part of my estate plan to protect the inheritance of my children from divorces, lawsuits, bankruptcies, *affluenza* and unintended consequences?



Frank Watson has been conducting real estate closings along 30A Since 1997. For more information, please contact: Watson Sewell, PL (850) 231-3465 - www.watsonsewell.com and South Walton Title (850) 231-3467 - www.southwaltontitle.com.

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Spring Time on 30-A's Fairways

Golf Tips For A Better Game

BY TOM FITZPATRICK

30-A in the spring means family gatherings on the beach. It's also a time for golfers to dust off their clubs. It can be tough to find your golf swing after a long winter layoff. So avoid letting that first round of the season ruin your beach getaway. Pick just one or two of the following keys to rediscover the feel in your spring golf game:



Start with good posture by pressing each end of a club along your back-spine. This creates a nice 'spine angle' and center of gravity. Develop tempo by moving the club back slowly.



Finish your backswing with your left shoulder under your chin. Your hands are at the top when they are opposite your right ear. This is a good image to have in mind.



At impact, return the club to the same position it occupied at the start. Try one of Tiger's recent cues where the right palm faces the target at impact.



As you follow-thru, get your belt buckle directly over your front foot at the finish. Your back foot comes up onto its toes.

These tour proven tips can make the difference in your enjoyment in your golf here at the beach!

DAVID LEADBETTER'S PRO TIP

In a recent teaching summit that I attended, #1 ranked teacher David Leadbetter offered a new perspective on an interesting area of the swing: The lat muscles - that area around your shoulder blades. He suggested turning the right lat behind you on the backswing and letting the club move with it. Then turn your left lat behind you on the follow-thru, again with the club going along for the 'lat ride'. Try it with pitch shots and feel the difference!

BUY A NEW GOLF GLOVE

Don't dig into your golf bag for that stiff, musty leather glove from last season. Buy a new glove to start out the year - you won't have to grip the club as tight.

Tom Fitzpatrick, is a real estate broker for 30-A Beach Properties. He's had clients discuss homes and condos with him on the course and range as it's a great way to identify communities and narrow down choices. Call if you'd like to hear about 30-A's great real estate opportunities over golf. Fitzpatrick can be reached at (850) 225-4674 or tom.fitz@att.net



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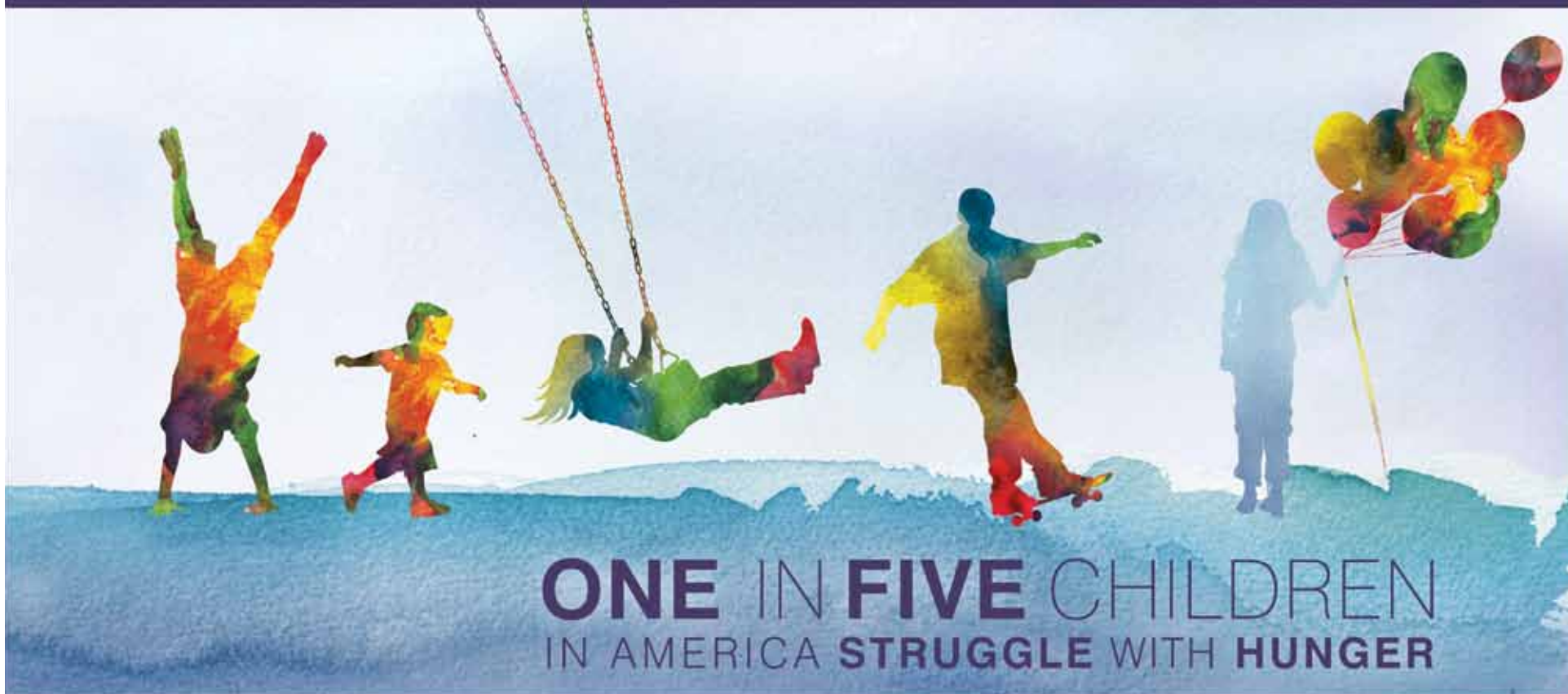
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