

the thirty-a REVIEW™

a r e v i e w o f t h e b e s t p l a c e s • t h i n g s

spring at the beach

INSIDE:

- Dining at the Beach
- Art Culture and Entertainment on 30-A
- Local Artists Rock It Out
- Profiles of 30-A's Finest
- Fun in the Sun for Spring Break!

Win a Dinner for Two at one of 30-A's Finest Restaurants... register inside.

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.



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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A TESTIMONIAL

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[Malcolm & Teresa Morrow enjoying their new home in The Crossings at WaterSound Beach]

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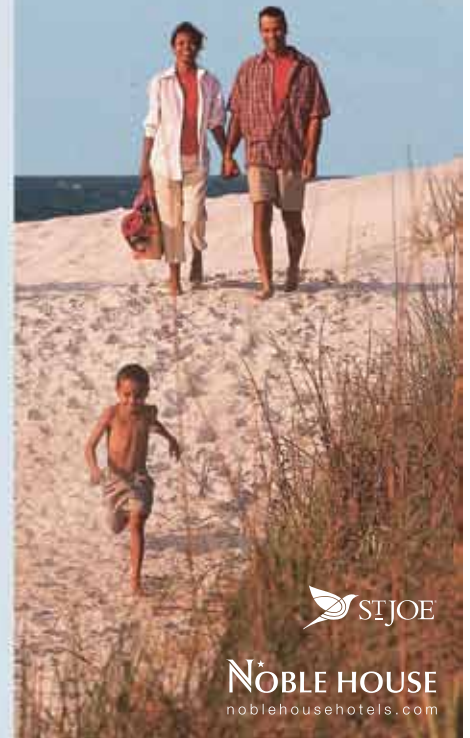
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letter from the publisher

SPRING AT THE BEACH



It's finally here. After a gruesomely cold winter, we can finally embrace the warmth and vibrancy of spring at the beach. There is nothing quite like that first break of warm weather at the beach. The crystal clear turquoise water, the sugary white sand, the puffy clouds and the almost surreal looking Florida sky as

the rays of the sun reflect colors of the rainbow at sunset. Need I say more?

As always, this issue is packed full of the people, places and things that make 30-A and the surrounding area such a very special place. We tell the stories that have inspired local residents to make camp here on 30-A and call this little stretch of beach in the

Panhandle home. Whether it was nature, a quieter way of life, the ocean, the sun, the people, or the pure unadulterated beauty that brought them here, they are all here to find a better quality of life. It's that same quality of life that visitors get to experience when they come to the beach. And it's the same quality that keeps them coming back for more, year after year, season after season, week after week.

We invite you to enjoy the pages that follow. We try to capture that little bit of heaven that you find every time you visit 30-A. Of course, nothing is like the real thing, so get out there and enjoy the beach, the surf, and the wonderful restaurants, shops, and activities that you'll find up and down the coast of 30-A.

Until next issue, be well and enjoy life at the beach!

Miles K. Neiman

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Showbiz and Events in March and April

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Alice's Adventures in Wonderland

March 14, 21, 28 and

April 4, 5-6pm

Presented by The Seaside Repertory Theatre. From the moment Alice falls down a rabbit hole into the zany world of Wonderland, the fun never stops...Bring the family and low back chairs to enjoy!

Cinema Under the Stars

March 15, 22, 29 and

April 5, 12, 19, 26, 7:30pm

Bring blankets and low back chairs to enjoy a family friendly movie in the Amphitheatre.

Sandcastle Building Lessons

March 16, 23, 30 and

April 6, 13, 20, 27, 11-1pm

Bring blankets and low back chairs to enjoy a family friendly movie in the Amphitheatre.

Spring Concert Series

March 16, 23 and

April 6, 13, 27, 6-8pm

Bring your dancing shoes and join us as we showcase various local and regional acts in the Amphitheatre.

Figure Drawing at Studio b

March 2, 9, 16, 23, 30 and

April 6, 13, 20, 27, 6:30-9pm

\$20 per session. Bring your own supplies! Visit www.studiobthebeach.com for more information.

So...You Think You Can Cook?

April 9, 7-10pm

A Fundraiser for St Rita Preschool.

Mad Hatter's Tea Party

April 23, 10-noon

Alys, the White Rabbit and the Mad Hatter cordially invite you to a Tea Party! Enjoy fairy tale food, hat decorating and mingle with the classic characters. Don't be late!



Bocce Ball tournament at Rosemary

ROSEMARY BEACH

Spring Fling Family Fun Nights

March 15, 22 & April 5 & 12

– Family games & Guitar Hero

Showdown (4:30 - 9:00 pm,

Western Green & Town Hall)

March 17, 24 & April 7, 14, 21 &

28 – Concerts on the lawn (6:00 -

8:00 pm, North Barrett Square)

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10th Annual 30-A Antique

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March 26

10:00 am - 3:00 pm, town

center lawns

FREE

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Soundsations Show Choir

April 22

7:00 pm, St. Augustine Green

FREE

850-278-2900

5th Annual Spring Bocce Tournament

April 23

10:00 am, town center lawns

FREE

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5th Annual Spring Bocce Tournament

April 23

10:00 am, town center lawns

FREE

For info, call Aesthetic Clinique

at 850-622-1214

Easter Egg Hunt

April 24

April 24

9:30 am, Western Green

(rain or shine) FREE

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SEASIDE

"First Friday" ArtWalk

Friday, March 4, 5-8PM

Friday, April 1, 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 5, 12, 19 & 26, 9A-1P

Saturdays, April 2, 9, 16, 23 & 30, 9A-1P – 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.

9th Annual Seaside Half Marathon & 5K Run

Sunday, March 6, 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 6, 2011, at 7:00am for Seaside Half Marathon and 5K Run. But sign up now as both races have limited space! 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 14-31, 3:30PM

Mondays-Fridays, April 1-9, 3:30PM – Seaside

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!

Seaside Spring Concert Series

Wednesdays, March 16, 23 & 30, 6PM

Wednesdays, April 6 & 13, 6PM

– Seaside Amphitheater

Celebrate the beautiful spring weather with your neighbors as we welcome the sounds of some of the regions top musical acts to Seaside. Music will fill Central Square and entertain guests of all ages.

Seaside ROCKS!

Friday, March 18

Friday, April 8 – Meeting Hall &

Seaside Amphitheater

So you think you can rock? Join the Seaside Repertory Theatre and The Merchants of Seaside for our 3rd annual Rock Band Tournament. Anyone interested in participating will sign up prior to the event. Qualifying rounds will be held in the Seaside Meeting Hall and finalists will perform in front of a large audience in the Amphitheater! Sign up at: seasiderep.org!

Central Square Cinema

Friday, March 25, 7:30PM

Fridays, April 1 & 15, 7:30PM

Seaside Amphitheater

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

Seaside's Easter Celebration

Sunday, April 24, 12AM-2PM –

Seaside Amphitheater

Join Seaside and Cottage Rental Agency for this annual Easter Egg-stravaganza including a a visit from the Easter Bunny, lots of candy and other fun activities in the Amphitheater all for the little ones to enjoy! Go door to door and pick up goodies from the merchants throughout town!

La Botana

BY SUSANNA BARTOLDUS

La Botana lives by its mantra as the place to “see friends, drink wine, feel love.” This Seagrove Beach wine bar maintains a sort of speak-easy status, as it is nearly undetectable to passers by. Yet once inside, you will soon discover why it is a local social hotspot featuring wine, tapas, and great company.

The stylish space is well designed, yet intimate, making it comfortable to dine with a date or friends or to mix and mingle at the bar. The décor mixes stunning contemporary elements such as the Lucite bar chairs, with more vintage ones like their gorgeous antiqued mirrors. Warm, mixed directional lighting brings warm, modern appeal. In temperate weather, the doors open out to the patio, which holds additional seating. It all comes together to be the quintessential environment for a memorable night out.

Whether or not you have an entourage in tow, don't be surprised to make new friends. The atmosphere is friendly and inclusive. Manager Keri Barnes and her staff make sure of that. “When people walk through the door, I want them to feel like ‘ahhh, we're here’”, she said, “and have a great time”. When I last met my social butterfly gal pal at La Botana, she was in

dishes with nightly specials as well. If you are in the nibbling mood, try the Artisanal Cheese Plate with a selection of beautiful cheeses with fruit garnish. I shared one recently that had an exquisite selection of no less than six different cheeses including a walnut crusted goat cheese, stilton, and manchego as highlights. For heartier fare, the walnut crusted New Zealand Lamb Lollipops are a must try. These succulent little chops are so seductive in their honey wine reduction all nestled

If you are not quite at the “feel love” stage of the evening after sampling La Botana's wine and dinner delights, don't worry. There is always dessert. Who couldn't feel love after a slice of luscious Caramel Cake paired with the Ramos Pinto Porto White or a glass of something bubbly? Now that's a love that's meant to be shared.

In addition to great food, wine and atmosphere, La Botana hosts live music featuring some of 30A's rising



Philly Roll



Walnut Crusted Lamb Lollipops



Lump Crab and Avocado Timbal

...see friends, drink wine, feel love.

seventh heaven. Between sharing wine and toasts, great conversation and food, our girls-out dinner was enriched by the people around us.

La Botana holds true to its wine bar status. It has 24 wines by the glass, plus numerous bottles of various varietals and vintages, both old world and new. They have a wonderful port flight as well as sparkling options. Bottled beer is also available as well as premium sake and some seriously tasty sangria. Ben, La Botana's excellent bartender, keeps you updated on new wines that are available and is always handy when your glass is empty.

The menu at La Botana is ideal for shared plate dining. Whether you are feeling just a bit peckish or a little more ravenous, there is a variety of sushi and tapas

jalapenos and Sambal slaw flirt with the spicy side of your taste buds, making this dish a hit.

Sushi makes up a substantial portion of the menu with seaweed salad and edamame as sidekicks. The Roll of the Day brings an additional offering and usually trumps its staple counterparts. Menu highlights include the Red Dragon Roll with shrimp tempura and avocado topped with Ahi tuna, the Philly Roll with smoked salmon, avocado and cream cheese, and the Tuna Verde Roll with Ahi tuna, green onion and spicy sauce. There are vegetarian options as well and soy paper is available for the less seaweed inclined. Sample the Premium Sake flight for a perfect sushi pairing.

up against the roasted garlic fingerling potatoes. If you are in the mood for something in between, then the Grouper Tacos are just the ticket. Pickled

stars. You can catch singer/songwriter talents such as Kyle La Monica, Dannica Lowery, Kelsey Anna and Reed Waddle to name a few. On nights when there is music, it normally starts around 7pm, so get there early. Recently, it was standing room only when Kyle LaMonica teamed up with local funnyman Kevin Boyle in a cabaret combination of live music and stand-up comedy. Look for Kevin to be featured again soon.

La Botana keeps me coming back again and again. What can I say? I see friends, drink wine, eat sushi, hear music, feel love. That's what 30A is all about.

La Botana is located at 4281 East County Highway 30-A #102 in Seagrove Beach. They are open Tuesday through Saturday at 5pm. For more information call 850-231-0716 or visit them at www.labotanas.com.

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BY MARY WELCH

Chef David Bishop



“People have been coming back here for more than 20 years and they expect certain things and they want them to taste the way they always have.”

Bud and Alley's



menu. People have been coming back here for more than 20 years and they expect certain things and they want them to taste the way they always have.”

The challenge for Bishop is to give his customers their favorites while offering up a very seasonal, locally inspired menu. “I’d say we are an all-American coastal restaurant,” Bishop says. “We will almost always have grouper, shrimp, crab and flounder. We’re getting oysters back.”

The customers’ favorites include crab cakes, tuna dip, sweet potato fries, bar-b-que shrimp and grouper.

Bishop’s favorites tend to be the daily specials. “With the daily specials, I can create dishes that are more creative and allow me to use the freshest ingredients. I can use a vegetable that was just picked or a fish just caught. Daily specials give me a creative way to focus on the ingredients in hand.”

Two surfing buddies founded Bud & Alley’s, South Walton’s oldest restaurant. Since the original restaurant opened 23 years ago, taco and pizza bars were added. Although Bishop is in charge of the entire operation, he says he has excellent managers to oversee the daily

workings of the other two operations. “Otherwise, I’d be even more crazed,” he says.

“They really are three separate restaurants, especially the pizza bar, which is quite a distance from the other two restaurants,” he says.

Bishop grew up in the area and started off washing dishes in 1984. He found that he had a talent and passion for cooking and his career took off. He went to Atlanta, New Orleans and Aspen for his art but, “I couldn’t say away. I love the area and I love to fish so what better place to be?”

Bishop understands the importance of being true to Bud & Alley’s fan base and traditions, and he fully embraces it. “I just want us to present the best and freshest foods possible,” he says. “I want to work with more local farmers and do more with vegetable. Other than that, I want to cook food without adding too much seasoning. I’m a minimalist. I like the food to speak for itself.”

The recipient of numerous awards, Bud & Alley’s provides both great food and a terrific view of the Seaside beachfront. The restaurant is located at 2236 East Count Road 30-A, Seaside, FL. For more information or to make reservations online, go to www.budandalleys.com. You can also call 850-231-5900.

Executive Chef Dave Bishop knows that customers have been coming to Bud & Alley’s, South Walton’s longest established restaurant, for more than 20 years because they know and love the food.

And, that’s the good news – and the bad news.

“It’s great that people love the restaurant and our food,” says Bishop. “I definitely hear about it if I change something that people have loved for so long. I took the whole roasted fish off the menu recently and I’ve had all sorts of requests for it. So, I’ll probably put it back on the



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Warmer Weather, Cooler Wines

BY BRYAN KRUTZ

As we enter spring and eventually the scorching summer months, it is always nice to have a refreshing drink to help break the warmer weather. An ice cold water, soft drink, or juice are all nice options to wet our whistles, but what also can be of assistance is a nice chilled light wine. In this article I will point out some of my favorite wine choices when the temperature begins to dial up.

My personal favorite wine to sip on in order to stay refreshed is dry rose. Although for me it is best suited for the hot summer months, any time of year is nice to taste this simple wine. Dry rose wines can essentially be made from any red grape variety. They are made from the same

include Merry Edwards, Mason, Honig, and Brander, among others.

For bigger bodied whites I normally turn to the obvious choice: Chardonnay. I do this with one personal caveat, however. I only like the ones that are not overly oaked as so many are today. Do not get me wrong, I enjoy a heavy bodied chard, but that does not mean overly oaked. As long as there is balance of acid, fruit, and oak then by all means do not skip my glass. Some of my favorite California producers include Krutz (not just because my brother makes it), Talley, MacRostie, and Dumol.

Wine is there for you to enjoy and to be talked about.

red grapes that go into stand-alone wines. For instance, if a certain producer wants to make a more robust, tannic red wine they will simply “bleed off” up to 10% of the juice from the fermenting tanks, leaving a higher skin to juice ratio in the tank. In the end you have a bigger, more aggressive final red wine product. Something must be done with the drained off juice, however, so instead of discarding it that producer may decide to finish out fermentation on that juice and bottle it as a dry rose. This is the most popular method of making dry rose wines today; however there are certain regions in the world that produce a dry rose from the entire tank. Doing that they only allow skin contact with the juice for a couple of days, then separate the juice from the skins and proceed from there. Making a normal red wine would allow for the juice to be in contact with the skins (a process called maceration) for a couple of weeks before separating or “pressing off.” Some of my favorite dry rose is produced in California, Spain, and the Tavel region of France. I promise there is nothing as good as an ice cold bottle of dry rose on a 90 degree day! Just remember, pink does not mean sweet.

Another light wine that I prefer is Sauvignon Blanc. The mother grape of the famed Cabernet Sauvignon (Cabernet is the result of a vineyard cross between Sauvignon Blanc and Cabernet Franc) produces some of the most crisp, dry, and fruity wines on the market. Aromas from lemons, limes, pineapples, and grapefruit fly out of the glass and the crisp, fresh acidity is perfect for warmer temps. Some of my favorite California producers

While I do tend to drink more of these types of wines in the spring and summer months, I still always end the evening with that glass of cab or heavier red. I also always go to my year round favorite variety: Pinot Noir. No matter what time of year or what the temperature is outside, I personally can always justify a nice glass of this elegant and complex wine. No other grape is harder to grow and then produce into wine. It is very temperamental and finicky. Like my 3-year old son, it likes to do what it wants to, but in the end it always come through as just an outstanding thing to sip. I have far to many producers that I like to list them, however I certainly would try the Krutz of course!

In the end, it is important not this listen to this article or any one else’s opinion on what you should be drinking. If you only like Cabernet and want to drink it all the time, then by all means go for it! Wine is there for you to enjoy and to be talked about. So in the end just enjoy what you like.

Cheers, Bryan

Bryan Krutz is the owner of Courtyard Wine and Cheese located at 66 Main Street in Rosemary Beach. For more information visit www.courtyardwineandcheese.com or call 850-231-1219.



Bryan Krutz

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Allison Wickey

Journey of an Artist

BY LAUREN GALL

“Finding my stride as an artist has been a long road and the journey has really just begun,” says artist, Allison Wickey. Wickey, who grew up in Belleville, IL, went to a few different colleges before finishing her degree at fine arts school, Columbia College, in Chicago. Upon graduating, she worked in a few corporate environments and travelled, but eventually found her way into starting a mural and faux finish business in her hometown. The business also served as an outlet to restore an old home that had been in her family for over four generations. Wickey’s business thrived for seven years and during that time she also got married, had a son, and finished restoring the family home that she loved. But a change of pace and the beautiful beaches of the Emerald Coast came calling and she, along with her family, moved here in February 2007.

Later in 2007, Wickey gave birth to her daughter, but after a while found that she was ready to work again. This time around she longed to paint exactly what inspired her, not just what her clients wanted. “I had no idea what I was going to paint, or my medium. So, I began experimenting with my favorite media from my past business, which were Venetian plaster, acrylic paint and homemade stains and glazes,” says Wickey. “I love things that look five hundred years old... and I love our local landscapes. I combined those and after about ten paintings, I arrived at the thirteen step process that I still use today.”

When asked if she remembers the first time she felt inspired by art, Wickey responds, “I remember in 4th grade, we went to the St. Louis Art Museum for a field trip. They sat us on the floor and asked each student to draw a picture of their friend’s face, without raising your pencil, only one line. It was really fun and I didn’t think much of it, at the time, but the tour guide made kind of a big deal about my drawing.” The rest happened organically over the course of Wickey’s life.

The beauty of Walton County and the 30-A area has served as great sources of inspiration to Wickey and it shows throughout her marvelous pieces. “I can’t think of many places better to exist. I have been here four years and am always finding something new or someone amazing to be inspired by, and this is why I love 30-a. This little place has huge soul. I am always amazed at how I can drive by the same scene thirty times a week and still stare like it is the first time I was there. We are so fortunate to live in a real ‘wonderland’,” says Wickey.

When asked what her motto, as an artist, would be, Wickey responds, “Follow your own instincts and rules... Never question your instincts, they are there for a reason

Original Artwork by Allison Wickey



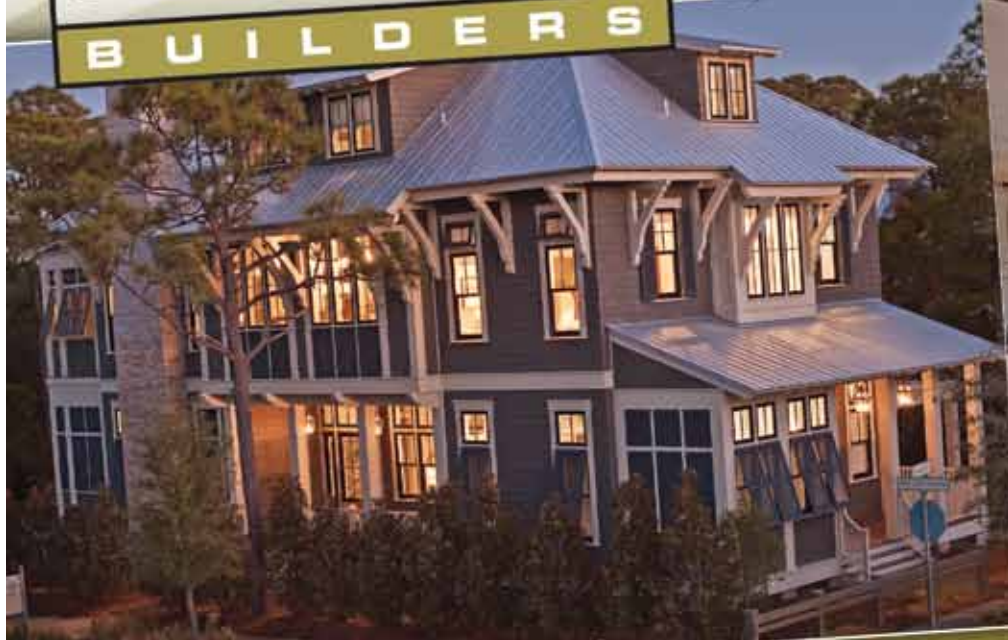
and you have to pay attention to them. You know yourself better than any other person on earth, so listen to yourself and be accountable for every aspect of your life.” She also adds that her business partner, Anne Hunter, has not only served in that capacity, but also as a mentor to the emerging artist. “We met when I asked her to represent me at World Six and we have worked together for two years without a blink. She took a huge risk in taking me on and opening up a gallery in Rosemary Beach. I think of Anne as my mentor, because she brings to life all of the things that I dream of doing. Instead of just thinking about it, she actually does it. Manifestation is at the core of her ‘business model’,” says Wickey.

All of Wickey’s “paintings” are created on handcrafted cedar frames. To find out more about the artist, or to view her work, visit allisonwickey.com, or Facebook/World Six Boutique. Wickey’s work can also be seen at World Six Studio/Gallery in Rosemary Beach, Lily Pads in Grayton Beach and Lovelace Interiors in Destin.





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Taking Care of Your Skin

BY LINDA EVANS

Skin. Beautiful Skin. Sensitive Skin. Dry Skin. Wrinkled Skin. Bare Skin. The word “skin” creates so many images...and skin has so many important functions! Skin protects you, cools you, eliminates toxins, allows you to feel touch. Take care of your skin.

Let your skin breathe. Cleanse your skin morning and night. Look for a professional product that is Ph balanced for your skin. By not disrupting your Ph balance as you remove dirt, makeup, and excess oils, you will be certain that this process does not dry your skin. Depending on your treatment protocol, you may follow with a toner.

Exfoliation is not just for your face, but it is terribly important to start there. Everyone wants to eliminate the signs of aging as much as possible. Like the rest of our body, our skin cells work a little slower as we age. In order to trick our skin cells to work a little faster, we can speed up our natural exfoliation process, which then causes our skin to generate new fresh cells to move to the surface. The two basic methods of exfoliation are manual and chemical. A manual exfoliant typically has salt, sugar, or other small grains. These are used both on the face and on the body. Examples of chemical exfoliants include Retin-A, Glycolic Acid, Salicylic Acid and a variety of milder treatments. Usually these are used only on the face and neck areas, but some products include chemical

exfoliants for the body. Exfoliation also prepares the skin for the application of products to treat skin conditions such as acne, dry skin, signs of aging, discoloration, and redness.

Every year improved products and technology are developed to treat skin conditions more effectively. Depending on your concerns and conditions, your treatment may include anti-oxidants, peptides, acids, anti-inflammatory and other serums. There are targeted treatments for eye, lip, and neck areas. The latest chemistry works on the size and type of the molecules. This chemistry allows the products to target specific layers of the skin.

Your Esthetician is trained to examine your skin and recommend protocols to improve the appearance and condition. If you have not had a skin analysis and professional products for a while, most certainly you will be pleased with the advances companies have made in skin treatments. There are products to treat every type of skin condition and finding just the right mix is a perfect way to treat yourself in the New Year.

Hydrate, hydrate, hydrate. You have heard it many times before but it is so true. Beautiful skin starts with proper hydration. Plump, fresh skin needs water to make it so. You can hydrate with all types of fluids but of course water is still your best place to start. It is already 2011. Start out the New Year with a gift of a great water bottle and use it!

Once your skin is properly hydrated, do not forget to hold the moisture. The best remedy for the face is Hyaluronic Acid. This miracle serum holds up to 100 times its weight in moisture. It is found in many products and is also sold on its own. A small drop on your face every morning followed by a light spritz of toner or water will plump up those fine lines and wrinkles all day.

For your body there are many wonderful products to keep the surface of your skin supple. Don't be afraid to experiment with products to see what works best for you. Shea butter is a great natural product found in many lotions and in many fragrances. In a pinch you can always grab the baby oil and touch up your elbows, heels, and lips. A favorite spa treatment before swimsuit weather starts is an overall “body glow” (exfoliation), followed by a wrap. This relaxing treatment leaves your skin feeling unbelievably soft, smooth, and glowing. You can pick

“Skin protects you, cools you, eliminates toxins, allows you to feel touch. Take care of your skin.”

from moisturizing, detoxifying, or firming products to maximize the result you seek. Add a massage and a facial to your spa day and you will be ready for summer! But do not forget to finish all skin treatments with sunscreen. Sun damage is the #1 cause of skin appearing older. Proper use of sunscreen 365 days a year is a must for everyone.

The condition of your skin is a mirror of your overall health. Eat healthy. Exercise. Treat yourself with love and respect.

Beach Ready Spa and Wellness Center is located in Seaside Florida on Scenic Highway 30-a at 29 Quincy Circle. For more information go to <http://www.beachreadyspa.com/> or call 850-468-0925.

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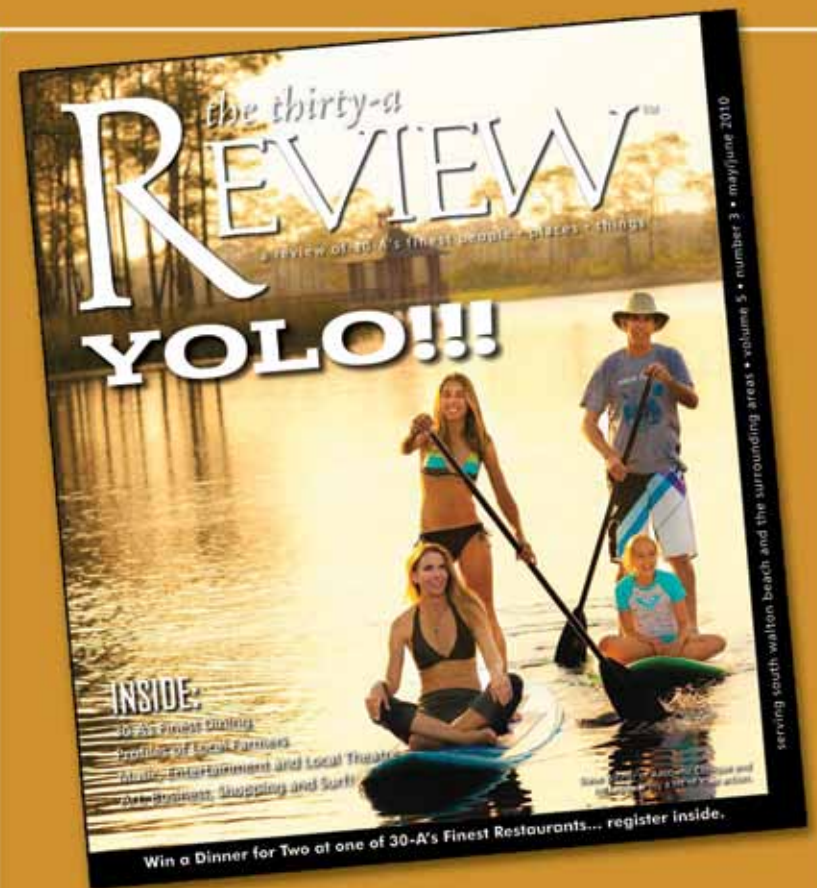
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E.O. Wilson Biophilia Center

BY SUSANNA BARTOLDUS



Environmental Educator Bob Walker with Mowat Middle School students



A Mowat Middle School student uses a Kestrel to take climate readings

While our region is primarily known for the beauty of our beaches and rare coastal dune lakes, it contains yet another natural treasure. Just a short drive inland is the Longleaf Pine ecosystem, one of the six most biodiverse areas in the United States. It is home to the E.O. Wilson Biophilia Center (E.O.W.B.C), a phenomenal facility dedicated to the education and preservation of this most precious resource.

The Center is named after two-time Pulitzer Prize winning scientist Edward O. Wilson and was developed by M.C. Davis, a visionary conservationist and resident of our community. As part of Davis's 48,000-acre Nokuse Plantation, the E.O. Wilson Biophilia Center's primary function is to educate local students on the importance of biodiversity while sparking a lifelong relationship with nature.

Through a partnership with local school districts, students from five neighboring counties engage in an innovative curriculum that provides interactive lessons in Science, Technology, Engineering, and Math. The programs are designed for students in the 4th and 7th grades in preparation for the Florida Comprehensive Assessment Test (FCAT). The goal is to increase knowledge, while fostering a greater understanding and connection to the living world. For many students, it achieves all of these objectives and so much more.

I had the pleasure and privilege of visiting the E.O.W.B.C. and experiencing first hand its impact on our local students. My vision of rowdy, gum-chewing tweens texting and twittering away to the chagrin of their teachers and Center staff was quickly dashed.



A Mowat Middle School student takes a soil sample



Indigo Snake makes friends with students

These middle school students were absolutely engaged and enchanted by the day's activities. I tagged along with Center Director Christy Scally, as students from Mowat Middle School from neighboring Bay County performed hands-on exercises along the beautiful trails and ponds surrounding the Exhibit Center. As Director, Scally has witnessed the impact of the program on thousands of students. "It is exciting to see the students observe and interact with nature in a way that increases science knowledge, test scores, and opportunities for innovative ideas. Inspiring the next generation of naturalists is extremely rewarding."

The Center's namesake, scientist Edward O. Wilson, believed we have an innate love of nature. He coined the term "biophilia" to express this concept. Looking at the students of Mowat Middle School, I would say his theory is right on track. The minute the students step off the bus, they are hooked. On the way into the Exhibit Center they linger on the bridge to point out the fish in the pond below or to take in the clever details, like the "bear tracks" leading to the entryway. Walking into the entrance, you are greeted by a giant ant replica and an enormous Indigo Bunting that looms from the ceiling. Throughout the space are interactive displays that are as fun as they are informative, including one that allows you to create music from wildlife sounds. However, as alluring as all of the state of the art equipment is to our tech savvy students, it's what happens outside the building that truly snares their interest.

The Environmental Educational staff leads the students on explorations through the woods and around the center. The staff does an amazing job at interacting and relating with the students while keeping them engaged and on task. One hike dubbed the "Biophilia Crime Scene Investigation" focuses on the importance of subtle observation. On this hike, the favorite exercise is "adopting a tree" where students choose a nearby tree and note its unique characteristics such as the texture of the bark, shape of the leaves, and signs of habitation. On another trail, students are introduced to the concept of ecosystems and learn how to take soil samples and climate readings. It was amazing to watch them work in groups and to encourage and support each other in their tasks.

However, by far the star of the curriculum is the Aquatic and Turtles lesson around the front pond. As I walked up, a four-foot long indigo snake was casually hanging around the necks of two giggling girls in the group, while a crowd gathered around. A giant snapping turtle also made an appearance to the completely enraptured crowd. Not even the temptation of lunch and social time could tear these students away. As they reluctantly made their way to join their peers, they chatted excitedly amongst themselves about the lesson...and not a single text or twitter.

The E.O. Wilson Biophilia Center is open to the general public only for special events. The next Open House is scheduled for April 9 from 9am-3pm and there is a \$5 admission fee. For more information visit www.eowilsoncenter.org or call (850)835-1824.



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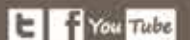


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The Latest in Laser Hair Removal and Why You Should “Duet”

BY STEVEN WEINER, MD



A patient receiving the new hair removal treatment.

Living along the Emerald Coast means that you live in short skirts, tank tops, bikinis and board shorts. Life is at a slower pace and with less worry than big city life... except for hurricanes and excessive hair! While we can't solve hurricanes, we can do something about the other one. There is now a new laser for hair removal that is safer, faster, more effective, and more comfortable than the prior “Gold Standard”.

Laser hair removal is not a new concept. The first laser for hair removal was approved in 1995 by the FDA. It was soon pulled from the market for being ineffective. The LightSheer laser was approved in 1997 and since then, it has been recognized at the most effective laser for permanently removing hair. Other forms of hair removal using the Alexandrite, YAG, or Ruby lasers and IPL have more side effects and risk, or are not as effective. The limitation of all the lasers has been speed and comfort. That has changed with the recent introduction of the LightSheer Duet.

The concept of laser hair removal was invented by Dr. Rox Anderson from the Wellman Institute at Harvard's Mass General. To permanently remove hair, the hair germinal cells must be killed. This is done by using a laser whose wavelength matches the pigment of the hair.

The heat absorbed by the pigment travels to the germinal cells and permanently injures them. In the growth phase of a hair cycle (one of 3 phases of the life of a hair), the hair is attached to the germ cells so the heat is effectively transferred to them. In the other 2 phases of the hair cycle, the heat will not lead to killing the germ cell. This is why several treatments are needed, so as to eventually hit most of the hairs in the growth phase.

The LightSheer Duet is a giant leap in laser hair removal technology. While still using the gold standard diode laser, it has added a larger treatment surface which cuts the time of doing a back treatment from an hour or more to less than 15 minutes. The Duet also incorporates a vacuum in its head which pulls the skin closer to the laser. By being closer to the skin, less energy is needed, so a safer treatment can be performed. The vacuum also compresses the blood vessels and stretches the pigment in the skin which makes the light from the laser go more directly to the hair follicle. Most of all, the combination of using lower energy levels and tenting the skin with the vacuum, the comfort level is significantly improved. Topical numbing creams or cool gels are not required so the “mess” factor is also reduced. Even Brazilian bikini hair removal can be performed in about 5 minutes

Dr. Steven Weiner standing next to the new LightSheer Duet.



without cold air, iced rollers, or any anesthetics. There is also evidence that the Duet might be more effective than its predecessor, so fewer treatments might be needed.

The best time for laser hair removal is when a person's sun exposure is minimized. Tan skin cannot be treated with a laser, and sun avoidance is needed before and after having the procedure. So get ready for the beach with the latest technology in laser hair removal, the LightSheer Duet during the spring. Say good -bye to those razor bumps. Say hello to smooth, hairless skin.

The Aesthetic Clinique has the new LightSheer Duet. For more details check out www.theclinique.net or call 850.622.1214 for your complimentary consultation.

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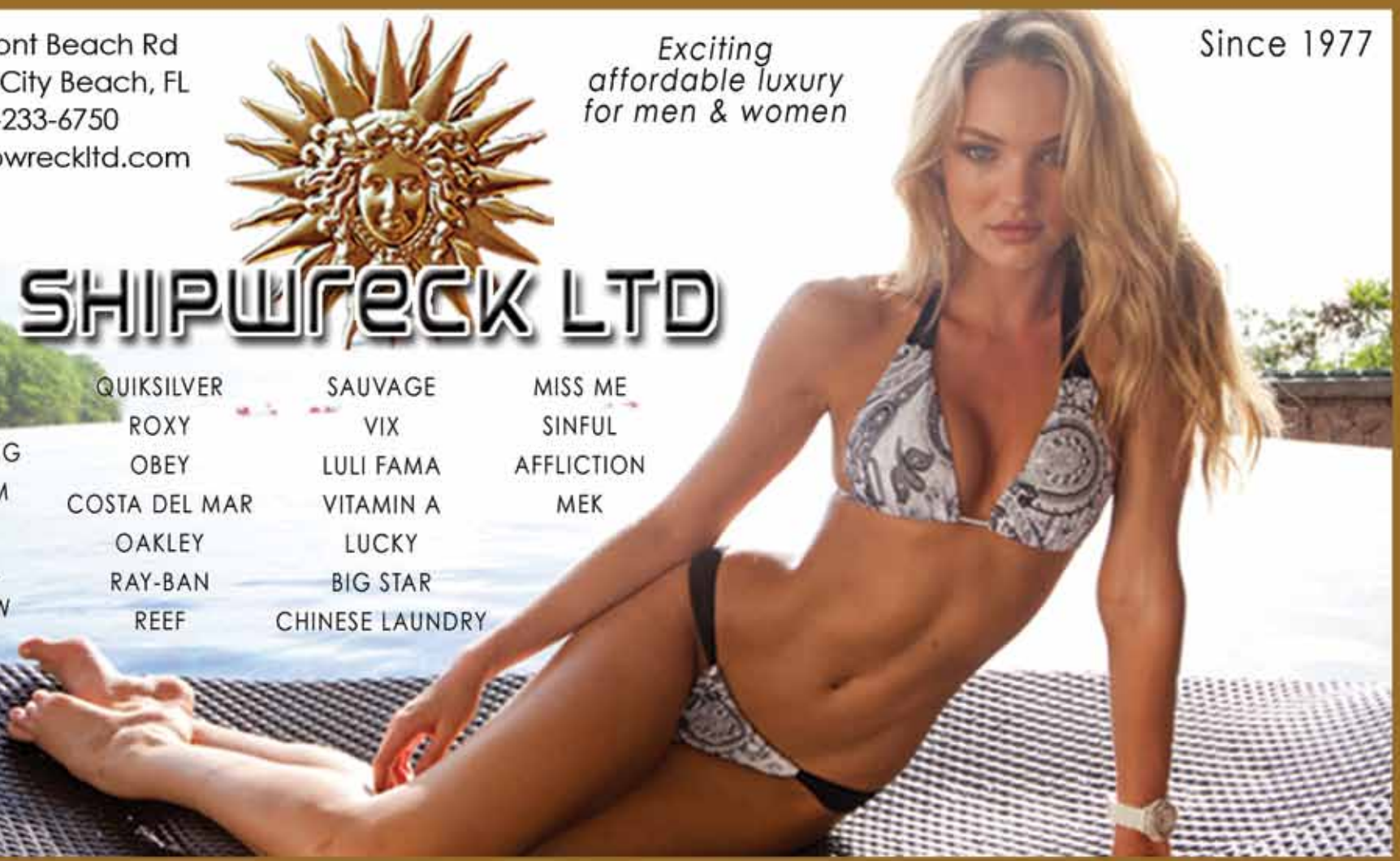


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Style Matters

BY CHRIS J. OGLE

If you've ever driven down Hwy 30A on a sunny, clear morning, you may have been lucky enough to catch a reflection of pastel colored houses in a tranquil, coastal dune lake. Or maybe you've gone for an evening walk along the beach and witnessed the setting sun as it glints off the Western facing windows of meticulously designed beach homes. These moments of profound beauty remind us that style matters in the design and planning process.

The concept of investment style, however, may initially sound like an oxymoron to some. Since investments are typically intangible, there are rarely images one can use to identify different styles of investing. The stock market is often viewed as one homogeneous entity that exists on Wall Street. Sure, there are statues of bulls and bears, images of old time ticker tapes, and the screaming trader with hands waving wildly in the air. Visual cues aside, investment style is often hard to recognize.

There are two primary styles of investing: growth and value. Benjamin Graham and David Dodd are credited with the ideas that form the basis of value investing. Generally speaking, this strategy involves the selection of stocks that appear to be underpriced according to any number of valuation metrics. Some of these include:

- Stocks trading at a discount to their book value or tangible book value. They could be said to be out of favor at the moment.
- Value stocks could have higher than average dividend yields.
- Hard to value, or illiquid real estate holdings, patents, or other assets.
- Value stocks could have a lower growth rate than "growth" stocks. (They are typically more mature, established companies.)
- Value stocks could also trade at a low price to earning ratio.

There are numerous subtleties and nuances to selecting value investments. The challenge is to find real value, not underpriced investments of inferior or low quality. (These are sometimes referred to as "value traps".) Consequently, this strategy is analytical and research driven, often with a long term approach.

Growth investing is by definition most everything that value investing is not. Growth investing focuses on companies that could experience faster than average growth rates. If a company is trading for a much higher valuation than the current growth rate indicates, then there is a built in expectation that the company will continue to grow at even faster rates. Some characteristics of growth investing include:

- Stocks with higher revenue and earnings growth potential relative to its industry.
- Little to no dividends. Free cash flow is often reinvested into the company to expand operations, as opposed to being returned to shareholders via dividends.
- Growth stocks often trade at high price to earnings ratios.
- Growth stocks are often market and industry leaders in sales and profits.

Growth investing offers the potential for above average returns. But as the bursting of the technology bubble in 2000 reminds us, future growth could slow dramatically.

Another delineation to growth and value investing is the difference between large-cap, mid-cap, and small-cap companies. Large-cap companies are generally recognized as having a market cap over ten billion dollars. Small-cap companies are typically under two billion, and mid-cap is somewhere in between. The real evidence that different styles across varying market capitalizations matter is in the returns. The Russell 1000 growth index measures the performance of those Russell 1000 large-cap growth companies with higher price-to-book ratios and higher forecasted growth. It has a ten year annualized return of negative 3.44% through September 30, 2010. The Russell 1000 value index measures the performance of those Russell 1000 large-cap value companies with lower price-to-book ratios and lower forecasted growth rates. It has a ten year annualized return of positive 2.59% over the same ten year period. (Source: Russell website.) These indexes are unmanaged and you can not invest directly in them. Mid-cap and small-cap value and growth have similar disparities as well. This isn't to say that one style is better than the other. It may make sense to diversify among several areas.

Just like the purposeful design of a well-built home, your portfolio can exhibit style. It may not shine into the setting sun, but it could help improve your bottom line.

This article was written and provided by Chris J. Ogle, a local financial advisor with Wells Fargo Advisors. He lives on 30A and spends his free time kayak fishing and taking his wife and four children on aquatic



adventures. Chris can be reached at 1-850-837-5366, chris.ogle@wfsadvisors.com, or at www.wfsadvisors.com/chris.ogle

Past performance is no guarantee of future results. All investing involves risk. Neither growth nor value styles of investing can guarantee appreciation in the market value of stocks. The return and principal value of stocks fluctuate with changes in market conditions. Both growth and value styles of investing tend to shift in and out of favor. Small and mid-company stocks are generally more volatile than large company stocks.

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Beachy Clean Car Wash:

Building a Following Among Drivers

BY RYAN LOFITS

Long drives to get your car cleaned are a thing of the past now that the area has Beachy Clean Car Wash, which opened in Santa Rosa Beach in August of 2010. Owner David Brasfield believes the convenience its location offers to customers is what makes his self-service car wash unique. The local response thus far “has been awesome,” Brasfield says. “We started up with just

Suds, Shine’ n Shield offers five. A services coupon is available on Beachy Clean’s Web site.

After graduating from the University of Alabama in 1984 with a degree in computer science, Brasfield held numerous positions in the computer software industry. He is currently the CEO of TriNovis, a business based in his hometown of Birmingham, AL and focused on developing relevant technology for financial institutions. TriNovus powers BankerMLS, a Web site for foreclosed real estate and other assets. While updating the site, Brasfield learned of Beachy Clean. The original business went into foreclosure in 2008. Wanting to give something back to the community he and his family have visited for more than a decade, Brasfield bought the car wash and reopened it. He operates Beachy Clean from Birmingham and has someone inspect it daily.

“It’s a completely different business,” Brasfield says of comparing the car wash and software industries. “The

learning curve is about the business itself.” Differences aside, his method for success is unchanged: “If you have a good product, if you have a good service, people will come back.”

To insure good service, Brasfield wanted to use good equipment that would both clean and protect vehicles. Washworld in De Pere, Wisconsin supplies Beachy Clean’s equipment. Washworld’s web site state, “Our High Velocity wash offers cutting edge technology and dependability for car wash owners worldwide.” In addition to taking care of their customers, Brasfield wants to protect the environment and natural resources. Thanks to Beach Clean’s green practices, “Our water bill has been the same as what I paid in my condominium,” Brasfield says.

When asked about future plans for Beachy Clean, Brasfield says, “Continue to increase the car counts coming through. The prime time for car washes is May

through the summer. We’ve opened it up, gotten the locals using it, and when the vacationers come in they’ll be using it too.”

Beachy Clean Car Wash is located at 5707 US Highway 98 West. For more information, visit www.beachycleancarwash.com or call (850) 267-8400.



a couple of cars a day and now we’re probably in the neighborhood of 40 or 50 cars coming through. Our goal is just to build a clientele who will come back over and over. In the car wash business it’s very important to get a local clientele.”

Open 24 hours a day, seven days a week, the express tunnel Beachy Clean is a touchless car wash. Only powerful jets and strong detergents come into physical contact with the cars, unlike a cloth friction wash system, which moves a cloth around a car surface. Brasfield chose to make Beachy Clean a touchless car wash in order to avoid damage to a car’s body and paint during the cleaning process, which Brasfield estimates lasts three minutes. Brasfield guarantees no scratches or damage, as well as customer satisfaction. Beachy Clean offers three services: Suds (\$7), Suds’ n Shine (\$10) and Suds, Shine’ n Shield (\$12). All three services offer a presoak detergent, high impact rinse, spot free rinse, and power dry. Suds’ n Shine offers two additional features, while



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Q&A with Traci Mansfield of Boca Boutique & Galeri

BY JULIE HERRON CARSON

Boca Boutique & Galeri is a popular fashion, home décor, art and gift shop which opened in 2003 in Miramar Plaza and is owned by Jayne and Eddie Mansfield. Last year, their son Mark and his wife Traci opened Boca Boutique & Galeri's second location in Watercolor Crossing. Both Eddie and Mark are painters, and their art can be purchased at both boutique locations.

Who originated the idea of Boca Boutique & Galeri?

My husband's parents, Jayne and Eddie Mansfield, had owned a women's boutique and gift shop in Kentucky for 25 years, and my husband, Mark, grew up working in the family business. When Jayne and Eddie decided to semi-retire, they visited various locations across Florida, and having vacationed in the Destin area in the past, they decided that this was where they'd like to settle down. The white sand beaches and mix of shopping, restaurants, and entertainment make the area very inviting. Fashion and retailing is in Jayne's blood, and with Eddie being an artist, they decided to open a boutique that compliments both of their talents, so in 2003 they opened Boca Boutique & Galeri in Destin's Miramar Plaza.

When did you open the Watercolor location?

Mark and I followed Jayne and Eddie to the Emerald Coast and opened this boutique in spring of 2010. We love the Watercolor Crossing Shopping Center because it's the shopping and service hub for both vacationers and local residents. Having a Publix right in the shopping center brings a lot of people to us, and the other shops and restaurant compliment us well. We knew from Jayne and Eddie's success in Kentucky and in Destin that location is the key, and we believe we've found the perfect location for our shop here at Watercolor Crossing.

What does the boutique sell?

We carry a number of popular women's clothing and jewelry lines, home décor, gifts and artwork. Both Eddie and Mark are painters, so we offer their original works, along with signed prints and greeting cards. Some of the clothing brands you'll find are Free People, Miss Me,



Local Painter/Artist Christina Lee at Central Square Records, Seaside
Dress by Miss Me and Jewelry from Boca Boutique

Natural Cotton, Tribal, Johnny Was, Susana Monaco, Christopher Blue, IT Jeans and Spanx. Some footwear lines are Fit Flops, Sanuk, Flexx, Volatile, Yellowbox, Toas, Gypse Soule, and others. We sell Sorrelli Jewelry and original custom pearls-on-leather jewelry by various local artists. Handbags by Hobo and Icon are very popular. Customers love our fragrant soy candles and window vases. And of course, since we're at the beach, we sell hats, visors and sunglasses. Boca Boutique is the perfect place to find a hostess gift, birthday or holiday

present, a unique accessory for your home or something special for yourself.

What are the boutique's most popular items?

All items we carry seem to play a large role in our success. Certain lines such as Miss Me, Free People, Sorrelli, Hobo, and Fit Flops seem to be a large draw for many customers. We are always looking for new lines with great style and quality, with the best pricing as well. Inventory changes frequently as popular items sell quickly. Many customers track our most recent merchandise on Facebook, or buy selected items online at www.boca-boutique.com.

How are the two Boca Boutiques different? The same?

Both locations cater to locals, and attract those on vacation as well. We want the two shops to be exciting and relaxing. They're colorful and stocked with unique items ranging from inexpensive to indulgent. Our Watercolor and Destin shops carry much of the same merchandise; yet offer items and certain lines that are unique to each location. We work hard to get to know our customers, and listen to what they want us to offer. Each shop features original paintings and prints by Eddie and Mark, both of whom paint in oils, acrylics, watercolor and pastels and also offer consigned pieces.

Do you have any expansion plans?

We are always open to new opportunities when it comes to expansion! Since we just moved to Santa Rosa Beach in 2010 and are preparing to build a home nearby, we are committed to the area. As for the business; with less than a year at Watercolor Crossing, we're just getting our feet wet ... but I guess that's appropriate for a business at the beach!

Boca Boutique & Galeri at Watercolor Crossing is open Monday-Friday, 10 a.m. – 6 p.m. and Saturdays 10 a.m. – 5 p.m., and the Watercolor location will be open on Sundays in peak vacation periods. Located at 174 Watercolor Way, Suite 102, on County Road 395. The phone number is (850) 534-0002. Find them on Facebook or at www.boca-boutique.com.

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Grayton Beach Affair:

Debut Novel by WaterColor Homeowner James Harvey

BY JULIE HERRON CARSON

James Harvey



Harvey, who grew up in south Alabama, spent his boyhood summers at his grandmother's home in Ft. Walton Beach. His older brother lived with their grandmother during the war and told his younger brother stories of black-outs to thwart bombings and German submarines patrolling the Gulf waters. The stories remained with Harvey, and a few years ago the idea of a novel set along the Emerald Coast during wartime began to percolate.

...they defy conventional wisdom, outwit enemies and spend two short days together, which change each of them forever.

Grayton Beach Affair is the tale of German-born Christian Wolfe and Birmingham, Alabama native Maggie Neal, who improbably meet in Grayton Beach and fall in love in the early 1940s while he is on a clandestine mission for the German military and she is attempting to recover from a heartbreaking loss as a result of the war. Wolfe has been assigned the nearly impossible task of breaking a prisoner out of a nearby POW camp and safely returning him to Germany. Neal has relocated to Grayton Beach for its solitude where she hopes her broken heart

There are events that shape us as a nation and events that shape us as individuals. Author James Harvey has brought two life-changing circumstances together in his debut novel, *Grayton Beach Affair* (T.D. Bailey & Associates Publishing). It's a love story set during the tumultuous years of World War II. Most of the action takes place in and around Grayton Beach, an area that has inspired many a summer romance, but is not often associated with World War II intrigue.

can begin to mend.

This is not a "beach book" in the traditional sense. The star-crossed lovers do not take long walks on the beach, picnic on the sugar-white sand, or frolic in the surf. Instead, they defy conventional wisdom, outwit enemies and spend two short days together, which change each of them forever.

"I had carried the image in my mind of German U-Boats in the Gulf for years," said Harvey. "When

I started doing research for the book, I discovered that there had been WWII prisoner of war camps created throughout Florida, including one next to Eglin Field. The reality is that the camp was built slightly later than the time period in which I set my book, but I used a little creative license to advance the plot."

Harvey and his wife, Marie, own a home in WaterColor with friends, so he is very familiar with the 30-A area. He said he enjoyed imagining Grayton Beach and DeFuniak Springs as they might have been 70 years ago, and the beach town's remoteness factors into the plot and heightens the sense of danger each character experiences.

During his research, Harvey learned of a German submarine Captain, Kapitänleutnant Gunter Muller-Stockheim who commanded U-67, a Class IX-C submarine, one of 54 that had been built to survive the depths of the Atlantic. The sub departed May 20, 1942 from Lorient, France and headed for the Gulf of Mexico. Harvey decided to place Christian Wolfe on board.

The novel's second historical character is Jean Moulin, a hero of the French resistance. Not only did he lead other patriots in the fight against German occupation, but he worked to unify the various resistance groups in France. Moulin was captured and killed in 1943, and Harvey honored him by making him a mentor to Wolfe. The other characters are completely fictitious, but Harvey had fun giving each names from family, friends, and special places.

Harvey and Marie moved to Atlanta in 1979, where Harvey enjoyed a lengthy career with IBM, and then later worked in real estate development. In the novel, the main characters find themselves in Atlanta after the war has ended, and these chapters were obviously written with a great deal of affection for the city.

"Of I was not a young adult living in Atlanta in the 1940s," said Harvey, "but I've heard a number of stories from friends and family about 'the way it was'. I wanted Maggie to have a good job where she would interact with people, and it just made sense to send her to Rich's, which is still so fondly remembered by long-time Atlantans. The characters needed a place to socialize, so I set a pivotal scene at the East Lake Country Club. I hope my Atlanta readers will enjoy recognizing the iconic buildings, streets and neighborhoods that define the city."

Now retired, Harvey and Marie live in north Georgia when they are not at WaterColor. With an early 2011 release date of *Grayton Beach Affair*, Harvey is already thinking about his next novel. If it's anything like the first one, it's sure to be a page-turner.

To learn more, visit www.GraytonBeachAffair.com.

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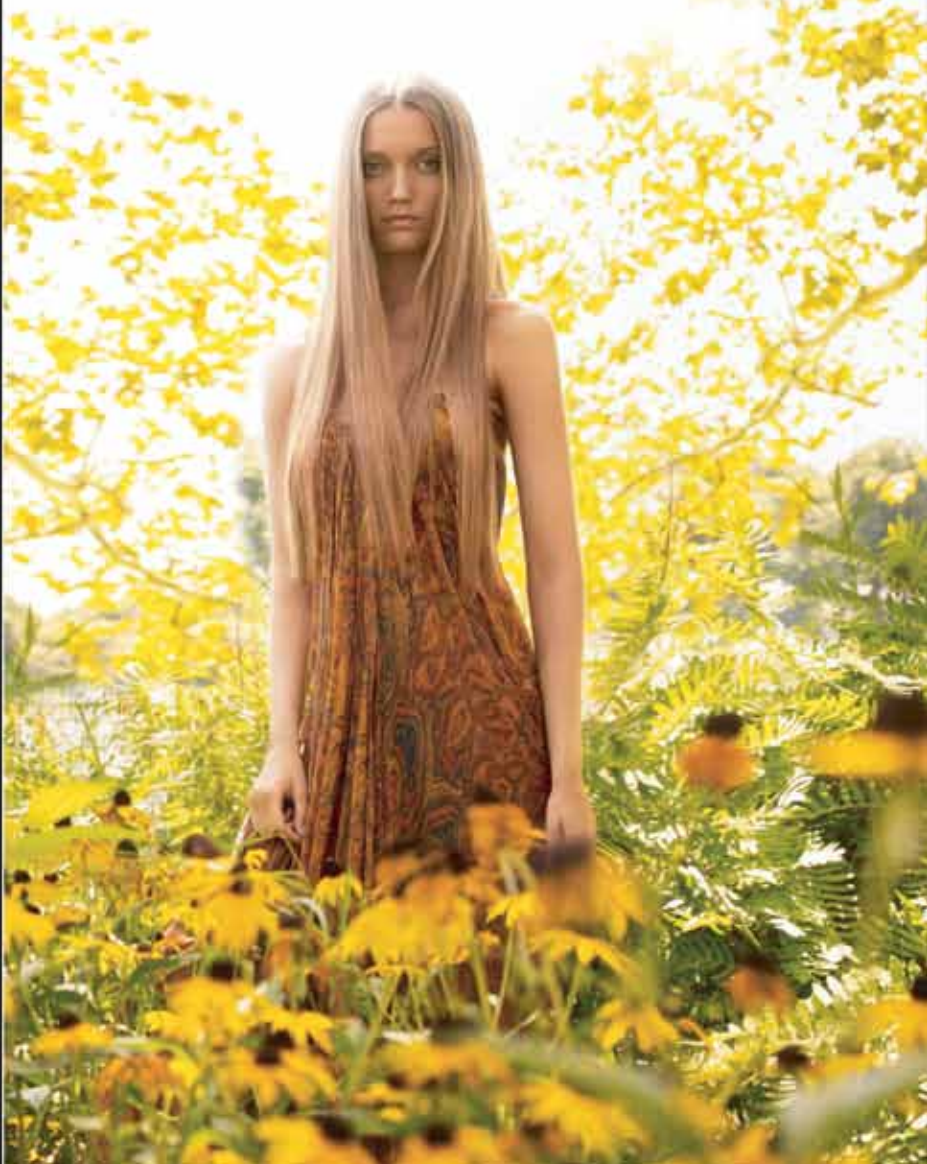


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Chris Ogle is a local financial advisor with over 10 years service, a lifelong Emerald Coast resident, and lives on 30A with his wife and four children.

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Coop Interiors

BY RIDGELEY STANDARD

If one is lucky they have a passion that feeds their soul. If one is especially lucky, then they have found a way to earn a living from that passion. Such is the case with interior designer Gary “Coop” Cooper. While working part time for an interior designer as a broke college student, Coop discovered a natural aptitude for design and a new career focus was born.

Coop has been a successful designer for well over thirty years. Originally from Memphis, Coop moved to Seagrove twelve years ago to be near family, and opened his design studio, Coop Interiors. He quickly recognized the need to take a different approach when designing interiors in a resort/coastal community as opposed to a larger city.

“City design versus coastal design is really two different types of business,” Coop describes. “Working in a resort community really lends itself to an opportunity to be more creative. Because many of the residents don’t live here full time, the design process is more fun and interesting and it is certainly more relaxed. The work is more diversified because clients want an aesthetic that is different than their primary residence.”

Coop offers a full range of design services including color schemes, lighting plans, home staging, condo selections, accessories, and consultation. Working through his home based studio allows Coop to add a more personal approach than if he utilized a retail store. With access to a wide range of resources and price points, Coop makes certain to be a full service firm. While he focuses primarily on residential projects, commercial spaces are also part of his stable of services.

“In my business you have to be a lot of things,” says Coop. “First and foremost, you have to be a good listener. Every design process begins with a conversation. You need to understand a client’s wants and needs. Understand what they are thinking and feeling. Everyone is unique and you have to keep a client’s desires in mind when designing.”

“It’s a balance,” Coop continues. “Clients want a designer’s experience and support, but collaboration is crucial. I have to insert my expertise, but be sure to incorporate a client’s style.”

“Truly, it is all about building a relationship,” explains Coop. “My ideal customer is an experienced

consumer; someone who stays in touch with current trends and pricing. And flexibility is also an ideal trait. As a designer one of my greatest pleasures is the opportunity to do something different. I look for staples, but then search for items that are unusual and unexpected.”

Coastal influences play a role in his designs, but Coop stays well away from the clichéd tropical aesthetic. Projects are typically contemporary and transitional in design with the “beach look” achieved through accent pieces.

you establish that you have a client for a long time and one that will refer your work as well.”

“The best part of my job is the opportunity to do what I love and what I do well,” says Coop. “The opportunity to be openly creative is my passion. And I’m fortunate to have terrific clients. Getting to build those relationships and build a rapport makes for a good business.”

Bedroom at Wild Heron



Bedroom at Wild Heron



Peggy Jones and Gary Cooper



“No matter what,” continues Coop, “listen to your client to deliver what their goals are. I am always concerned with my clients’ welfare. I spend a lot of time with people to make sure their goals and desires are being met. My professional mantra is to over serve. Service is important throughout the buying cycle. A superior level of service must be maintained long after the initial sale. It truly is about building a long-term relationship. Once

Coop Interiors service area covers from Destin to Panama City. Coop can be reached at 850-933-993 or at info@coopsinteriors.com. Visit online at www.coopsinteriors.com for project portfolios and additional information.

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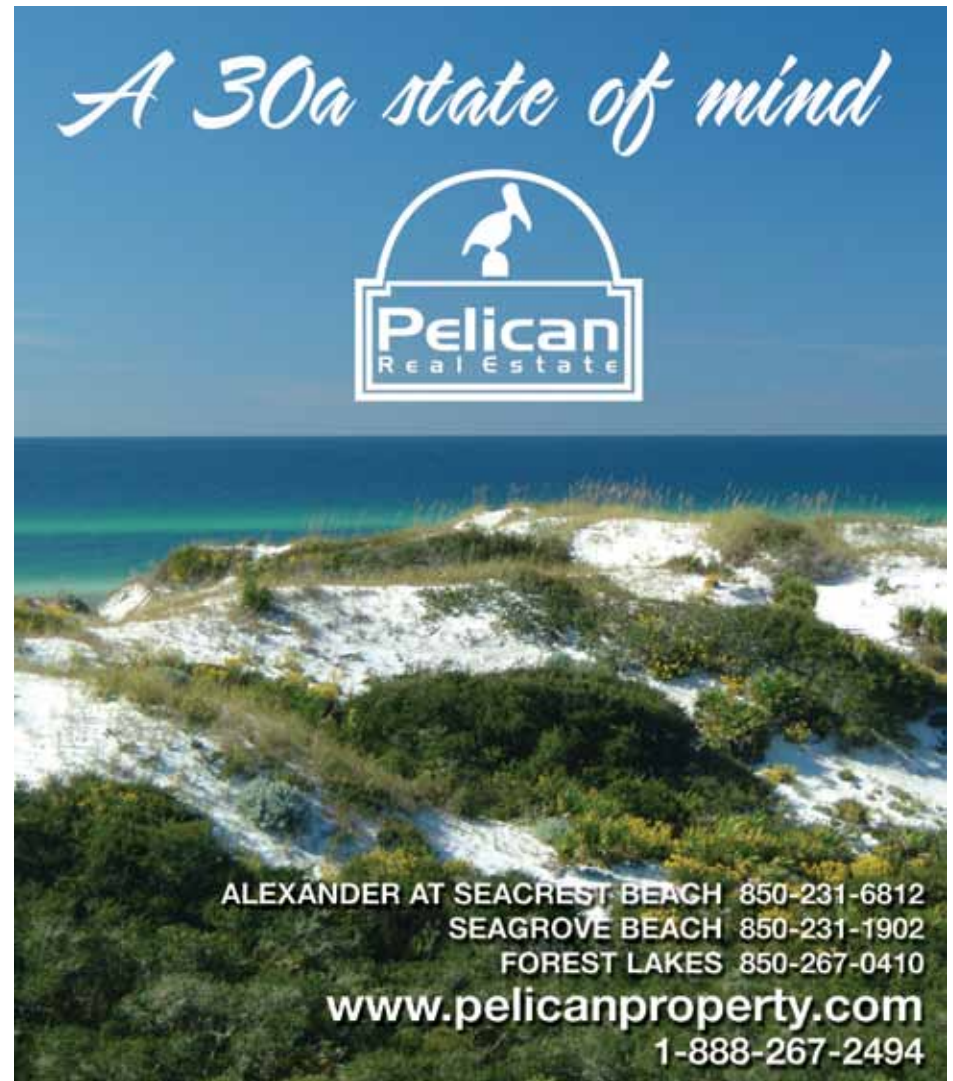
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Oceans of Opportunity

A Guide to Understanding Short Sales

BY “BEACHY” BARBARA LOVELL



“Beachy” Barbara Lovell

price has been created by sellers and sales agents in order to attract buyers and is not always pre-approved by the lender. However, the lender has final say over the acceptable final sales price and often will not even consider some of the list prices that have been chosen by the seller and agent. There are short sales on the market whose list prices have been approved by the lender and these will ultimately offer the buyer a much more streamlined and quicker short sale process. Often, these pre-approved prices are the result of a prior offer for the property that has fallen through because the previous buyer chose not to complete the sale, but the initial steps of the approval process were completed. These are the most desirable types of short sales and a question you should always ask your realtor when deciding to make an offer on a property.

When it comes to making an offer on a short sale property, a buyer should understand that they are working with both a seller and a lender. It may take up to a few months to receive a final response from the lender rather than the typical quick response that a non-short sale offer receives. Low-ball offers often warrant a slower or even lack of response because the lenders may simply ignore these offers. In order to make an educated

recent appraisal. Reasonable offers will produce the most positive outcomes.

Many factors affect the ultimate result of a short sale offer, and one of the most important factors is the amount of loans and number of financial institutions tied to a property. A property with only one loan or multiple loans from the same bank will be easier to negotiate than a property with two loans from two different banks. Finding this information out initially allows for a short sale buyer to be better informed about the process ahead. Another important factor is if a seller has additional properties or is too strong of financials, they may not qualify for short sale and/or may be asked to pay the difference. The seller might even need to sign a promissory note stating that they will pay back all or most of the debt. However, lenders are more willing to work with customers this year and the promissory note is usually substantially less than the original debt owed. Sellers who are struggling financially should always consider a short sale of an investment property in lieu of losing their primary home.

It is also advisable to purchase title insurance because the insurance company will perform a comprehensive background check on the property. This will uncover any issues on the title, such as liens or other debts. Repairs are rarely completed by the lender, so buyers must have additional cash for improvements. This can become a problem if a buyer is applying for financing.

Ultimately, the most important part of making an offer on a short sale is to work with a knowledgeable and educated professional who specializes in short sale negotiations or who has a team of qualified negotiators,

In the South Walton real estate market, short sales represent approximately 10 to 15 percent of active and recently closed listings. This trend is widely expected to be on the rise in 2011. A short sale refers to a sale of real estate where the proceeds from the sale are less than the balance owed on a property’s loan. A short sale is the result of an agreement between the lender and the borrower to sell the property at a lower price than the loan balance in order for the borrower to avoid foreclosure. The lender takes a moderate to heavy loss on the transaction but avoids having to foreclose on the borrower, a lengthy and costly process. For prospective buyers, short sales can offer the chance to buy a property at a great value but there are many things to consider when deciding if a short sale opportunity is right for you.

The first thing that buyers should be aware of is that often short sales are listed at very appealing prices, much lower than the list prices of comparable properties in the same neighborhood or in similar areas. This listing

...work with a knowledgeable and educated professional who specializes in short sale negotiations...

offer, make sure to request a Comparative Market Analysis from your realtor. An accurate CMA will provide better knowledge of what prices similar properties are selling for. Making an educated offer on a short sale will often lead to more successful results. Prospective buyers need to remain patient and always be prepared to walk away from the property. In most areas it is completely legal and risk-free to have multiple offers out at any given time with the proper contingencies, so buyers have the opportunity to make an offer on more than one short sale at the same time. Banks are likely to consider buyers with strong assets that make cash offers; however the bottom line is that acceptable prices will be determined from a

attorneys and title companies to help with this often complicated process. With the right people working for you and by exercising patience throughout the short sale process, it is more likely you will achieve your desired result and buy a great property at a terrific value.

‘Beachy Barb’ Lovell is a Sales Executive at Beach Properties of Florida who specializes in Gulf Front, Luxury Short Sales and Foreclosures. She is a Certified Residential Specialist, Certified Negotiations Specialist and has a Loss Mitigation Certification. Contact her at 850.685.0151 or beachybarb@barbaralovell.com for additional information.

Broker Will Palmer: Real Estate Buyers Shouldn't "Let Time Get Away"

BY RYAN LOFTIS

To those considering purchasing 30-A real estate, Will Palmer says, "Buy, buy, buy! If you are a buyer there's no better time than now. Our market is very strong. Sales are extremely good and new inventory is moving at a rapid pace. Great homes are coming on the market and contracting very quickly. I see people that are so worried about the perfect deal that they let the perfect property slip past them. Don't let time get away from you."

A broker associate at Beach Properties of Florida, Palmer has sold real estate in 30-A since 2004. An interest in real estate came naturally to the Thomasville, GA, native; his mother has been a successful real estate agent for more than 25 years. "I grew up working in her office, making copies, scheduling appointments and answering

and a positive attitude. "The highlight of my career is the fact that I've built a strong business, a good following, and my customers know they can trust me. My future goal is to continue growing my business the way I have for the past few years. Referrals are key in my industry and satisfied customers are the best form of advertisement."

When asked about significant market developments, Palmer says, "The most noteworthy development in our market is stabilization. Each community is different. Some have stabilized and some have not. Your communities with great amenities have been the ones to stabilize first." The economic recession's market impact was felt mainly by "slowing sales and causing prices to depress due to the inventory," he says. "Also throw in the foreclosures, which typically sell below market rate. We have been

The most noteworthy development
in our market is stabilization.

the phone," he says. "I think real estate is one of those things that once it's in your system it's very hard to get it out." After graduating from Auburn University he worked as director of sales for a Roanoke, VA - based student home development company that built communities in Alabama, Oklahoma, Nevada and Mississippi.

"My family has had a home here for years," Palmer says of his decision to come to 30-A. "It was the next logical step for me. I was looking for something different. I grew up spending my summers here and it has always felt like home to me. I love the 30-A market. It is such an awesome and unique place with little towns dotted along the 18-mile stretch. These little towns blend so well with the "Old Florida" feel of Seagrove and Dune Allen." What is the "Old Florida" feel? "Laid back, casual and not pretentious."

Palmer is quick to respond when asked about his goal as a broker. "To provide the best service possible and assist buyers and sellers in either finding the property of their dreams or assisting someone in selling. It is my job to keep you aware of the market, get your property the best marketing exposure possible and keep you ahead of the curve as our market changes." His Web site informs potential clients of what they can expect: a local agent with passion and expertise for 30-A real estate; listings carefully marketed to the applicable audience; service with results; superior online marketing efforts; and energy, enthusiasm

blessed, though, with foreclosures; they typically sell very quickly and are not on the market long."

The future is a different story. "At the end of the day, we are going to come out of this with a very strong and healthy market. I'm looking forward to getting back to normal inventory levels, which then causes properties to appreciate more. I think we will see a good many years of good sustainable growth. We are so blessed to have the world's most beautiful beach, and now with new and improved transportation to our area, even more people are going to be able to experience what you and I already know."

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Will Palmer

Estate Protection

BY FRANK WATSON

Statistically and anecdotally, we all know that the number of divorces, lawsuits and bankruptcies is staggering. While no one believes lightning will strike them, wealth created through a lifetime of work, saving, and investing can be lost overnight if these forms of man-made lightning do strike. To protect your assets from such disaster, proper risk management strategies should be given careful consideration. These strategies include *exempting your assets* from the claims of creditors, *limiting your liability* through type of ownership or legal entities, and *transferring your risk* through insurance.

Exempting Assets

State and federal laws may exempt some of your assets from the claims of creditors. Depending on your state of domicile (i.e., your legal residence), the equity in your primary personal residence may be protected from creditors. Protection also may extend to your salary or wages, retirement funds, and even the cash value of your life insurance.

Once you have identified the protected asset classes available to you under applicable law, it may be prudent to maximize your protection by converting nonexempt assets into exempt assets. For example, if the equity in your home is exempt from the claims of creditors under the laws of your domicile, then using non-exempt resources to payoff your mortgage may be a smart move.

Limiting Liability

Most married couples purchase and own their assets as joint tenants with rights of survivorship. Bank accounts and financial instruments owned by married persons are often designated as being owned jointly with rights of survivorship. Courts will presume that the debtor spouse owns a 50% interest in joint tenant with rights of survivorship property unless the facts demonstrate a different allocation of ownership and a creditor may seize the interest the debtor spouse holds in joint tenant property. However, unlike joint ownership with rights of survivorship, tenants by entireties ownership, a special form of joint tenancy ownership which is available only to married persons, affords certain asset protection benefits.

Many entrepreneurs operate their businesses as sole proprietors rather than through a legal entity, such as through a Corporation or a Limited Liability Company. Whether their business is home-based or in the



Kimberly Sewell and Frank Watson

Fortune 500, these business owners are attracted by the informality of sole proprietorship. They also do not want to incur legal fees to create and maintain a legal entity. However, in addition to other advantages, conducting business through a legal entity may offer substantial risk management benefits. While lawsuits brought against a sole proprietorship are really lawsuits against the owner's personal assets, lawsuits against a properly created and maintained legal entity are really lawsuits against the entity's assets.

Additionally certain entities such as limited liability partnerships and the limited liability companies have substantial benefits for estate planning as well as asset protection. While the investment interests in an LP or LLC are not "exempt" from levy by creditors of the limited partner asset protection is available by virtue of the limited procedural remedy given to creditors to

levy upon a debtor's limited partner interest and an LLC membership interest. A creditor has no right to seize property within a partnership or an LLC to satisfy the debt of a partner or member. Moreover, in a properly drafted LP agreement or LLC agreement, a creditor has no right to vote or inspect the books and records of the LP or LLC. Nevertheless, the selection of an appropriate legal entity is critical for managing your risk.

Transferring Risk

When was the last time you reviewed the details of your liability insurance program with your insurance professionals? Are your policies current? Are the coverage limits adequate and are the deductibles reasonable? Have you scrutinized the policies for loopholes? Remember: the fundamental philosophy of any insurance coverage is to pay a premium you can afford to transfer a risk you cannot afford. Take time to understand both the risks you have retained and the risks you have transferred.

Closing Thoughts

Managing your risk, like avoiding lightning, requires that you make proper plans in advance of the storm. Take time today to protect your wealth tomorrow.

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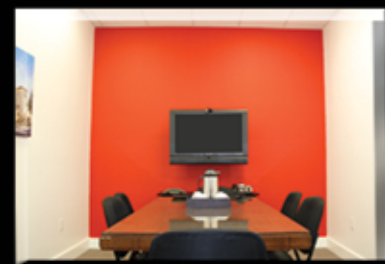
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For more information, please contact Frank Watson at (850) 231-3465.



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Escape to Blue Ridge

BY JULIE HERRON CARSON

Blue Ridge, Ga. has long been known as a sportsman's paradise. Situated less than two hours north of Atlanta at the southern tip of the Blue Ridge mountain range, the area offers numerous opportunities for outdoor recreational pursuits. However, there's another way to enjoy Blue Ridge, and that's by exploring the charming, historic downtown.

From our third-floor balcony, we could see the Blue Ridge Scenic Railroad arriving and departing. The train operates from mid-March through December and is great fun for all ages. It travels 26 miles round trip along the beautiful Toccoa River, with a stopover in McCaysville. It was built over 100 years ago and is the only mainline railroad excursion service based in Georgia.

On both sides of the tracks, new businesses have joined long-time establishments and many of the historic buildings have been painstakingly restored. There's something for everyone here: antiques, books, clothing, sweets, home décor, specialty foods, art, holiday decorations, and much more. Here are just a few of our favorites.

Wrapsody in Blue features casually elegant furniture, decorative accessories, entertaining items, and artwork with an eclectic flair. Owners Michael Brunson and Jack Morton have incorporated a design centre and in-house custom drapery studio to complement the retail offerings. We loved the Northern Lights Esque candles, and brought one home with us.

Across the street, we were drawn into Out of the Blue. Okay, it was the wine tasting that drew us in, but once inside, we were smitten with the organic cheeses, hand crafted beers, beautiful table linens, food and wine-themed gifts and books. The shop also offers custom-made gift baskets and features wine tastings, book signings and other events year-round.

Feeling festive? Don't miss Fezziwig's, which dazzles shoppers with holiday décor for Christmas, Easter, and Halloween. No matter the time of year, the scents, sounds and sparkles throughout the store will put you in a holiday frame of mind.

By now, we needed a little lift, so we hopped on the free shuttle which runs throughout downtown and then popped into Buck's of Blue Ridge specialty food store for a steaming cup of Sumatran coffee. While there, we perused the variety of locally-produced food and beverages, including gourmet meats, wines, and cheeses.

The afternoon was devoted to relaxing at Teatrees Boutique Spa. I thoroughly enjoyed an indulgent red wine and chocolate facial, followed by a make-up application with YoungBlood Mineral Cosmetics. Meanwhile, Neville turned to putty after his Thai Yoga Therapy, a new specialty service offered by the Spa. Teatrees also offers couples massage and will even send one of its therapists to your cabin. Now that's what I call relaxing in the mountains!

Our enjoyable exploring had worked up our appetites, but fortunately we had reservations at Harvest on Main. Chef Danny Mellman has justifiably earned a stellar reputation for creating exceptional cuisine, prepared with locally-grown produce, meats, and fish. Harvest's loyal clientele includes local residents, second-home owners, and even diners who drive up for the evening from Atlanta.

The décor is mountain rustic, with a welcoming front porch, fireplace, spacious bar, and private event space on the second floor. Among the dishes we sampled (and thoroughly enjoyed) were smoked salmon with smoked trout, honey balsamic-glazed pork loin, and trout roasted with vanilla. It was hard to save room for dessert, but we're glad we did because the two we tried, bread pudding and chocolate caramel cake, were melt-in-your-mouth delicious.

We could have lingered at Harvest all evening, but we had tickets to "Nunsense" at the Blue Ridge Community Theater. The show was sold out and we could certainly see why. It was fun and funny. Family-friendly productions are offered year-round and are a great showcase for local talent.

We ended our Tweekend with a wonderful guided trail ride high above Cashes Valley with Adventure Trail Rides. Our gentle horses took us to a point where we could see the mountains of Georgia, Tennessee, and North Carolina; then took us downhill along a peaceful wooded trail where we saw deer and other wildlife. The ride was both relaxing and invigorating and perfectly suited to riders of all ability levels.

A short two hours later, we were back in the big city, refreshed from our weekend in Blue Ridge. We're already planning a return trip to enjoy one of the city's many downtown festivals. But you don't need a special occasion to visit. The welcome mat is always out.



Harvest on Main.
Tom Harper Photography



Instead of renting a mountain cabin, my husband, Neville, and I opted to stay in the Penthouse Apartment of the Mustard Seed and Trading Company Building. Available through Southern Comfort Cabin Rentals, this beautifully appointed suite offers a birds-eye view of the town and is just steps away from the popular restaurant Harvest on Main, Teatrees Boutique Spa, and many specialty shops.



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The Other Florida

Culinary Heritage, Wine, Literature, and Baseball

BY DOC LAWRENCE

The good folks with Tallahassee-headquartered “Visit Florida”, one of the most successful tourism agencies in the country, hosted a travel media get-together recently in Atlanta’s High Museum of Art to introduce representatives from many Florida cities and counties, a distinguished group that encompassed the area between Pensacola to Tallahassee, to Jacksonville and down to the Florida Keys. Touted as the land that gave America stories and songs by Hemmingway, Jimmy Buffet, Zora Neale Hurston, Tom Petty, and other Sunshine State iconoclasts, the evening, which preceded an exhibition tour of Toulouse-Lautrec works, stimulated precious memories of my many years traveling the state.

For much of the outside world, Florida is still theme parks and beach high-rise developments. For me, it’s the Florida few know little about that makes this such an interesting part of America.

Diversity is a Florida hallmark. Eatonville, just outside Orlando, is a city founded by African-Americans, a center of folklore and the arts where black heritage is showcased with galleries, museums and festivals. This is the hometown of Zora Neale Hurston, the great novelist and a primary force in the Harlem Renaissance. Hurston, a major influence on Pulitzer Prize winning author Alice Walker (*The Color Purple*), remains the area’s most prominent voice. Her immortal book, *Their Eyes Were Watching God* was also made into a critically acclaimed Oprah Winfrey produced movie for national television.

Close to Eatonville, Cross Creek is best known as the home of another Pulitzer winner, Marjorie Kinnan Rawlings. Best known for her book *The Yearling*, Ms. Rawlings like no other since mastered the art of Cracker Cuisine. Her classic 1941 book, *Cross Creek Cookery* has Florida recipes for wild duck, rabbits, turtles and indigenous vegetables that will capture your interest and make you hungry. A well-traveled person, Ms. Rawlings was not unaware of the proper place for wine on her dinner table and the book recalls a Burgundy (red) served to guests along with her roast mallard dinner.

Beginning this year, America commemorates the Civil War Sesquicentennial and Florida has many stories to tell of this national tragedy. The Battle of Olustee took place in 1864 near Lake City and the 54th Massachusetts Volunteers, the Civil War’s first all-black voluntary company, fought there. The historic events were depicted in the hit movie *Glory*, starring Denzel Washington. If you know where to look, there are vestiges of the blockade-runners all around the Gulf Coast Panhandle and the Atlantic shores from St. Augustine north. Sandwiched between Wakulla Springs State Park and Tallahassee is the Natural Bridge National Battlefield Park. Both are in the middle of the natural springs area fed by one the world’s

most productive fresh water sources, the Floridan Aquifer. For the curious traveler, this is vintage excitement.

The ancient city of St. Augustine and Tallahassee, Florida’s capitol, are where the first wines from the Old World found a home in America and were poured by Spanish monks and Conquistadors. The cellars in the stunning restoration of Mission San Luis in Tallahassee connect these beginnings directly to modern Florida’s

color barrier at a game played in Daytona Beach? Many old-timers in Broward County recall regularly seeing legends like Joe DiMaggio, Yogi Berra, Mickey Mantle, and Roger Maris here at breakfast during spring training. Today, with a little luck, you might see big league players having breakfast on a given spring morning in Bradenton, Sarasota, Lake Buena Vista, Kissimmee, Lakeland and many other host cities.



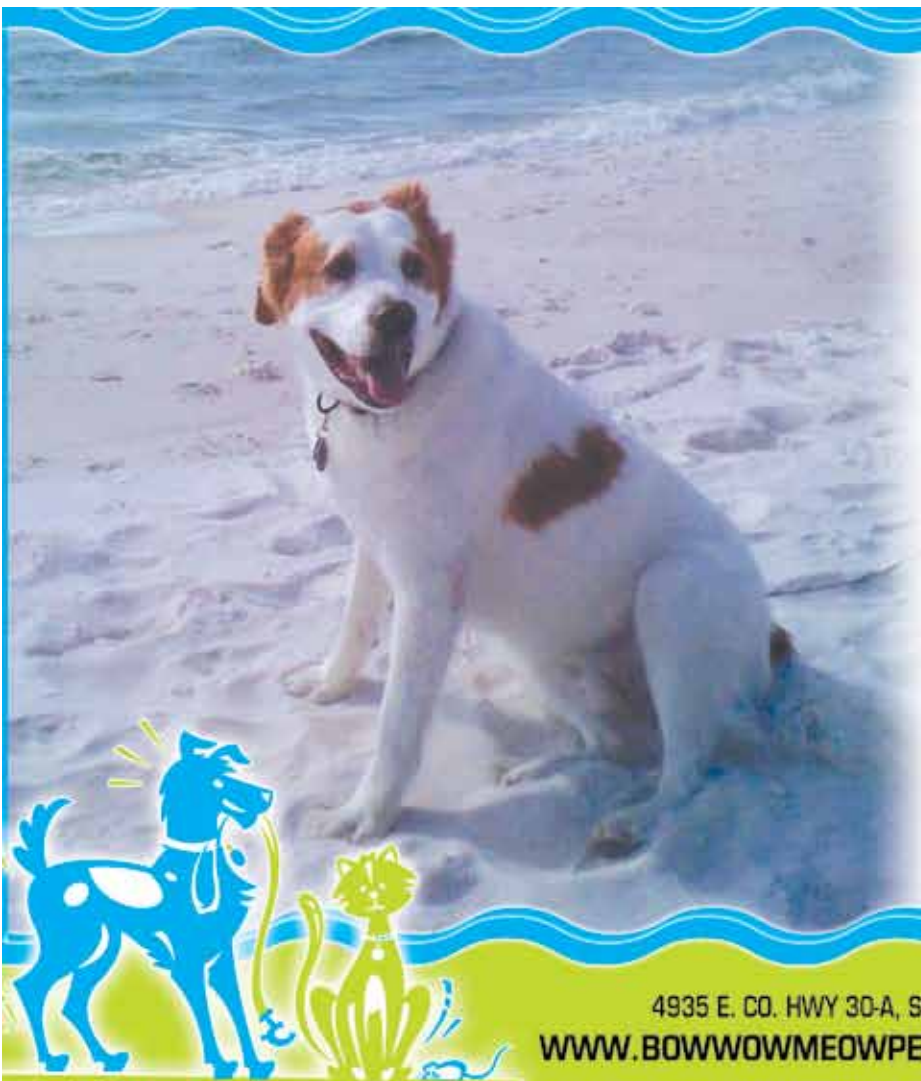
Lakeland is home to stunning Florida Southern, the college literally designed and built by fabled architect Frank Lloyd Wright. The city has been the spring home of the Detroit Tigers since the early 20th century and showcases beautiful hotels, gourmet restaurants and galleries. It is emblematic of the “Other Florida.”

wine culture, inextricably linking much of Europe with traditional and contemporary cuisine in many parts of Florida. Cracker cattle, horses, and pigs came along with the wine and the descendants of these animals today populate many farms in the Sunshine State.

Major League Baseball and Florida are nearly synonymous. Historically, it’s called the Grapefruit League and Florida cities have been hosting spring training and pre-season games since the early 1900’s. Did you know that Jackie Robinson actually broke baseball’s

This is just a small part of the “Other Florida.” The really exciting stories are all around the Panhandle and deserve to be shared with the world of potential visitors.

Veteran journalist Doc Lawrence tells stories of Florida with expertise ranging from culinary culture, history, wine and fine dining to the lifestyles in the Sunshine State. Doc lives in Atlanta and is a frequent visitor to the Panhandle. DocLawrence@docsnews.com.



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Batter Up For Better Golf

Let Baseball Spring Tune Your Swing

BY TOM FITZPATRICK

As the baseball season gets underway this year, golfers can improve by taking a few tips from America's favorite pastime - Baseball.

BATTER UP!

The single most important change you can make to improve your game is to put your hands on the club correctly. Many golfers grip the club in the palms, which puts the wrists in a weak position, promoting a slice. Instead, think batter up!

Try this: Hold the club as a batter would who is waiting for a baseball pitch, but with your overlap grip. Notice the natural tendency to hold the club more in the base of the fingers as opposed to the palms – a critical distinction. Look at the photo of Roger Maris – see how his opened hand shows the bat lying across the base of the fingers.

Now emulate this stronger finger-based grip in your normal golf setup. This will allow you to hinge the club on the backswing, unhinge thru impact, and re-hinge on the follow-thru, giving you maximum power.

SHORTSTOP READY POSTURE

Next time you are watching baseball on TV, watch how the shortstop positions their body as the pitch is thrown. The shortstop gets athletically ready to react to the ball by doing these three things.

1. First, stand tall with the weight on the balls of your feet.
2. Then make a slight knee flex.
3. Finally, bend slightly forward from the hips with your arms hanging loosely down.

These steps will get you into great golf posture so that you can more easily turn your body and swing the club.

IT'S A HOME RUN

Make baseball swings to sense the rounded path of the bat.



Make golf swings with a bat while feeling the right elbow move down in front of the right hip.



Swinging a baseball bat is a great way to get the correct feeling for the golf swing. It is easier to swing on baseball's horizontal level than it is on golf's diagonal level.

TRY THIS EASY SWING DRILL:

Make baseball swings with a baseball bat. Then make golf swings with it. Keep alternating between the two. What this teaches you is twofold. It shows the rounded club path as it approaches a golf ball. It works 'inside - square - inside', which helps promote a draw instead of a slice.

And most importantly, it shows how the right elbow and hands lead the bat into impact. Many slicers of the ball do the opposite whereby the hands breakdown prior to impact. Avoid the wrist breakdown by having the handle lead the bat into impact with the right elbow moving almost in front of your navel. Then you can release the energy stored in the club head through the hitting area.

Put these tips to work and have a great year on the golf course!

Tom Fitzpatrick has run corporate golf events for many years. He is a realtor with Premier Property Group in WaterColor and Seacrest Beach. Tom can be reached at 850-225-4674 or tom.fitz@att.net.

TOM'S SPRING GOLF TIPS:

1. Grip the club in the base of the fingers like a baseball batter.
2. Your golf posture at address can mimic a shortstop ready to catch a ground ball.
3. Make golf swings using a baseball bat to feel the handle lead the end of the bat into the impact zone.



New York Yankee teammates Mickey Mantle and Roger Maris

Back in college I played golf occasionally with Roger Maris. Roger held the single season home run record for many years, 61 home runs in '61. What I remember about him was his generally shy, yet courteous and warm nature towards people, especially the youngsters. He played golf as a lefty and could absolutely smack the ball off the tee with those strong forearms!



Photos by
Sheila Goode Photography

photos at the beach



Photograph by Geri Golding
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