

the thirty-a REVIEW™

a review of 30-A's finest people • places • things

INSIDE:

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30-A's Special Communities
Hot Real Estate
Health & Wellness
Art, Business, Culture
& More...



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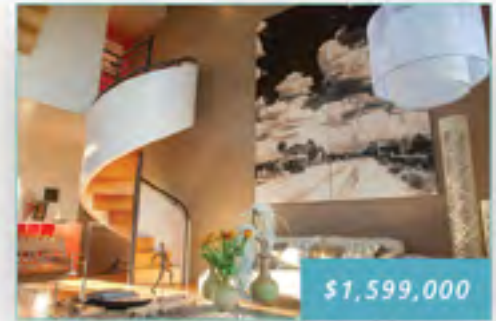


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Three Great Restaurants on the Beach in Seaside, Florida

letter from the publisher

THE BEACH



Perhaps one of the reasons we love the beach so much is that it represents consistency in our lives. The tide always rises and falls, and the sand is always soft under our feet. In life however, the only true consistency is that nothing stays the same. The trick, of course, is to enjoy the ride.

In this issue we do our best to help you enjoy that ride. Whether it's the best places to eat, the most interesting artwork, the most beautiful real estate, or various other activities at the beach, we hope this magazine brings you whatever you are looking for. It has been a pleasure to service this beautiful beach for the past 15 years. We look forward to bringing you more stories of what makes 30-A and the surrounding areas so wonderful for years to come.

In the mean time, never stop enjoying the ride.

Warmly,

Miles K. Neiman

View the entire publication online at www.ThirtyAReview.com



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Send inquiries to 227 Sandy Springs Place, Suite D-297, Sandy Springs, GA 30328. Send press releases and e-mails to miles@thirtyareview.com

about the cover

Photography

Vera Simmon, www.Photographer30A.com

Models

Jennifer Kay Godwin and Josh Brister, www.IZONMODELS.com

Wardrobe and Accesories

www.PeterMillar.com

Make Up and Hair

Instagram: @StacyAlderson, (469) 867-0852

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Props

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Publisher/Editor-in-Chief

Miles K. Neiman

Managing Editor

Jennifer Thompson

Graphic Design

Brenda J. Oliver -

Cover Design

& Magazine Layout

Sharon Jollay - Ads

Photography

Jacqueline Ward

Contributing Writers

Jessica Badour

Susan Benton

Susan Cannizzaro

Julie Herron Carson

Tom Fitzpatrick

Tracey M. Hawkins

Christina Homer

Anne Hunter

Whitney Lee

Alden Mahler Levine

Ryan Loftis

Erin Oden

Kerri Parker

Bart Precourt

Amanda Sanders

Liesel Schmidt

Anne Schultz

Kimberly Watson Sewell

Ridgeley Standard

Kempton Taylor

Mary Welch

Ad Sales:

miles@thirtyareview.com

Distribution Manager:

Warren Butler



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Theatre and Events in May and June

ALYS BEACH

Wine & Song

NEAT

Tuesdays: May 7, 14, 21, 28, June 4, 11, 18, 25, 5pm-7pm

A few select wines will be showcased with light bites and live music. Case deals on featured wines.

\$15 per person – 21 and up

NEAT: (850) 213-5711

Digital Graffiti

ALYS BEACH

May 17 & 18, 8:00-11:30pm

Digital Graffiti at Alys Beach is an innovative and dynamic event that celebrates the many possibilities found at the intersection of art and architecture. During the two-night event, dozens of digital artist finalists from around the globe are invited to showcase their original work and vie for cash prize awards in a juried art competition. Utilizing the latest technologies, the finalists' art is projected throughout the town on its iconic white walls.

Cost: Tickets available for different events at varying costs, (850) 213-5500

Sinfonia Goes Pops

ALYS BEACH AMPHITHEATRE

7:30pm, May 26, 2019

Enjoy the orchestral sounds of Sinfonia Gulf Coast under the palm trees in the Alys Beach Amphitheatre. Food and beverage available for purchase.

Cost: Free and open to the public

THE PEARL HOTEL:

Mother's Day Brunch Buffet

HAVANA BEACH BAR & GRILL

May 12, 9am-2pm

Celebrate all things "Mom" with brunch at Havana Beach Bar & Grill. Dine from our Chef created buffet while taking in views of the Gulf. Our annual Mother's Day Buffet will feature locally inspired dishes sure to please every palate! Seating times available between 9am and 2pm.

Reservations required, please call (850) 588-2882



Parsons Dance Company
Photo courtesy of Lois Greenfield

Memorial Day Celebration

HAVANA BEACH ROOFTOP LOUNGE

May 27, Noon-close

Enjoy Gulf views as we remember and give thanks to those who have secured our freedom! Food and beverage specials will be available for purchase all day as well as live entertainment starting at 4 p.m.

weather dependent

Celebrate Dad!

HAVANA BEACH BAR & GRILL

June 16, 5:30-10pm

Join us at Havana Beach Bar & Grill as we celebrate Dad! Nightly features will include dinner and beverage specials that are sure to show Dad how much he is appreciated.

Reservations not required.

Summer Solstice Party

HAVANA BEACH ROOFTOP LOUNGE

June 12, Noon-close

Visit Havana Beach Rooftop Lounge for some fun in the sun as we welcome the summer season! Daily food and beverage specials will be available for purchase. Take in the atmosphere of Havana Beach Rooftop Lounge while enjoying entertainment provided by local musicians. Summer has arrived, let's celebrate!

weather dependent

SEASIDE

Seaside Farmers Market

AMPHITHEATRE

Saturdays, May 4, 11, 18, & 25, June 1, 8, 15, 22, & 29, 8am-noon

Children's Theatre Performance – Seaside Repertory Theatre

Mondays, May 20 & 27, June 3, 10, 17, & 24, 6:30pm

AMPHITHEATRE

MEMORIAL DAY WEEKEND FESTIVITIES

AMPHITHEATRE

Central Square Cinema, 8pm

Friday, May 24 - Smallfoot

Concert, 7pm

Saturday, May 25 - MOTEL RADIO

Seaside Summer Concert Series, Wednesdays, 7pm

AMPHITHEATRE

May 29..... **The Brevet**
June 5..... **The High Divers**
June 12..... **Future Thieves**
June 19..... **Los Coast**
June 26..... **PREACHERVAN**

Central Square Cinema, Fridays, 8pm

May 31..... **Space Jam**
June 7..... **Angry Birds**
June 14..... **Flushed Away**
June 21..... **Turbo**
June 28..... **Mary Poppins Returns**

Seaside Dance Festival Featuring Parsons Dance Company

AMPHITHEATRE

Saturday, June 1st, 7:30pm

Stories by the Sea

SOLOMON SQUARE

Mondays-Fridays, June 3 - 28, 4pm

Improv Boot Camp

SEASIDE REPERTORY THEATRE/ MEETING HALL

Tuesdays & Thursdays, June 4 - 27, 1-3pm

Huck & Lilly Kids Music Performance

AMPHITHEATRE

Thursday, June 6, Tuesdays, June 4, 11, 18, 25, 6:30pm

WATERCOLOR INN & RESORT:

Around the World with FOOW | Jamaica

FOOW

May 2, 6:30-9pm

Yah mon! Take a trip to the Caribbean with this month's themed Jamaican dinner. Enjoy the calypso beats of a local steel drummer, while FOOW provides the best Caribbean food on this side of the Gulf.

Open to the public; \$75+ per person includes a 4-5 course meal, one alcoholic beverage, and a hip swaying good time!

Reservations preferred, call (850) 534-5050. **Service charge and sales tax not included.

Pearls and Prosecco a Mother's Day Brunch

FOOW

May 12, 9am-3pm

Come enjoy a special Mother's Day Brunch with Gulf views at FOOW! Ladies receive one complimentary glass of Prosecco and a Pearl Oyster to take home. Design and make your own jewelry to keep kids busy, or for mom to make her own beautiful creation. Price range for jewelry is \$16-29* with local artisan from Artists at Gulf Place.

Enjoy \$12+ for bottomless Prosecco so you can really enjoy Mother's Day.

A la Carte pricing on food. Regular FOOW lunch menu not available.

Reservations preferred, call (850) 534-5050. **Service charge and sales tax not included.

Oyster Bake

THE GATHERING SPOT

May 26, 11am-1pm

Slurp n' Slide – In collaboration with 30A Oyster, guests will learn to prepare, shuck, season, and grill oysters in an adults-only atmosphere, right on the Adult Pool deck at WaterColor Inn.

Open to the public; \$35+ per person. Alcoholic beverages will be available for purchase.

Limited availability; reservations required by calling (850) 534-5050.

**Service charge and sales tax not included.

Red, White & FOOW

FOOW

May 27, 11:30am-9pm

Enjoy all-day happier hour and appetizer specials: Pick 2 for \$10+

**Service charge and sales tax not included.

Beer and Braids for Father's Day

FOOW

June 16, 1pm

Dads and daughters make your way to FOOW and enjoy a day of beer and braids! Learn to braid your daughter's hair while sipping on a local craft brew. Sponsored by local 30A brewery. Open to the public; \$45+ per Dad and includes food, beverage, and braid instruction. \$22.50 per child (12 and under) and includes food & beverage.

Reservations required by calling (850) 534-5050. **Service charge and sales tax not included.

Late Night Happy Hour Comedy Show

FOOW

June 21, 10pm-midnight

Come experience a comedy show with late night happy hour at FOOW! Enjoy food and drink specials, plus a laugh the night away. Open to the public.

Nanbu Noodle Bar

BY MARY WELCH

When a restaurant doesn't even have a phone number, it has to be pretty confident that word of mouth will get people through the doors.

Turns out, that was right (of course having more than 4,000 people on its mailing list helps). Nanbu Noodle Bar is doing gangbuster business after opening its doors January 2019. Nanbu's owner Nikhil Abuvala, who also owns Roux 30A down the street on Logan Lane, looked at the dining scene and decided a noodle house was missing. "There were a lot of sandwich places and the same beach food fare," he says. "But what was missing was clean epic food that you find in the big cities. I wanted to bring the big city to this beach town. I think the town needs this and I wanted to bring a little big city vibe to 30-A."

Since its opening, the reception has been "absolutely incredible," he says. "There really isn't an Asian restaurant at Grayton Beach and we're in the dead center of Grayton in the art district. People want new food concepts...people have been waiting for this and they're ready for it. We've been packed every night and we're in the middle of the off season."

The cuisine is "Japanese food with a Southern twist," Abuvala says, and includes such items as ginger salad; tuna poke bowl; Shoyu chicken ramen; Assari veggie ramen; and the Nanbu noodle bowl with Kurobuta BBQ pork shoulder, collards, corn, soy marinated egg and a double broth. Prices range from \$4 to \$11 for bites and \$15 to \$18 for poke bowls and ramens.

"This is clean vibrant food. Ramen shops have been in Japan since World War II and it's all over the world," he says. "This isn't a fad. It's like sushi in that you can fill up on it and not feel sick. There's only a few ingredients and it doesn't have the richness of cream or butter. You feel good after eating it. Everyone in college remembers the cheap ramen soup that we lived on. Now this is the real thing."

There is a different dumpling every night. The most popular are the pork belly steamed buns and dumplings, especially eggplant. Of course, ramen bowls are a fan favorite. The ingredients are high quality and locally grown, raised or; in the case of seafood; caught. "Our products are organic but not necessarily certified organic," he says. "I care more about the relationships and where we get our ingredients. We have strong relationships with our vendors and we know where all our ingredients come from."



Assari Vegetable Ramen Bowl



Daily Selection of Handmade Dumplings



Pork Belly Steamed Buns



Abuvala opened Roux 30A six years ago and it also offers a different dining experience. The 1,200 square feet of space is perfect for events, as well as dining experiences for 34 guests. Roux 30A offers a Dinner Club series where guests sign up and the chefs prepare tasting dinners with cuisine from 35 countries. "We do these world cuisine tastings and food from Asian countries was the most requested. People want Asian food around here and that's what got me thinking about a noodle bar."

Although Abuvala keeps a close watch on both restaurants, at Nanbu Noodle, he has turned the culinary reins over to Albina Shaykhislamova. The restaurant seats 45 people and soon will have outdoor seating for another 24.

In addition to introducing a new cuisine to Grayton Beach, Nanbu brings a hip city vibe as well. "We get loud," he says with a laugh. "We play 90's hip-hop. Our colors are really cool. The space looks great and there's a very intense vibe, very upbeat, cool, and happy. It was

missing here and now we have an Asian restaurant that is hip and fun and that residents will enjoy, and we'll reach the tourists who come here but want something like this because they have it in their hometowns."

Abuvala is thrilled that his concept is being well received so quickly. "I'm really excited and we have an incredible team of people and we're just looking forward to the season."

Nanbu Noodle: 26 Logan Lane, Unit 6 Grafton Beach, FL. 32459. Open Tuesday to Saturday 5 p.m. to 11 p.m.; for more information go to www.nanbunoodlebar.com.



Inside the Lines

NEVER TOO OLD

It was a sweltering, muggy, summer day and already at a little after eight it was 107° in the shade... at least that's how it felt. A friend and I were at one of the local courts at a public park, waiting for two other friends to play a few sets of doubles. The "what's taking you guys?" text had long been sent.

An old 70's vintage Coupe de Ville came lumbering up and when I say old, I don't mean like kept in a garage and dusted with a special feather duster old, I mean worn-out, long-ago old. The brown paint was faded and in places looked like it had an oily sheen, like gas in a mud puddle. The telescopic radio antennae was hanging beside the machine by a plastic cable pointing straight down at the ground. Out came this old couple with spandex type braces on all knees, racquets in hand, with no covers or fancy bags imprinted with Federer's autograph. Racquets with no bags! Can you believe it? They sported white sunscreen masks and looked like a couple of creatures from the zinc oxide lagoon. She was wearing a long-faded tennis skirt with yellow paisley designs and despite her aged appearance, she had a springy gait. The old guy yelled, "Play some doubles?," as they entered the gate. It was a close call. The gate may have been a bit creakier than the Coupe de Ville laying - I mean parked - out in the parking lot.

After a quick glance at one another with an obvious expression of "are you kidding me?," my friend and I, not wanting to be disrespectful or appear smooty, replied that we'd be delighted to knock the ball around with them. I remember thinking, "Great, I didn't plan on giving free lessons today, but I guess this will be my good deed for the week."

After a short warm-up, the match was on. We took it that the warm-up was short so as not to tire the old ones and to refrain from boring the young set on our side of the net. Well, it didn't turn out quite like that.

The aged duo commenced to show us the finer points of doubles play. I don't know how they did it, but they would hit the ball to us and place it so that we had no choice but to hit it right back to them, where they stood ready to repeat the process. They barely moved and at the end of the set we were spent and winded, hunched over, gasping like a couple of recruits on the first day of boot camp. To say it was a beat down is the understatement of the century. Granted, my partner was about as committed as a Kamikaze pilot on his 49th mission, which didn't help our cause. That aside, we were simply schooled.

The gentleman asked if we were up for another set and we quickly gave excuses about lawns that needed mowing and kids that needed rides to birthday parties. Whatever we could come up with.



MARTY SHOEMAKER

Two important lessons I learned that day that can be life lessons for all of us:

1. Experience tops all else, and
2. Never underestimate the competition.

In life, we have those moments when the old pros show us again and again that it takes years to become an expert, and yet sometimes it still surprises us to see it again. I know in my business there are some old pros whose retirement will be heartily celebrated by moi if and when the day finally comes.

Competition comes in a plethora of forms. Don't bother to size them up. Many times, the ones you think will be a walk in the park, will be the ones that keep you awake at night.

Beware of the "Coupe de Ville Duo" and get out there and enjoy some great tennis, and remember...

*Watch the ball, bend your knees,
next opponent please!*

SPOTLIGHT ON THE PRO

Drew Machholz

Drew Machholz is the Director of Tennis at WaterColor Tennis by MatchPoint Resorts. His wife Alecia is the Head Pro. Drew and Alecia met while in college at Metro State University where they were both on the tennis team. They have been married and coaching for over 10 years at clubs around the country and are PTR Professionals. When not on the court, they are out enjoying everything 30A has to offer with their one year old Addy.

If you'd like to schedule a lesson with Drew contact him at

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DREW MACHHOLZ



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Visit Marty Shoemaker's Tennis Blog at martyshoemaker.com/inside-the-lines/



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Welcome to Edward's

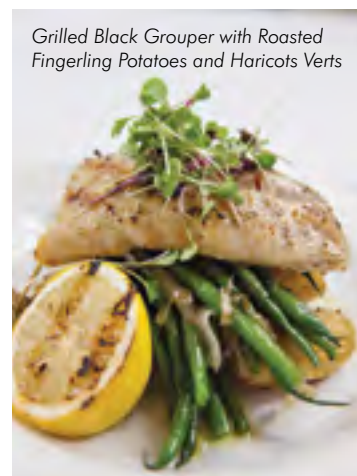
BY LIESEL SCHMIDT

While the menu might seem short compared to many other restaurants in the area, with their multiple pages of options listing dish after dish, Edward's Fine Food & Wine in Rosemary Beach is not so much limiting their selections as curating them. They are focused on their cuisine, using each plate as a canvas to showcase the beauty of the seafood, meats, and produce that they source locally, as well as the undeniable talent of the chef who stands at the helm of their kitchen.

Purchased in 2016 by father/daughter team Rick Spell and Christy Spell Terry, Edward's is the perfect example of what Southern coastal cuisine can be in the right hands, in the right atmosphere. Every dish is inspired by the region, using such iconic Southern ingredients as Andouille sausage, grits, and—of course—locally-caught fish and seafood. These elements are the basis, the foundation, the flavors that are elevated through technique and enhanced by the other ingredients on the plate; and as Executive Chef Josh Smith proves with every dish, simplicity, focus, and harmonious balance is all it takes to make a limited menu seem unlimited in flavor.

Having joined the family at Edward's in 2017, Smith's own talents in the kitchen is in good company, as his team shares the same passion for what they do. They are indeed a family, working in a family-owned, family-run restaurant, whose managers truly want their employees to know they are appreciated for all they bring to the table—and it shows. "Entertaining and feeding our guests top-quality meals every night is what keeps us all motivated to do better, and we love watching our staff learn more and develop their skills every day," says Christy. "We're surrounded by talented superstars of the industry, and we definitely want to showcase the degree of ability that they bring to our restaurant. We want folks to work hard, but we also want them to love what they do, have fun at work, and feel that we value them like family."

The family feel extends to guests, as one of the major concepts behind Edward's is to offer elevated Southern coastal fare and fine wine in an environment that is both beautiful and intimate, in a courtyard setting



seating offers the perfect view of Main Street, and newly updated interior and exterior spaces are every bit as warm as they are elegant. "It's extremely beautiful, but it's also cozy, and it really embodies the feeling we want our guests to have when they dine with us," Christy says. "It's all complementary, from the food and the wine to the live music we feature and the atmosphere. Our chef and his team put out top-notch food every single night; and our general manager, our in-house sommelier Kristy Johnston, and our front-of-the-house team will make you feel like you're dining in our home. We want everyone to feel welcome. And if you love a unique wine selection or

want to expand on your wine tastes, we're definitely the place to dine."

Naturally, the perfect glass of wine needs the perfect dish, and Edward's certainly offers its share. Featuring jumbo lump crabmeat served with house-made honey lemon mayo, Edward's Crab Cakes are one of their signature items; their golden crust just crisp enough to provide balance to the softness of the tender meat

inside. For a fresh, acidic burst of freshness with the perfect amount of richness, the Classic Tuna Tartare brings together the flavors of lemon, capers, cornichons, shallots, and Dijon, topped with the sunny yellow blanket of yolk from a farm fresh egg served with crusty Tuscan bread. The Capellini Pomodoro brings the taste of Italy to the coast, with a sauce of roasted tomatoes, garlic, fresh basil, Parmesan, and dried chili over perfectly al dente pasta. Turning its focus to the sea, the Simply Grilled Grouper pairs a tender grouper filet with haricot verts and shallots, accompanied by crisp fingerling potatoes and finished with a garnish of grilled lemon, caper berries, and a drizzle of lemon vinaigrette.

With every course, every dish, and every glass of wine, Edward's Fine Food & Wine offers irrefutable proof that simplicity in focus and excellence will make people remember your name—and Edward's is one name that people will never forget.

Edward's Fine Food & Wine is located at 66 Main Street, Rosemary Beach, Florida, 32461. Open 5:00 p.m.- 9:00 p.m. Sunday-Thursday; 5:00- 9:30 p.m. Friday- Saturday. For more information, call (850) 231-0550 or visit www.edwards30a.com.



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Seagar's Prime Steaks & Seafood

BY KEMPTEN TAYLOR



Executive Chef Lee Guidry

Due to the abundance of seasonal produce and the amount of fresh seafood that comes into season, we'll have some really new and exciting menu options available to our guests and locals.

numerous years to honing his skills through various positions in Nashville, Chicago, and the Florida Panhandle. His passion for cooking stems from his summers spent in the south of Sardinia, Italy, where he learned classic and regional Italian preparations. He also worked with classically trained chefs from Germany, France, and Japan; absorbing the distinct philosophies of each region's cooking techniques.

Prior to joining Seagar's Prime Steaks & Seafood, Chef Guidry dedicated two years to the Meli Café Group in Chicago, where he designed, executed, and oversaw their first venture into dinner service. He also spent four years as the head chef at SushiSamba Rio in Chicago, where he worked side-by-side with Chef Shige-san, a renowned Sushi Chef in the U.S. Before that, Chef Guidry worked as executive chef at Bound'ry in Nashville, where he designed seasonal menus featuring local products.

In addition to his culinary arts and chef training at Delgado Culinary Institute in New Orleans, Chef Guidry studied Psychology at the University of Southern Alabama in Mobile. He is also continuing his education through the American Culinary Federation to obtain a Certified Executive Chef (CEC) certification, and is a certified foodservice manager in the state of Florida and the city of Chicago. He was voted Top Ten Young Chefs by *Sarasota Magazine* and nominated for Best Chef Chicago in 2012 by Best Chefs America.

Under the leadership of Chef Guidry, Seagar's menu includes filet mignon beef carpaccio, a rich and classic duck cassoulet with puff pastry; pan-roasted grouper with exquisite fried potatoes and roasted beet salad with champagne vinaigrette; seared snapper; and beautiful

desserts made in-house. This season the restaurant has added a selection of Northern East Coast and West Coast oysters along with a trained staff, ready and able to educate guests on the difference. Also new to the menu and recommended by Chef Guidry is the Charcuterie & Cheese Board, featuring house-smoked meats and pate, as well as hand-picked cheeses, house-made pickles, and condiments. "We are always adding new items as we change the menu every season to incorporate the flavors of that season," says Guidry.

Chef Guidry was born and raised in the area, and has a deep appreciation for the bounty of ingredients available from both land and sea. With such a passion for fresh and local ingredients and produce, Chef Guidry takes full advantage of Florida's extended growing season. "When creating new menus, I tend to lean toward clean and fresh flavors. Being near the coast, we have access to an abundance of local and fresh ingredients which are incorporated throughout our menu. Around 99 percent of ingredients we use are local," says Guidry. "We are looking forward to spring at Seagar's. Due to the abundance of seasonal produce and the amount of fresh seafood that comes into season, we'll have some really new and exciting menu options available to our guests and locals."

Seagar's Prime Steaks & Seafood's seasonally-driven menu, extensive wine list, and continued tradition of table-side services always provides the possibility of surprise to the newcomer or frequent diner of the restaurant.

Seagar's Prime Steaks & Seafood is open on Tuesday - Saturday 6:00-9:00 p.m. Seagar's Prime Steaks & Seafood is located in the beachfront Hilton Sandestin Beach Golf Resort & Spa in Miramar Beach, a beachfront address adjacent to Destin, Florida. For reservations, call (850) 622-1500 or visit segars.com.

The panhandle's longest standing AAA Four-Diamond Restaurant, Seagar's Prime Steaks & Seafood, has been celebrated as one of the area's top spots for fine dining. Overlooking the emerald green waters of the Gulf, Seagar's is located in the Hilton Sandestin Beach Golf Resort & Spa, which is the largest full-service resort along Northwest Florida. The restaurant has appointed Lee Guidry as the restaurant's new executive chef, whose exceptional menu offerings and attention to detail are sure to keep Seagar's a shining star on the Gulf Coast's dining scene.

A graduate of Delgado Culinary Institute in New Orleans, Executive Chef Lee Guidry has dedicated

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Decadent

BY JESSICA HOLTHAUS

For those who believe dessert is the best part of the meal (raise your hands!), Decadent is 30-A's answer to skipping straight to the good stuff.

The coffee and dessert bar started five years ago in Kansas City, KS, with this idea from Jeff Martin (subsequent owner of Decadent): "How do you get a quality product that you might only find in a five-star restaurant, without sitting through multiple courses? You fast-forward right to that high-end dessert! That's what this is; a simple, fast, casual dessert concept."

The mainstay Decadent location in the 30-A community is the official corporate office for the franchise, which includes four stores: Decadent, Martin's original Smallcakes, Southern Charm Gelato, and Cow Lick Scoop Shop.

"Decadent appeals to everyone in the family. This is a place for every demographic," says Martin.

Behind every franchise operation, there's a local story. Thirty-A Review got the scoop (pun intended) on

A month later, business had picked up so much the landlord had him sign a five-year lease. Cupcakes were suddenly America's favorite treat. Martin went on the Food Network's *Cupcake Wars*, was featured on ABC's *The View* and in *O, The Oprah Magazine*. "Smallcakes: A Cupcakery and Creamery" became an obvious franchise opportunity, and today boasts 140 locations in 22 states (and abroad); which branched out into the other three companies, including Decadents.

"When the economy was bad, going out for an inexpensive treat – like cupcakes – was something the whole family could do. Today, we continue holding onto that mentality. This is our brand: Family-focused, community-driven," Martin describes. "When you walk into Decadent, you're going to find high-end desserts at affordable prices in a relaxed and friendly atmosphere that's fast and casual."

batches of gelato are made with 10 different flavors that change daily.

30-A's Decadent shop also features beer and wine, on top of coffee concoctions made from small roast batches of 100% Arabica beans. The impressively long latte list includes a few seasonal varieties along with frappes, smoothies, and mason jar milkshakes that any kid (or grown-up) will be proud to sip on.

When Martin and his family moved here to the beach three years ago, he saw Avenues of 30A as a perfect location to bring Decadent to 30-A'ers, located off the beaten path as a local spot to "slow down". Thus, Decadent's newest location in Inlet Beach was born – both a corporate location and test kitchen (read: 30-A'ers will get to try all the latest, unique, and decadent desserts before anyone else!).

"Before we launch new products through any brands, we always test it out. I'm based here in the community, and



Brownie Skillet



Push Pops

why Inlet Beach was the perfect spot to open Decadent's new location.

It all started in 2008 – when the economy was terrible. Martin's background is in the restaurant industry and he was sick of working for other people pulling late night shifts. When he told his wife, "I want to make cupcakes," she thought he was crazy. But they had \$5,000 to invest and she told him to follow his sweet tooth...

"I found a small location [in Kansas City] to open my cupcake shop, and the landlord literally told me I didn't have to sign a lease because he knew I'd be out of business in a month," Martin laughs. "The money was just enough to buy a storefront sign – I didn't even have enough for a commercial oven. [At first] I was baking everything at home."

No long lines for coffee, no "big box store" atmosphere; rather, Decadent's store is a location that feels "small town", both homey and local – where you can get coffee in a real mug, sit down, and relax.

Everything is made in-house, on-site. Martin notes Decadent's booming morning business thus far has brought more menu items; pastries, waffles, avocado and nut butter toasts, and sandwiches on flakey, buttery croissants. Dessert items are traditional (carrot cake, cheesecake, chocolate cake, brownies, cookies, etc.) along with specialty items you won't find anywhere else, like the Decadent Big Boy (self-proclaimed "Twinkie on steroids"), Jeff's Key Lime Pie, Hot Donuts (glazed donuts topped with gelato and caramel sauce), and the Decadent Dive (a bundt cake with gelato on top). Small

I'm pushing out new products for 30-A'ers to try," he says. "The best part? We give these samples away, so the community can test them out for free!"

Visit Decadent on 30A at 12805 U.S. Hwy. 98 East, Inlet Beach, located in Avenues 30A, or try their "Express" location in Seacrest Beach, which offers coffees, espressos and pastries. Learn more at www.decadentdessertbar.com and find it on Facebook and Instagram.



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Coastal Insurance Agency Goes Miami

BY TRACEY M. HAWKINS

When Grant Blackwell started the Coastal Insurance Agency nearly 20 years ago, he never imagined the success he would have in the Destin insurance market. “Heck, I started Coastal Insurance just because I wanted to live at the beach. Insurance was the only thing I knew how to do, and I was pretty good at it.” (For 15 years, Blackwell had worked for sophisticated insurance companies specializing in heavy commercial accounts and high-level risk management.)

Blackwell formed Coastal Insurance based on a theory that local realtors and home buyers needed an agency that specialized in the booming real estate market in the Destin area. Realtors immediately responded and began sending their clients to Grant’s little team-of-two. “When I came to Destin, it was on the heels of Hurricane Opal, which had devastated the area. Very few insurance companies wanted to insure our little fishing village. We slowly convinced them that this was a boom area and they’d better get on board. Ultimately, Panhandle residents had many insurance options and the best rates in Florida. We loved having a role in the market turnaround.” After just four years in business, Hurricane Ivan hit, and of the hundreds of claims received, Coastal had not one claim issue. “I knew then that our plan was sound. We were so blessed, and we grew quickly and learned from our mistakes and successes.”

Today, Grant’s Coastal Insurance Agency has nearly twenty insurance professionals and is among the top high-value home insurance agencies in Florida. “I have the best team in the business – period. My staff loves what they do, and we’ve found a way to make boring ‘ole insurance fun. We get excited when we’re able to help a new home-owner realize their dream and be a part of their new home purchase. We love the realtors, banks, and title companies that we work with; thankfully, they like us too. It’s a great experience working with some of the nicest people in the world, right here in the Panhandle.”

It was big news for Coastal when one of the largest insurance companies in the world asked them to take their show on the road to the Miami market. Blackwell explains that Broward, Dade, and Palm Beach counties (the Tri-County) have largely been discriminated against and ignored as insurance companies make expansion plans. “The residents of the Tri-County area were left to accept substandard coverage from companies that couldn’t sustain a direct hit, much less multiple storms



in any one season. We are flattered, yet humbled, to be chosen over thousands of agencies to lead the way in making a difference in the Miami marketplace.”

Blackwell goes on to explain that his lead carrier for this new venture has nearly \$170 billion in assets with an AM Best, A++ rating. They not only can they withstand a direct hit, but multiple storms in a season – likely without even affecting their stock value. “They like Miami because writing insurance on quality, luxury homes gives them a tremendous opportunity for growth.” Several other carriers are falling in line and hope to make a difference for South Florida home-owners. “It’s so refreshing to finally see these exceptional insurance providers embracing the Southeast Florida market. It’s not been done in almost 30 years. We hope to have the same positive affect on Miami as we did here in the Destin area.”

Coastal is going to market under a new sister agency: Coastal Insurance South Florida. “We want this new dimension of our agency to have its own, unique culture geared toward the residents of the Tri-County area.” Coastal, and their new Coastal Insurance South Florida, are engaged in a large-scale marketing and information

campaign in the Miami area. “Our goal is to congratulate the luxury home owners of the Miami-Dade community on finally getting what they deserve and provide them with a concierge level of service to get them what they want and need.” Bilingual staff members will join the Coastal Insurance lineup and work under a proven leadership team right here in Seagrove. Grant hopes this will help local clients as well, as they build an even stronger relationship with Florida insurance providers.

2019 is going to be a great year for Florida homeowners: The economy is booming and tourism promises to be at an all time high. However, hurricanes are becoming more and more predictable, and the insurance industry is finally getting on par with the rest of the country. Coastal Insurance is here to help.

Specializing in auto, home, rental, watercraft, hurricane, flood, commercial, contractors, bonds, and liability insurance, Coastal Insurance is located at 5410 E. County Hwy. 30A, Suite #101, Santa Rosa Beach, FL 32459. Office Hours: M-F 8:30am-4:30pm. Contact Info: (850) 231-0042 or coastalcoverage.com

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The Curate Collection

How Gary and Cindy Handler are Making Their Mark on the 30-A Art Scene

BY ANNE HUNTER

With twenty years in the art business, Handler gives credit to his roster of A-list artists for the gallery's success.

Sharing their passion for artists with discernment and a commitment to helping clients curate their impressive collections, one couple's lifelong passion for the arts has spawned a gallery on Scenic Highway 30A that is here to stay.

When Gary Handler and his wife Cindy were on a weekend getaway to vacation at The Pearl in Rosemary Beach, they happened upon a quaint beachside gallery on Main Street that would one day become their own. "Having visited here for years, my long term goal was to have a gallery on 30-A," says Handler, who is well known for his finesse in curating a collection of sought-after artists through his art galleries in Georgia.

For the Handlers, the timing was perfect for acquiring a gallery space in Rosemary Beach. "We opened Curate on Labor Day weekend of 2016. There is such great synergy between 30-A and Atlanta," says the gallerist of Curate's connection to Vinings Gallery in Georgia. "It was a great fit and we were able to open and hit the ground running. We've been here for three years now and are doing well."

Owned by the the Handler family, Vinings Gallery was built on Gary's dedication to clients and artists, his relaxed style and accessibility, and his vast knowledge of art, design, and composition. His reputation precedes him. With twenty years in the art business, Handler gives credit to his roster of A-list artists for the gallery's success. He also gives a shout out to his team of art consultants for their extraordinary level of customer service. "Our art consultants exude the culture of the gallery. We have great friendships with many of our clients, who enjoy our gallery events and evolving gallery inventory, and rely and in-home consultations from our team."

When it comes to understanding the ever-changing art market, Handler not only has a handle on it, he is also



The Curate Gallery

helping to shape the future art scene for 30-A. "In the art market post-recession, I'm finding that the people who are buying as a whole are collectors, or clients that are starting their collection to become collectors. They don't necessarily want a decorative piece to go over the the couch, they want to buy a piece that has some value. It is a very thoughtful and mindful acquisition."

Like many of the talented painters featured on its walls, Vinings Gallery is a true original. "We're dedicated to good, old-fashioned customer service and personally hang most of the pieces we sell to our Atlanta-based clients," says Handler. "I get a lot of satisfaction out of working with clients and helping them search for and find just the right piece of art – knowing they'll enjoy it for a lifetime in a style of art that suits their eye and fits their personality. It's all what about makes you comfortable."

The seasoned gallerist explains that specialized knowledge or formal training not required for building a quality fine art collection. However, establishing a long-term relationship with an experienced art consultant, will



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help you develop your own expertise. "You may also want to visit museums to become accustomed to viewing fine art, and you might try supplemental reading on your own. Gradually, you will discern works by different artist, and you will start to develop a sense of your own art style."

The Handlers and Curate aren't going away. "This is our legacy and our future," Gary says. "We opened in Rosemary Beach and on 30-A for the long term and the big picture. We love the community and spend one-third to one-half (a year) here and every year, we add a little more, and why not?"

For first time art buyers, there is no better place to dip their toes in the water. Walk along the cobblestone paths of Rosemary Beach and step inside Curate, for a family friendly approach to connecting clients to great art. "Coming in to visit Curate while you are in town should be part of your experience," says Gary. "What better way to memorialize your trip and capture a memory than with a painting."

For more information: www.Curate30.com; (850) 231-1808, email info@curate30a.com, or go to their location at 72 Main Street, Rosemary Beach, Florida.

Tom Fitzpatrick

Featured 30A Local Golf Columnist



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McCaskill & Company Celebrates 25 Years

BY MARY WELCH

To Bill and Elizabeth Campbell and their daughter, Carolyn Campbell Brigman, it's all about passion. Passion for jewelry and passion for their customers. And, that passion is as strong today as it was the day they opened McCaskill & Company 25 years ago.

McCaskill & Company, located in Destin, sells high-end designer jewelry that you won't find elsewhere on the Emerald Coast. The store sells a wide selection of watches (Rolex is a best seller). They also sell diamonds, including engagement/bridal sets, and collections from over 25 designers that are among the most exclusive in the Southeast: Erica Courtney, Kwiatt, Oscar Heyman, David Yurman and more.

Brigman agrees that their customers over the years have a definite style when it comes to jewelry. "People tend to be happy here at 30-A. We have beautiful beaches, lots of sun. So color does well for us. Our customers want pieces that are unique from the jewelry they see elsewhere. They find great joy with our selection of one-of-a-kinds and spectacular color."

The landmark store was founded 25 years ago when Elizabeth's husband, Bill, was finally able to leave the family building hardware supply business and follow his heart — jewelry. As a child, he and his grandmother, Gussie McCaskill Campbell, would take out her jewels and he would admire them. His love of fine gems never left him, even as he managed his family's business for more than two decades.

Finally, he was able to follow his dream, take a leap of faith, and honor the woman who fueled his love of fine jewelry. Of course, it wasn't easy. He started out with a small suitcase of jewels and called on friends and family. He slowly made contacts in the business and finally opened a small kiosk in Seaside in 1994. Elizabeth jokes, "It was like a doll house. That kiosk was smaller than our vault is today." In 1995, The family then opened their business in Sandestin Market Place, with Bill as the only employee. Eventually Elizabeth left her career in community mental health and joined the business in 1998.

In 1999 they opened in their current location in Destin and daughter Carolyn later joined them. "Well,



Bill and Elizabeth Campbell and (far left) Carolyn Campbell Brigman. Photos courtesy of McCaskill & Company.



really sure what she wanted to do, so we thought she could do some business here. She opened up a space and it became a training ground," says Elizabeth. "She really learned the market, how

to buy and work with customers." The boutique was closed and turned into its current Bridal Design Gallery. "It's so beautiful. Brides just love it," Elizabeth says.

"We've been in business for 25 years and we are extremely grateful and honored to be here and have the support we have. We have so many wonderful people come in the store that truly become friends. Over the years we have continued to evolve, but have maintained a commitment and standard for quality, exclusive product, exceptional service, a unique in-store experience and value," says Elizabeth.

As a team the Campbells and daughter have grown from a tiny kiosk jeweler to the premier jeweler of the Emerald Coast, being recognized in polls as the Best of the Emerald Coast by *Emerald Coast Magazine*, Finest of the Emerald Coast by *Northwest Florida Daily News*, Best in Destin by *Destin Magazine* and Perfect in South Walton by *Visit South Walton*.



I certainly learned all the aspects of the business from my parents. My dad trained me to have eye for beautiful gems and craftsmanship. He taught by lighting up with passion when looking at jewelry and sharing that love with customers. My mother, on the other hand, is in an incredible business savvy woman. I've learned from her all the ins and outs of the business and how to make it successful." "Bill's enthusiasm and joy working with customers made him perfect for the front-of-the-house," Elizabeth says, "I'm more of the back-end marketing/operations person. Together we made it work and Carolyn has a little bit of both of us. It's a good mix."

To begin learning the business, Carolyn opened Sarah Carolyn, a fashion jewelry and accessory boutique that was adjacent to the store in 2008. The store filled a niche in the area for quality, moderately priced jewelry. "Carolyn had just graduated from college and wasn't

McCaskill & Co. is located at 13390 Highway 98 West, Destin, FL. 32550. Phone is (850) 650-5797 and the website is www.mccaskillandcompany.com. Hours are Monday through Saturday: 10 a.m. - 5:30 p.m.

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Beach Memories

BY MARY WELCH



He wanted his groom's cake to remind him of his happy place — Seaside.

For most brides the wedding cake is a beautiful creation that showcases their love as well as the éloquence of the well-planned wedding. Occasionally, there will be a custom cake topper; but mostly a classic cake is to be admired for its gorgeous sugary decorative flowers and hopefully delicious taste.

Now the *groom's* cake usually has no such traditional restrictions. Most groom's cakes usually are an ode to his college, favorite sports team, or maybe a theme such as fishing or cars. Not Ben Beverly. He wanted his groom's cake to remind him of his happy place — Seaside.

The Austin, TX-based Beverly family has been vacationing in Seaside since they were toddlers, says Ben's sister Alex. "It was always a special place for us. We



Photos courtesy of Alex Beverly

would go there in the summer and any other time we could find an excuse to visit. Ben wore his Seaside t-shirt so often that in elementary school he got the nickname "Seaside Ben". The first trip the marrying couple; (Ben and August); took together was — you guessed it — to Seaside.

So, when Ben, who is getting his MBA at the University of Texas, was getting married to August, a search engine optimist, in San Antonio earlier this year, Ben decided his groom's cake had to reflect his love of Seaside.

The cake featured the iconic white wood post office, including the red door, as well as the beach ("even though it's not on the beach we had to have a little

artistic license," says Alex). The guests loved the cake and the bride and groom were very excited that Seaside was represented.

The couple, who attended the same college but were introduced later by friends, had considered getting married at Seaside but Alex says, "August thought she could save that experience for me." The couple instead chose to memorialize Seaside through the cake.

Seaside is so special that when the family went to Seaside to celebrate their parents' 25th anniversary, Alex's father, Paul, bought a Seaside cottage for her mother, Christi, as a surprise. "We finally had a place to call home in the town we love," Alex says. It is there that the family gathers for Christmas, birthdays and other celebrations. New Year's Eve is spent at Bud and Alley's and no Christmas is complete with going to The Chapel at Seaside for a service. On Memorial Day, Ben can be

found listening to live music with friends in the Pavilion and devouring Grits Á Cafe Ya Ya at the Great Southern Cafe. In fact, he's taking August there for Memorial Day this year for what has become an annual tradition.

The importance of Seaside is now in its second generation and rooted in the hearts of Ben and Alex, and now August. "It's a special place that we always talk about and when we talk about growing up, we always talk about Seaside," says Alex. "It's just the place where, especially now that we're all grown up and have our own lives, we can go and make wonderful family memories... What's not to love?"




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Are You Deficient in Magnesium?

BY DR. BART M. PRECOURT

Dr. Bart M. Precourt



Often, I get asked the question: “What is the most important supplement to take?” Although there could be a good argument for many, Magnesium is always at the top of my list.

There are many reasons for this, but it boils down to a couple basic ones. First, it is reported that 75-90% of Americans are deficient. Second, magnesium deficiencies can interfere with almost any bodily function - from hormones and muscles to sleeping and pooping. Luckily, it's easy to fix and results come quickly.

What does Magnesium do?

Magnesium helps regulate calcium, potassium, and sodium, and it's essential for over 300 biochemical functions in the body.

Magnesium is arguably the most important mineral in the body, which is why magnesium deficiency can be such an issue.

Top 5 causes of magnesium deficiencies:

1. **Stress!** Magnesium is a “yin” mineral, used to help balance out our stress. The more stress we have ... the more we use.

2. **Sugar.** Sugar depletes magnesium at twice the normal rate.
3. **Alcohol.** Yikes! Double whammy... it's also sugar. Magnesium is used for detoxification, so alcohol consumption depletes at twice the normal rate.
4. **Exercise.** When we sweat and burn up calories, we are depleting this important mineral.
5. **Soil depletion.** This is completely overlooked! GMOs, chemicals and over farming has stripped away many important minerals including magnesium.

Another growing concern with magnesium deficiencies is the inability to absorb this important mineral. Absorption issues are on the rise due to symptoms of leaky gut and gut dysbiosis. Even more absorption issues can be seen in people who use prescription or over-the-counter medications for acid reflux and heartburn type symptoms.

Symptoms of low magnesium:

The most common symptoms which can be linked back to a magnesium deficiency that I see in clinic are poor sleep, brain fog, constipation, and fatigue. Here are some additional symptoms:

- Headaches/Migraines
- IBS
- Muscle Spasms/tightness
- Cramping
- Heart Arrhythmias
- Mood Disorders
- ADD/ADHD symptoms

Benefits of magnesium:

This list could be very extensive! I will keep it to the more obvious symptoms and changes that I see people enjoy when they get some magnesium back into their life. My top two: better sleeping and pooping! These are required in order to be a healthy human.

Other common benefits include:

- Helps reduce anxiety
- Reduces muscle and fascia tension
- Relieves headaches and migraines
- Improves heart health
- Increases nerve and muscle firing

How to increase:

The best way to increase your magnesium to normal levels is by magnesium rich foods and taking a supplement.

I wish I could say that a diet filled with plenty of good fruits and veggies would be enough. Yet unfortunately I've found due to the soil depletions, stress, sugar, alcohol, and exercise it's almost impossible to keep up.

Some good food sources rich in magnesium are: spinach, pumpkin seeds, swiss chard, dark chocolate, almonds, avocado, black beans, and banana.

Best magnesium supplements:

Sometimes this can get a bit confusing, so I will do my best to make it simple. There are multiple types of magnesium. Certain types work better for absorption into the tissues. These would support healthy muscles, cramps, and heart health. Others work better at crossing the blood brain barrier and benefit things like sleeping and reducing anxiousness. And even other sources that work better for gut related issues like constipation and IBS.

To simplify your magnesium choices, look for my favorite: Magnesium Lactate, which does a great job at supplying your tissues, crossing the blood brain barrier and supporting gut health. Other good sources would include Magnesium Citrate, Glycinate, and Threonate. Avoid Magnesium Oxide as it has been found to be poorly absorbed.

I usually suggest starting off with about 300-400mg daily. Results are usually better when taken some time after your last meal and before bed. If you experience too loose of stool simply reduce the amount used.

Side note: Blood tests most likely will not accurately measure the amount of magnesium you have. Only 1% of your bodies magnesium is found in the bloodstream. Therefore, you may have a deficiency, yet it would not show up on your lab work.

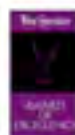
This is easy breezy - Go make it happen!

Dr. Bart M. Precourt, D.C., is a Holistic Doctor, chiropractor, acupuncturist and nutritional consultant. For nearly 20 years he has helped people get healthy, lose weight and create healthy sustainable lifestyles. He currently practices in Seagrave Beach, FL at Balance Health Studio, www.balance30a.com. For a consultation contact Balance Health Studio at (850) 231-9288.



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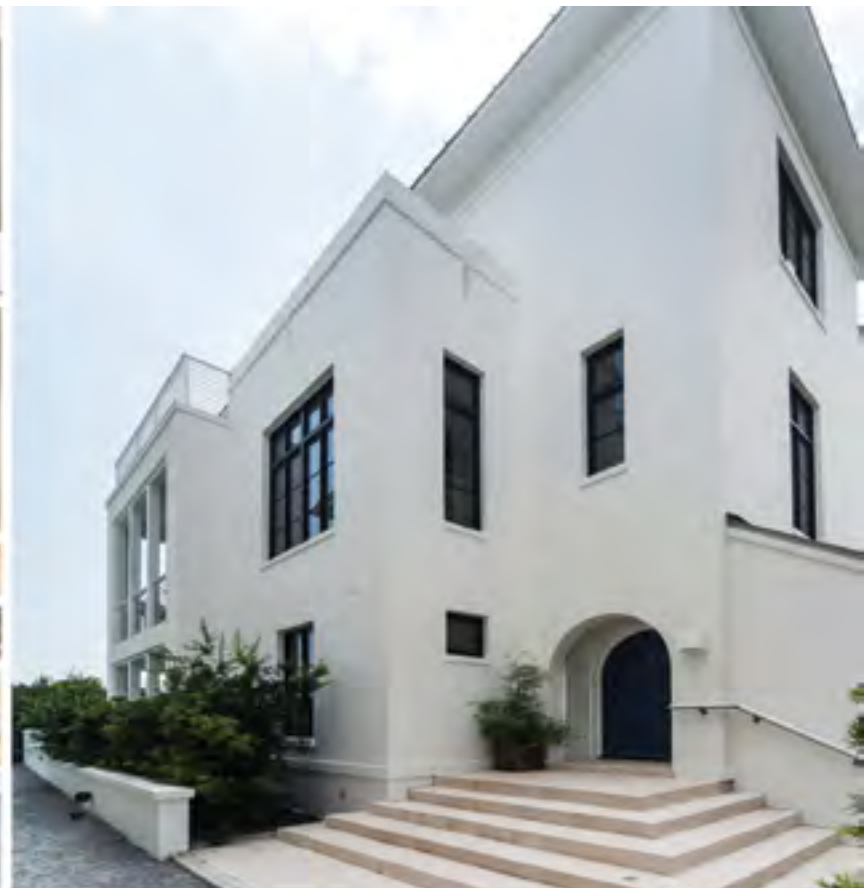


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BY ERIN ODEN

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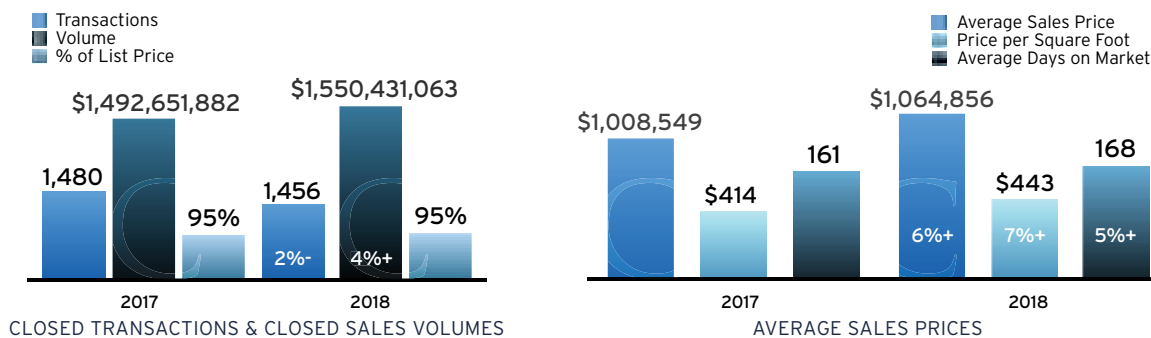


Statistics for detached residences, attached units, and condos only; EXCLUDES vacant land.

*What does this mean?

This represents the year-end number of properties available for sale divided by the monthly average of the last 12 months' sales, reflecting how many months it would take to sell out the current inventory at the current rate of sales if no additional homes entered the market.

Sales & Average Sale Prices



Statistics according to data gathered from FLEX MLS for combined residential properties (detached homes, attached units and condos). Deemed reliable but not guaranteed.

2018's average dollar per square foot of sold properties was \$443, a 40% increase over the last 5 years.

As we have noted in previous communications, the 30-A corridor home and condo real estate market became a billion-dollar annual industry in 2015. Since then it has grown to over \$1.5 billion, with 2018 increasing 4% over 2017. The number of transactions was slightly down in 2018 versus 2017; however, the average sales price and average dollar per square foot were up 6% and 7% respectively, propelling an increase in the dollar sales volume.

2018's average dollar per square foot of sold properties was \$443, a 40% increase over the last 5 years. This is putting smiles on some investors' faces.

Selected Q4 2018 stats versus Q4 2017 follow:

- Number of transactions – down 11%
- Properties on market at beginning of quarter – down 5%
- Dollar amount of transactions – up 13%
- Average sales price was over \$1.1 million – up 26%
- Average dollar per square foot of sold properties equaled \$453 – up 16%

The current number of properties offered for sale is relatively low, which may encourage potential sellers. As of this writing, 820 properties were on the market ranging from a \$198 thousand to \$18.0 million with an average of \$1.5 million.

Southwest Airlines plans to add Kansas City as a flight to our Emerald Coast (ECP) airport in the summer of 2019. This adds to the list of nine cities (Atlanta, Austin, Baltimore, Chicago, Dallas, Denver, Houston, Nashville, St. Louis) with summer non-stop flights. The sustained interest in our area is certainly increasing accessibility. We anticipate this will continue fueling our 30-A corridor real estate market.

Erin Oden is the principal broker and owner of Coastal Luxury, a real estate firm that maintains a strong emphasis on intimate market knowledge and expertise in the luxury and Gulf-front market. Erin can be reached at 850.502.1220 or erin@coastalluxury.com. Or, stop by Coastal Luxury, located directly on 30A, the first office east of Alys Beach. Search all available properties at coastalluxury.com/SEARCH.



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30A Realty

BY SUSAN L. CANNIZZARO

With over 28 years in business, 30A Realty has been successful due to its diligent team of professionals that go the extra mile to make sure each client's dreams are reached.

The company was opened in Seagrove in 1995 by Mickey Whitaker and Alice Forrester. "When we opened in 1995, Hurricane Opal hit in October. Of course, we all thought the worst, but homes and condos got repaired and business just kept on moving and selling. New subdivisions were being built and we were growing as a real estate agency, and soon added more offices to accommodate more agents coming on our team. We opened offices in Blue Mountain, Seacrest Beach, Freeport, and even DeFuniak Springs. By early 2005, our 30A Realty team exceeded 50 agents," says Forrester.

In 2018, Jacob Watkins joined the leadership team as the managing partner. Watkins grew up in Fairhope, Alabama and received his degree in Economics from Auburn. He went on to work for Ernest and Young in Atlanta for several years. He came to the 30-A area to start his own equipment rental business. This soon led to positions in real estate renovations and development. "Mickey and I are excited about Jacob joining our 30A Realty Team. He has brought a new fresh look to 30A Realty with his knowledge and professionalism, and we look forward to his new marketing skills and innovative ideas for 30A Realty's buyers and sellers. Mickey and I plan to still be involved in sales and know that Jacob will continue with the same customer service that we have maintained throughout our almost 25 years of business," says Alice.

"We are the market experts. We know the buyers and can offer exceptional experience. Mickey and Alice had over 75 years combined experience. We now have 20 agents that have been in the business for over 30 years collectively. We have also been involved in every significant development in this area and most brokerages don't have this kind of experience," says Watkins. Some of their integral developments include Village of South Walton (both residential and commercial), 30A Townhomes, Cottages of Camp Creek, Highlands of Seagrove, and Cottages of Eastern Lake.

"We strive to be a full-service firm, as a lot of our services are around development and design with



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Sales in 2018 were over \$80 million and 2019 has been the best January on record we have had since the recession.

developers and home owners," adds Watkins. Most clients are second home investment property owners, and most are coming from the southeast region of the US. Most are from markets such as Dallas, Houston, Atlanta, Nashville, and Birmingham. "Sales in 2018 were over \$80 million and 2019 has been the best January on record we have had since the recession. Rental rates continue to increase. The market is perfect for exiting or entering and there is some great rental income for home owners. It is a great market for buyers to come into and a great opportunity to sell as well," he adds.

New construction is strong in the area. According to Watkins there are some great developments in Alys Beach and also the new development Kaiya. "We are marketing 30A Townhomes in Seagrove, which are brand new, luxury residences directly on 30-A in Seagrove beach. These homes are an excellent price point with 3-4 bedroom homes starting from the \$400s," says Watkins. They also do several ultimate vacation properties and are currently building 5 of these homes now. "These are resort style homes with pools, Sub-Zero appliances, and a dining space for up to 30 people. These homes are focused on those seeking a multi-family vacation," he adds.

Ken and Debi Heppner have previously worked with 30A Realty team agent LaRonda Kallmeyer in locating their new home. "After a long search, LaRonda was able to show us a home that could meet our expectations. From the beginning of our search, to finding the home and then throughout the offer and closing process, she conducted herself in a very professional manner, at the same time becoming a friend and neighbor to us. And the entire team at 30A Realty made sure the entire process went as smoothly as possible. To find a team like 30A Realty, who reach out to understand your needs, is

rare. If and when the time comes again, we will make sure 30A Realty is who gets the call to help."

Whether you are looking for a new home or selling a home contact 30A Realty located at 4042 E. County Highway 30A, Santa Rosa Beach, Florida. (850) 231-5030. Email: info@30arealty.com



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Marty Shoemaker

BY JESSICA HOLTHAUS BADOUR



Marty Shoemaker

“The winning deal is finding what fits your lifestyle, your objectives and goals, and will add something to your family experience.”

Marty has always been a “people person, so working in real estate was a natural fit when he came to the area. Originally from Birmingham, he spent his childhood coming to the beach. In the 90s, his parents relocated to the panhandle and kept asking Marty when he was going to move farther south.

“I work better on a personal level with people, and I love the laid-back lifestyle of the coast,” he says. “In 2005, I finally moved here, which wasn’t the perfect time for real estate – it was kinda like someone turned the lights off!”

During his first few years here in the panhandle, as the economic downturn got worse before it got better, Marty took a position in property management as a Licensed Community Association Manager, overseeing some of the resort communities and gated developments, including Wild Heron and Splash. The experience taught him the ins and outs and pros and cons of buying into this type of association community.

“In managing homeowner and condo associations, I got to see some of the challenges and things owners face,” he explains. “This helps me today because people who are buying here in this area may not be familiar with condo and homeowner associations – they don’t know what kind of animal that is, or how it operates. It lets me educate people on what to expect with an association from an insider’s viewpoint.”

He started his realtor career with one of the large national firms and most recently joined the Beachy Beach 30A team, where he’s been the past two years. Shoemaker says Beachy Beach owner Karen Smith is one of the most positive, upbeat people he’s ever met. “Someone told me working at Beachy Beach is kind of like Disney World, and it is – it’s a very happy place, and that’s why I’m here,”

he says with a laugh. “This is the type of environment I want to be in.”

Beachy Beach’s team prides itself on community involvement, putting effort into causes that are important to the locals. Marty, for example, has volunteered for a local Florida mission, and offers free tennis lessons to underprivileged and special needs children. The company also participates in the PCB Duck Race, Beach Care Services, and Food for Kids along with many other causes.

Regardless of whether someone is looking for a \$100,000 lot or a \$5 million home, Marty enjoys helping people get what they want. His advice to anyone looking to buy or invest: Take your time. Don’t rush, especially if you’re unfamiliar with 30-A, and look at a lot of properties to see all the various options that are here!

“The winning deal is finding what fits your lifestyle, your objectives and goals, and will add something to your family experience,” he says. “I can help you do that.”

While selling and buying properties can be an overwhelming experience, Marty takes on the responsibility to make it an enjoyable one. His attention to detail and putting the client’s needs above all else has led him to not only gain new customers, but new friends as well.

“Yes, I’m a real estate professional and I’m here to help you – but if I’m not working, you can come join me on the tennis court, grab a cup of coffee or tour some properties,” he said. “I love meeting new people and helping families create new and exciting memories here on the gulf coast.”

When he’s not at work, you’ll find Marty Shoemaker enjoying all the Florida panhandle has to offer; spending time at the beach with family and friends, playing tennis at Frank Brown Park or the Rosemary Beach Racquet Club, coaching his son’s soccer team, and volunteering for local causes.

“This location is a special place to raise your children,” he says. “We don’t have a lot of the big city issues here, like crime and other complications you see in other parts of the country. My son loves the beach and nature, as do I, and we love being here. He’s grown up going to the beach every morning.”

Learn more and search Beachy Beach properties by getting in touch with Marty by visiting <https://martyshoemaker.com> or contacting him at (850) 890-0505 or marty@beachybeach.com, and follow him on Facebook. Beachy Beach Real Estate has two locations on 30A, one in Panama City Beach, and one in Panama City.



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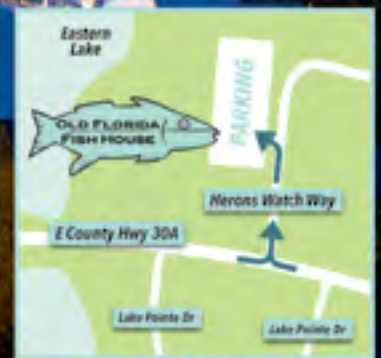
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Probate and Estate Administration

BY KIMBERLY WATSON SEWELL AND FRANKLIN H. WATSON

Probate and estate administration procedures are never described with any of the following terms: speedy, quick, fast, or fun. The adjectives most commonly used are slow, tedious, time-consuming... well, you get the picture.

The entire process can take as long as six months to even years. Remember, patience is critical for all concerned. Having some expectation of the snail-like pace usually gives folks a better tolerance for the creakingly slow turning of the wheels of justice.

GETTING STARTED

With that in mind, here are some of the duties an executor has throughout the probate and estate administration process. Generally speaking, the executor is tasked with collecting and managing the estate assets, filing tax returns and paying taxes and debts, as well as distributing assets and making the distributions of any bequests detailed in the will.

Initially, the executor must:

- Search the decedent's personal files and papers for any evidence of potential creditors;
- Look at the decedent's checking account for recurring payments which may indicate an existing debt;
- Contact the decedent's credit card companies; and
- Contact the decedent's healthcare providers for medical bills.

PROBATE THE WILL

Next, the executor must "probate" the will. If the court declares the will validly executed under state law, then the court gives the executor authority to perform his or her duties under the provisions of the will.

The executor must pay any claims of the estate's creditors and all estate administration expenses. He or she must also collect all the estate assets, then file and pay all required tax returns. These may include federal and state income taxes, in addition to estate and inheritance taxes.

DUTIES AND RESPONSIBILITIES

The executor may need to engage the services of an appraiser to ascertain the value of certain assets of the estate. This could be a business, a work of art, a pension, or real estate. It is important and necessary because estate



Kimberly Watson Sewell
and Frank Watson

Although a simple estate may take just a few months to make its way through probate, a more complex estate may find the executor working for several years before the estate is closed.

After everyone has been paid for debts, taxes, and expenses, the executor will distribute the assets. Beneficiaries may sometimes even receive a partial distribution of their inheritance without having to wait for the closing of the estate. Although a simple estate may take just a few months to make its way through probate, a more complex estate may find the executor working for several years before the estate is closed.

EXPERIENCE MATTERS

A key characteristic of a good executor is some experience with this process. On-the-job training is possible, but only makes the process that much longer. An experienced executor can get the job done without unnecessary expense and delay, and without causing additional hardship and stress for the beneficiaries of the estate.

Hopefully, the executor will have a firm grasp of the many problems involved and a method with which to settle the estate.



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



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HOPE Panhandle Volunteers Helping

BY MARY WELCH

Richard Green is a 70-year-old Vietnam veteran and a third-generation Bay County resident. Today he is living in his truck because his house is completely molded and uninhabitable, thanks to the effects of Hurricane Michael that devastated the Florida Panhandle October 2018.

“The situation in Bay County is very far from repaired,” says Mara Harrison, Executive Director of HOPE Panhandle, a nonprofit Hurricane Michael relief organization. “There are still people living in tents with children who have no other means for housing. It’s an unreal situation that is hard to imagine — and it’s right down the street.”

Hurricane Michael was the third most intense Atlantic hurricane to make landfall in the U.S. and the strongest storm on record in the Florida Panhandle.

As the rest of the world has moved on, and more disasters have hit other areas, the people in Bay County are still dealing with hurricane devastation.

The local community is doing its best to help each other. Jessica Standley, president of the Rosemary Beach Cottage Rental Company, and Jan Stevens, Realtor of Rosemary Beach Realty, have joined forces with HOPE Panhandle.

Jessica is mobilizing teams to volunteer in the rebuilding effort and working alongside the HOPE Panhandle team to help re-build homes like that of Richard Green. Standley organized her company and is challenging other companies and businesses to join in. “Throw on a pair of jeans, and help homeowners rebuild. It’s the hardest work I’ve ever done but it’s so rewarding. I’m ready to go back.”

To sweeten the deal, the Rosemary Beach Holdings Company is giving its employees four hours of paid time off for every eight hours they help rebuild. In addition, FEMA (Federal Emergency Management Agency) gives just under \$25 in matching funds for every volunteer hour committed to help. So far, Walton County families have earned almost half a million dollars.

“Three out of five homes were affected in such a tremendous way that they need almost complete or total recovery from their homes,” says Jan. “Ninety-two



Clockwise from top: Richard Green, Sr. and HOPE Panhandle representative, Paige York. HOPE Housing Rebuild. Local volunteer working with HOPE Panhandle.

percent of the people in Bay County were affected.”

The situation now has moved from people needing immediate supplies to getting them back in their homes. Knowing they had to do something, Mara and her husband, Reese, along with other HOPE Panhandle helpers, researched ideas for rebuilding, and sought advice from many New Orleans organizations who helped with Katrina. They found help with an organization called SBP that has been rebuilding since Katrina and follows environmental devastation throughout the US.

“My HR director, Stephanie Goetz, and I decided to build a team and go east. We’re open seven days a week and everyone has fluctuating schedules, so we said, let’s take two weekends and two weekdays and recruit employees, and of course, we offered the incentives,” says Jessica. “It was a very rewarding experience, and because of that we have had people flooding in wanting to help. We told them to tell their friends and come along to help us help the area.”

As the rest of the world has moved on, and more disasters have hit other areas, the people in Bay County are still dealing with hurricane devastation.

Soon husbands, friends and friends of friends were diving in. Most, like Jessica and Jan, hadn’t traveled the 20 miles or so to actually see the disaster scene. “It just hits you hard. You can’t walk away. Lynn Haven had winds up to 190 miles an hour and it was a sustained Category 4. It uprooted these humungous 200-year-old trees.”

The main work is to rebuild houses. So far 92 homes have been completed. The goal is to rebuild 60 more homes by December 2019 — five at a time — so there is a constant stream of houses in various stages of completion. The problem is, there are thousands of people needing this kind of help.

That is why the recruitment of various work teams from local businesses is so important. “It’s a huge team-building experience and doing this together has brought us closer together as a team and company,” Jessica says. “It’s so inspiring. We have other local companies, such as accounting firms, retail stores — even the college kids and South Walton High School football team — who have signed up. We have some guys who own a boat and have a fishing group together; they signed up!”

The women are also quick to point out that physical labor is not the only way to help. Maybe you physically can’t do the work; fine, then provide lunch. Jan and her team have been known to pack 200 bags of lunches at a time. In addition, Hope Panhandle is hosting welcome home parties and need lightly used furnishings.

“All volunteers are needed. Just contact hopepanhandle.org, sign up as volunteers, and they will find you rewarding work to do,” says Jan.

Please spread the word so that these people aren’t forgotten. Please go to hopepanhandle.org.



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Car Heaven

Seaside's First Vintage Car Show Attracts Mille Miglia Dream Machines

BY ANNE HUNTER

From above, the fastidiously restored row of forest green, metallic silver, and cream-colored Jaguar XK120s positioned alongside the red and white 1954 American convertibles and the silver 2000 Mercedes Benz SL500 Roadster, resembled the stripes of a future flag that would be sewn together and gracefully flown above its township from a towering flagpole.

But on this day, from the cobblestone streets below, random passersby intermingle with car aficionados, ranging from refined connoisseurs to geeky gearheads, having heard word of mouth whispers that an ensemble of cool cars would be on display in the early hours of Saturday morning, March 9. Not just on display; but on display inside the town square of Seaside, a community ironically world-famous for inhibiting the use of automobiles on its pedestrian-friendly New Urbanist thoroughfares.

When Seaside co-founder Robert Davis aspired to host a car show, he contacted fellow car collector and Seaside homeowner, John Houghtaling. Together they orchestrated a car event that included a shakedown drive from New Orleans with three Jaguars that are Mille Miglia entrants; an open-road motorsport endurance race that took place in Italy 24 times from 1927 to 1957 and has been recently resurrected to assuage the world's top tier sport motorists whose cars were built during that time span.

Seaside's inaugural vintage car show began with a coastal drive from New Orleans for the Jaguars as a Mille Miglia trial run. They set out on scenic coastal roads piloted by a driver and navigator and accompanied by a road crew of mechanics. The drive culminated in Seaside, where the Jaguars united with three more cars that had been selected for the show.

The weekend included a Friday night paella dinner at 45 Central Sushi & Wine Bar for the drivers and their families. Saturday morning followed with a private breakfast reception at Amavida Coffee Roasters and public car show in front of 25 Central Square. That afternoon, the vintage vehicles traversed the quaint natural and manmade landscapes of Seaside, Grayton Beach, Rosemary Beach and 30-A as if it were an obstacle course leading them to the grand finale: dinner at Caliza Pool at Alys Beach.

"Next year, I hope we can organize a bigger group to drive from 30-A to the Amelia Island Concours d'Elegance," Davis says, glancing east into the distance to capture his dream.

"A Seaside car rally has been something my dad has wanted to create for a very long time," says Robert's son, Micah. "Hopefully this small trial run will be a good kickstarter for the final product."

Robert Davis's penchant for cars is a conundrum for Seaside, which he envisioned to become the quintessential American *car-less* town. Contemplating the irony that Seaside's founder is a bonafide automobile enthusiast and an accomplished race car driver can send your wheels spinning. Davis's response to his personal paradox may be why the town's free-thinking co-creator celebrates the sanctity of the world inside the car as his solace for combatting the sprawling suburbs in the world outside it. "Seaside is an attempt to counter the degradation of the world that succumbed to the car," he says.

The mutual relationship of the world inside and outside of the car seems genetically linked in its separateness, inasmuch as Seaside is linked to its pedestrians whose feet are inextricably tied to both the pavement and the gas pedal. That connection could be why Davis does not wish for cars to be reduced into commuter vehicles, dying slowly in traffic jams or humiliated into erroneous errands at shopping centers, but instead are revered as beautiful instruments of liberation that cruise fast across open landscapes into the elegant designs of fairytale towns to park in gorgeous plazas.

Seaside and its surrounding New Urbanist communities provide ideal environments for retreating from the car. By fighting suburban sprawl, their landscape has remained relatively car-free. Just ask any of the thousands of spring breakers who descend upon Scenic Highway 30A and ditch their cars for bicycles one week of every year. These extraordinary American villages, where one can walk to their ordinary daily needs, can make cars resemble cumbersome wheelchairs that are only needed for rolling people to the places that their legs can't carry them to.

In this context, the difference between a car and a pedestrian becomes muted for our forward-thinking founder who won't be boxed into the perils of traffic jams caused by those seekers eager to step foot on the stretch highway that is home to his innovative town.

As the gaps of automobile technology close in with solutions like autonomous cars and alternate modes of



Photo courtesy of Jack Gardner

transportation, echoes back to the dream that Davis cast 35 years ago. The pending freedom from traffic-filled roads and the vehicles that both entrap and liberate their drivers signals that the remaining distance to his vision for 30-A Mobility; and the bountiful phase of community that follows; no longer feels so far.

"Robert's thoughts on the future of transportation and the Seaside Institute's 30A Mobility program are an inspiration," says Lawrence Pugh, who relished in the honor to have his Mercedes cast alongside the American convertibles and the world-class Jaguar XK120s as part of the show. "His plans for a future road rally along 30A that includes an environmentally friendly component are very exciting."



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Short Game Gets Some Attention

BY TOM FITZPATRICK

Good putters start the ball on the correct line with the correct speed – a novel concept!



Dave Pelz was once a Nasa scientist who went on to become the first big name in golf's short game arena. Pelz gathered data to analyze and teach the short game. He traveled to pro tournaments, jotting down the results of every shot he saw. Siruis host/pro Larry Rinker (and my former roommate) led the tour in eagles one year. He said Pelz would often ask for his short game data. Pelz was the Google of golf – collecting data that he could then market to others!

As Phil Mickelson's teacher, his data drove home the importance of the often overlooked short game. It showed that the short game—shots of 100 yards or less—was 60 to 65 percent of golf, a majority share that also happened to be the weakest part of most players' games.

From beyond 100 yards, the average tour pro missed his target by a 7 percent margin — a 14-yard error, for example, on a 200-yard shot. From inside 100 yards, though, the pros' percentage error jumped to between 16 and 20 percent. Pelz realized that all golfers needed to improve their short game and putting skills. That's where the most strokes were lost.

Most golfers spend 80 percent of their practice time hitting woods and irons but lose 80 percent of their shots to par from inside of 100 yards. It's more the bad shots that determine your scores, not the great shots and strengths.

Pelz recommended a novel idea – divide practice time in this order: one-third short game, one-third putting, and one-third full swing.

Then, first prepare for those frequent par-5 wedge approaches and greenside shots. Then practice lag putting to see how the greens are rolling. He recommended a low, mid, and high shot strategy that you can trust for 14 to 20 yards from the pin, the most commonly encountered distance when you are recovering.

Pelz began to stress the art of reading greens. Good putters start the ball on the correct line with the correct speed – a novel concept!

Are you taking a deep divot, or none at all? Your backswing is probably too long.

TRY THIS:

- Weight on front foot, ball middle
- Point your chest down and in front of the ball, never behind
- Swing back with “Hands in, clubhead out” to set club on vertical plane

He advocated getting chips & pitches as close to the hole as possible. Four foot putts are missed considerably more than three foot putts.

For pitching, he determined that deceleration hurts the most. Commit to accelerating thru with your 60 degree wedge.

For high lob shots, the motto became “aim left of your target and point the face to the right”.

On low running pitches, play the ball back, hood the clubface and use an in-to-out club path.

Trajectory is controlled by ball position and shaft lean (*see photo on left*):

- Low – ball opposite right toe, shaft leans forward. Face hooded.
- Medium – ball in the middle, shaft is vertical. Face square.
- High - ball opposite left toe, shaft leans backward. Face open.
- Pelz got the overlooked short game rolling. It makes a difference!

Tom Fitzpatrick is a Leadbetter certified instructor. He is an active realtor with Scenic Sotheby's Intl Realty. Reach him at (850) 225-4674 or visit tom.scenicsir.com



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We Make it Happen! We Make it Fun!

BUYING OR SELLING



11 Spanish Town Court
\$10,900,000 | 6 BR | 6 BA | 2 HBA



Lot 6 Beachfront Trail | \$2,899,000
385.25' x 48.64' of Gulf Front



122 W Kingston Road | \$2,799,000
7 BR | 5 BA | 2 HBA



Lot 20A Paradise By the Sea | \$6,395,000
495.36' x 60.59' of Gulf Front



25 N Belize Lane | \$2,743,000. | 6 BR | 5.5 BA



10 Scout Lane | \$2,085,000 | 6 BR | 6.5 BA



25 Johnstown Lane | 5 BR | 5.5 BA



102 Tuckers Lane | \$1,895,000 | 3 BR | 3.5 BA
plus bunk room



29 Pleasant Street | \$1,199,000 | 5 BR | 5.5 BA



N. Winston Lane | 3 properties #98, #105 and #114
4 BR | 4.5 BA with a 4th-Bunk Room | \$1,499,000 ea.



33 W Water Street | \$1,424,000 | 2 BR | 3 BA
plus Bonus Loft with 4 Built-in Beds



240 Needlerush | 5 BD | 4.5 BA + Bunks



27-C St. Augustine Street | \$739,000 | 2 BD | 2 BA



15-A St. Augustine Street | \$769,000 | 2 BD | 2 BA



8208 Village of South Walton | \$329,000 | 1 BR | 1 BA



27 A St. Augustine Street | \$889,000
2 BD | 2 BA + Bunks



Lot 8-D The Village of White Cliffs | \$359,000



50 Ashley Lane | \$689,000 | 4 BD | 3.5 BA
New Construction



20641 Front Beach Road
3 BD | 2.5 BA



136 Georgetown Ave PRC Unit Share 1F6
\$89,000 | 2 BD | 2.5 BA

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78C North Barrett Square | P.O. Box 611070
Rosemary Beach, Florida 32461
RosemaryBeachRealty.com | 850.278.2000



Steve and Jan Stevens



Ashlee Mitchell



TEAM STEVENS
REAL ESTATE

Steve: 678.777.8805 | Jan: 678.777.8806
teamstevens@rosemarybeachrealty.com

Ashlee: 850.428.7635
amitchell@rosemarybeachrealty.com