

the thirty-a REVIEW

a review

Holiday in Paradise

INSIDE:

30-A's Finest Dining

Art & Culture on 30-A

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The Finest Shopping & Leisure at the Beach

30-A Songwriters Festival, Mountain Film Festival and more!

Musician Chely Wright

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

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Featured Properties

Gulf Front



4549 W. Scenic Hwy 30-A
6 Bedrooms • 8 Baths
7,464 SQ FT • \$3,690,000
*Expansive views of the gulf.
3 car garage.*

WaterColor



41 Park Row Lane
4 Bedrooms • 4 Baths
2,963 SQ FT • \$2,500,000
*Breathtaking views.
South of Scenic Hwy 30-A.*

WaterSound



10 Tidepool Lane
5 Bedrooms • 5.5 Baths
4,219 SQ FT • \$1,595,000
*Corner lot.
2 car garage with carriage house.*

Seaside



141 Smolian Circle
6 Bedrooms • 5.5 Baths
3,422 SQ FT • \$2,395,000
*Heart of Seaside on one of largest lots.
Home has never been rented.*

Homesites in WaterColor & WaterSound from the \$100s • Gulf Front Homes from the \$500s

WaterColor



58 Western Lake Drive
5 Bedrooms • 5.5 Baths
4,206 SQ FT • \$2,695,000
*Private pool and gulf views.
Ideally located in Phase I.*

WaterColor



93 Vermilion Way
6 Bedrooms • 6.5 Baths
4,997 SQ FT • \$2,495,000
*Lake front. Large outdoor living
space with pool.*

WaterColor



12 Viridian Park Drive
4 Bedrooms • 4 Baths
4,402 SQ FT • \$1,995,000
*Phase I with gulf views.
2,400 SQ FT of porches.*

WaterColor



197 Scrub Oak Circle
5 Bedrooms • 5.5 Baths
4,381 SQ FT • \$1,861,925
*Brand new home.
2 car garage with carriage house.*

WaterColor



34 Viridian Park Drive
4 Bedrooms • 4 Baths
3,005 SQ FT • \$1,810,000
*Offered fully furnished.
Stunning views of Western Lake.*

WaterColor



29 Dandelion Drive
6 Bedrooms • 4.5 Baths
3,125 SQ FT • \$1,645,000
*Newly and completely remodeled.
Incredible location.*

WaterColor



65 Buttercup Street
4 Bedrooms • 4.5 Baths
2,258 SQ FT • \$1,295,000
*Phase I. Fully furnished.
Aurora Award Winning Home.*

WaterColor



147 Scrub Oak Circle
4 Bedrooms • 4 Baths
2,997 SQ FT • \$1,295,000
*Phase III. Screened porch
overlooking quiet reserve.*

WaterColor



425 W. Lake Forest Drive
4 Bedrooms • 4.5 Baths
2,662 SQ FT • \$1,100,000
*Offered fully furnished.
2 King master suites.*

WaterColor



36 Spartina Circle
5 Bedrooms • 5.5 Baths
2,907 SQ FT • \$1,050,000
*Corner lot. Wrap around porches
and outdoor fireplace.*

WaterColor



244 Spartina Circle
3 Bedrooms • 4 Baths
2,349 SQ FT • \$995,000
*Across from Camp WaterColor.
Spacious porches.*

WaterColor



240 Needlerush Drive
4 Bedrooms • 3.5 Baths
2,300 SQ FT • \$975,000
*Brand new home in Phase III.
Steps to the frog pool.*

WaterColor



50 Red Cedar Way
4 Bedrooms • 3 Baths
2,180 SQ FT • \$895,000
*Camp District.
Excellent rental history.*

WaterSound



113 S. Founders Lane
7 Bedrooms • 7.5 Baths
6,619 SQ FT • \$6,950,000
*180-degree gulf views.
Separate carriage house.*

WaterSound



30 Shingle Lane
4 Bedrooms • 3.5 Baths
2,332 SQ FT • \$1,150,000
*2 car garage.
Tremendous rental potential.*

Alys Beach



223 S. Somerset Street
3 Bedrooms • 2.5 Baths
2,484 SQ FT • \$1,695,000
*Featured in Veranda Magazine.
Offered fully furnished.*

Gulf Front



112 Sand Cliffs Drive
3 Bedrooms • 2 Baths
2,118 SQ FT • \$1,200,000
*Great price for a gulf front home.
Oversized 2 car garage.*

Blue Mountain Beach



51 Betty Street
6 Bedrooms • 5 Baths
3,469 SQ FT • \$1,095,000
*Amazing gulf views.
Close to beach and no HOA.*

Seagrove Beach



25 Kristi Lane
4 Bedrooms • 4.5 Baths
2,610 SQ FT • \$1,095,000
*Spectacular gulf views.
Private pool and hot tub.*

Seagrove Beach



86 N. Ryan Street
4 Bedrooms • 4 Baths
2,704 SQ FT • \$759,000
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Gulf views.*

Inlet Beach



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Why own Gold?



Gold shines brightest in challenging times. Gold is renowned as a hedge against inflation and a declining dollar. China, India and the Central Banks are driving a sharp uptick in the demand for gold as they strive to insulate themselves from growing problems in America and abroad.

Blanchard has issued a strong buy recommendation for the 1 oz. gold American Eagle bullion coin - the best selling bullion coin in America. The Eagle is traded worldwide, so it always has a market. But what really makes the Eagle unique is that it is the only gold bullion coin whose weight, content and purity is backed by the United States Government.

Why own Investment Grade Gold?

A coin is considered Investment Grade Gold when its Mint Strike date is between 1838 - 1933. Therefore due to their limited supply, the value of rare coins tends to outperform the spot price of gold. They offer historical significance and are exempt from gold confiscation laws. The real advantage of these coins is that they are driven by a growing demand chasing a very limited supply.

The mint condition \$20 Saint-Gauden Double Eagle has traded as high as 4 times the spot price of gold, but is currently trading at a few hundred dollars over the spot price of gold! This classic U.S. rare coin is at its lowest price relative to gold in years - and as it moves back toward its historic relationship with gold, the coin will soar in value.



\$20 Saint Gaudens "Double Eagle"
greater profit potential & privacy

Why own Ultra Rare Coins?

If you believe that current financial shenanigans will fundamentally change the face of the economy, you should consider investing in ultra rare coins for they will be one of the principal beneficiaries of that altered state. Just as gold has benefited from economic uncertainties, so will ultra rare coins. Ultra rarities magnify the laws of supply and demand.



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letter from the publisher

THE HOLIDAY ISSUE



It's that time again: Family, friends and sparkly décor. I've always said that until you spend the holidays on 30-A, you don't know how truly serene 30-A, and perhaps the holidays themselves, can be.

The beaches are quiet and peaceful. The days are typically sunny, yet the nights are cool

and crisp, evoking a serene feeling that makes you want to curl up by a nice fire with your favorite book and beverage.

The locals are as hospitable as ever, enjoying their own "down" time and taking part in the festivities, as they can now be tourists in their own town. This is the perfect time, whether you're a local or a visitor on 30-A, to really soak up all of the great food, culture and entertainment that 30-A has to offer.

It's also a good time to "commune" with nature, as the beaches and coastal dunes are as delightful as ever, seemingly taking this time of year to heal themselves as well from all the frenetic activity and foot traffic of summer.

And last, it's a time to connect. Whether with family, friends or simply yourself, 30-A, in typical form, provides the backdrop for so many enriching personal experiences.

Until next issue, be well.

Wishing you happy holidays and a fine new year to come.

Sincerely,

Miles K. Neiman

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about the cover

30-A Songwriters Festival image by Shelly Swanger

Pictured: Chely Wright

Go to www.ThirtyAReview.com to view the entire publication online.

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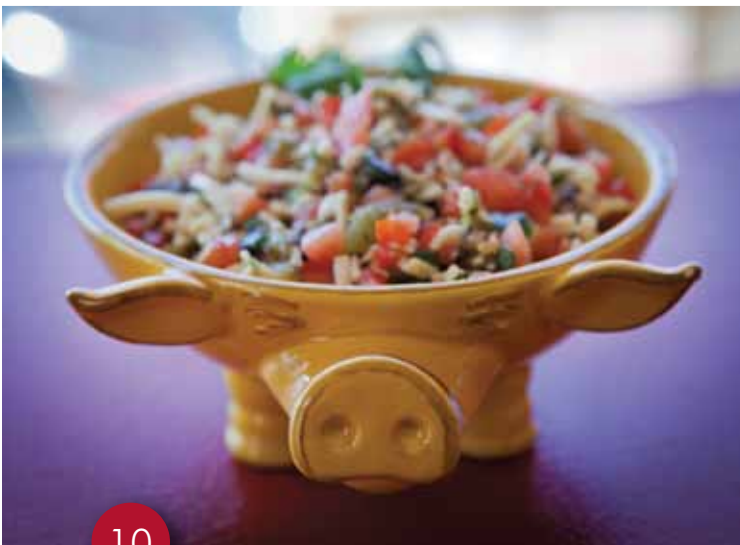
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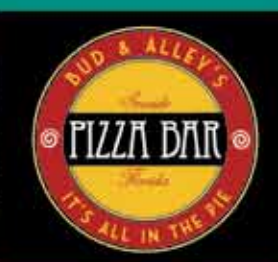


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Showbiz and Events in November and December

ALYS BEACH

Alys in Winter Wonderland

November 25, 10-noon

Join Santa and Mrs Claus for cookie decorating and holiday cheer. We'll also be accepting unwrapped gifts to donate to children in the local area.

Parents' Night Out with Abrakadoodle

November 25, 7-10pm

December 30, 7-10pm

The kids will enjoy art, games, and a movie at the > Community Center. Cost is \$25 per child and open to ages 4 and up. Call 850-424-5058 to reserve a spot.

The Seaside Repertory Theatre presents 'Every Christmas Story Ever Told' at Fonville Press

December 28, 2pm

Bring chairs, blankets, and the entire family for this outdoor performance. Every Christmas Story Ever Told, showing in our theatre in Seaside.

Starts Nov. 26-Dec. 23 on Thurs, Fri and Sat. nights at 7:30m Dec 28 at 2pm and then again on Dec. 29 and 30th

Tickets can be purchased on www.seasiderep.org or by calling 231-0733

ROSEMARY BEACH

CVHN Cottages for Kids

November 12 - 26 (select days)

East Long Green

With tremendous imagination and craftsmanship, builders and architects come together to create, construct and decorate whimsical cottages that look like they have popped out from the pages of a fairytale! This year, these amazing creations will be on display and open for touring (and playing in!) on the following days:

Saturday 11/12 10am-4pm

Sunday 11/13 10am-4pm

Saturday 11/19 10am-4pm

Sunday 11/20 10pm-4pm

Thursday 11/24 11am-2pm
(Thanksgiving Day)

Friday 11/25 1pm-4pm

Saturday 11/26 10am-2pm

Cottages for Kids is a unique fundraising event that benefits Children's Volunteer Health Network, Inc.

www.cvhkids.org

Flutterby Arts Festival

November 12 & 13, 10:00 am – 4:00 pm

South Barrett Square, Main Street and Western Green
Flutterby is two full days of arts and entertainment for kids of all ages! Enjoy dance performances, storytelling by The Rep Theatre, arts & crafts, Butterfly Garden Exhibit with plants to take home, Walton County Student Butterfly Art Exhibit, live music, games, activities and more! Benefitting the Cultural Arts Alliance of Walton County. Admission is FREE though some activities may require a small fee.

OLD TOWN HOLIDAY OHANA Institute's

Tour of Homes

November 25, 1:00 – 4:00 pm

Tickets available at tent on South Barrett Square

Tree Lighting

November 25, 6:00 pm

South Barrett Square

Don't miss the fun as we "turn on the town" and welcome in the holidays! Enjoy caroling, Santa's big arrival and carriage rides!

Merchant Holiday Open Houses

November 25

Immediately following the Tree Lighting, visit town center merchants for a special evening of holi-

day shopping and refreshments!

Breakfast With Santa

November 26, 8:00–10:00 am

Town Hall

Bring the kids to Santa's Workshop for a magical morning filled with delight! Includes a continental, bagged breakfast, a professional color photo with Santa and a special goodie bag from Gigi's. Tickets, \$10, available at the door.

Holiday Market

November 26, 9:00 am–5:00 pm

Town Center lawns

Get a jump on your holiday shopping! Browse through booths filled with hand-crafted gifts including pottery, jewelry, paintings and more.

6th Annual Fall Bocce Ball Tournament

November 26, 11:00 am (registration begins at 9:00 am)

Western Green

Enjoy a day of sun, sport and sipping wine! For info, email info@theclinic.net

Moonlight & Movies

December 28, 7:00 pm

Join us in the Town Hall for a movie the whole family will enjoy! FREE

SEASIDE

21st Annual Seeing Red Wine Festival

Thursday – Sunday,

November 3–6 – Seaside

Set during one of the prettiest seasons on the Emerald Coast this Autumn Tides festival will feature hundreds of wines from around the world. In conjunction with "Taste of THE Beach," Wine enthusiasts stroll through tasting areas, sampling a wonderful selection of wines. Each setting also features world-class music. Intimate lectures and

tastings with featured guest winemakers, dinners, and reserve wine tastings are all part of the festivities. Special packages are available in the award-winning town of Seaside for accommodations during the festival.

Thursday, Nov. 3 – Hahn Estates – Winemaker Dinner

Bud & Alley's – 7PM

\$125/person – (850) 231-5900

Friday, Nov. 4 – Al Fresco

Reserve Wine Tasting – SOLD OUT

Ruskin Place – 6-8PM

\$145/person – (866) 976-7990

Saturday, Nov. 5 – Seeing Red Grand Tasting

Seaside – 1-5PM

\$120/person – (866) 976-7990

Sunday, Nov. 6 – A Celebration of Bubbles Brunch

Great Southern Café – 11AM

\$40/person – (850) 231-7327

For more information regarding accommodations packages please contact Cottage Rental Agency Seaside at: www.cottagerentagency.com.

"First Friday" ArtWalk

Friday, November 4, 5-8PM &

Friday, December 2, 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, November 12, 19 & 26, 9A-1P

Saturdays, December 3, 10, 17 & 31, 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.

Central Square Cinema – Holiday Movie Night

Friday, November 25, 7PM –

Seaside Amphitheater

Enjoy the start of the holiday weekend with a movie under the stars.

Turn on the Town

Saturday, November 26, 4PM – 30A & Seaside Amphitheater

Combine the small-town atmosphere of a beach community parade, throw in a dash of Santa Claus, and mix with the official lighting of a remarkable town on Florida's Emerald Coast, and you have the perfect makings to kick off the Holiday season in beautiful Seaside. The parade begins at 4pm in Seagrove Beach and proceeds west to the town of Seaside. At 5pm, it's party time in the amphitheater with holiday festivities and of course pictures with the jolly-bearded one. Soon, the master of ceremonies asks all the kids to the stage to sing to the crowd of smiling faces, and after a few verses of jingle bells, the count down begins in unison to "Turn on the Town."

Countdown Seaside! A New Year's Celebration

Saturday, December 31, 7P-

12:30A – Seaside

Visit Seaside to ring in 2012 in grand fashion. Visit us online for updates on the exciting programming for the entire family including live music, street performers, children's art projects, and fireworks!

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

Please contact sponsor for details and registration. Events are made possible by the A&E fee collected by The Merchants of Seaside. Events are free & held in the Amphitheater unless otherwise noted.

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Where Beach Meets West

Cowgirl Kitchen Market in Seagrove

BY LAUREN GALL

Nikki Nikkerson knows a thing or two about real estate. After all, not only is she a restaurateur, but also an accomplished real estate professional throughout the Emerald Coast. So, when the Seagrove Beach property, formerly occupied by the Wheelhouse Restaurant, opened up for new businesses, Nikkerson seized the opportunity. As a real estate agent, Nikkerson helped the owners purchase the commercial property for the new “Shops of Old Seagrove” that includes five cottages and the Wheelhouse on 1.2 acres. “It is a fantastic location, close to Seaside with great views and proximity to the beach. The Cowgirl Kitchen Market is one of the anchor merchants located in the cottage on the corner of 30-A and Gardenia,” says Nikkerson. “The property will also eventually be home to a new 4,200 square foot restaurant, named 723 Whiskey Bravo, which will occupy the actual footprint of the former Wheelhouse restaurant.”

Passionate about the region and a long-time enthusiast of real estate and good food, Nikkerson first combined her two loves into the successful Cowgirl Kitchen located in Rosemary Beach. Nikkerson, who was born in Galveston, Texas, was transplanted to Atlanta in the eighties with her family. Her love for the water, good food, and wine brought her here years ago and she got down to business. “My core business has been in real estate for the last ten years, but the restaurant business has a different energy and vibe to it,” says Nikkerson. “The two businesses are a great complement and extension of what I love to do, which is bringing people together.” Cowgirl Kitchen Rosemary Beach is a dining restaurant in Rosemary Beach that has been open for seven years.



Nikki Nikkerson

Cowgirl Kitchen Market in Seagrove Beach is a gourmet specialty market, which just opened this past June, with many of the signature breakfast and lunch items. The market truly has its own identity and unique menu items that cannot be purchased in Rosemary Beach. The link between both locations is the commitment to the

says Nikkerson. “For lunch, at both locations, our number one sandwich is the Turkey BLT with Avocado on 7 grain bread. It is just plain good!” The take-out favorite at both places is the Pulled Pork Enchiladas with Red Chili Sauce. “We have the same people over time that order it in large quantities to take it back to their beach house for family dinner. We make all of our pulled pork in house with a 24-hour saltwater brine and delicious house-made rub. Then it’s cooked slowly for 6 hours,” says Nikkerson.



Texas Caviar

idea of “beach meets west”, meaning Nikkerson and her staff focus on serving simple food with a southwestern twist...unpretentious comfort food at its best.

The Cowgirl Kitchen Market is a hotspot for locals, tourists, vacationers, and foodies alike, craving such items as delicious breakfast tacos & biscuits, specialty sandwiches, salads, and soups; along with take-home casseroles and entrees packed with healthy, yummy ingredients. “We also offer a varied selection of gourmet and specialty foods from boutique purveyors around the country. Each product personally vetted... we carry foods that we love and want to share with our friends and family,” says Nikkerson.

For breakfast at the market, the dish known as The Heartache is very popular. “It’s our homemade kickin’ pimento cheese and praline bacon on a southern biscuit,”

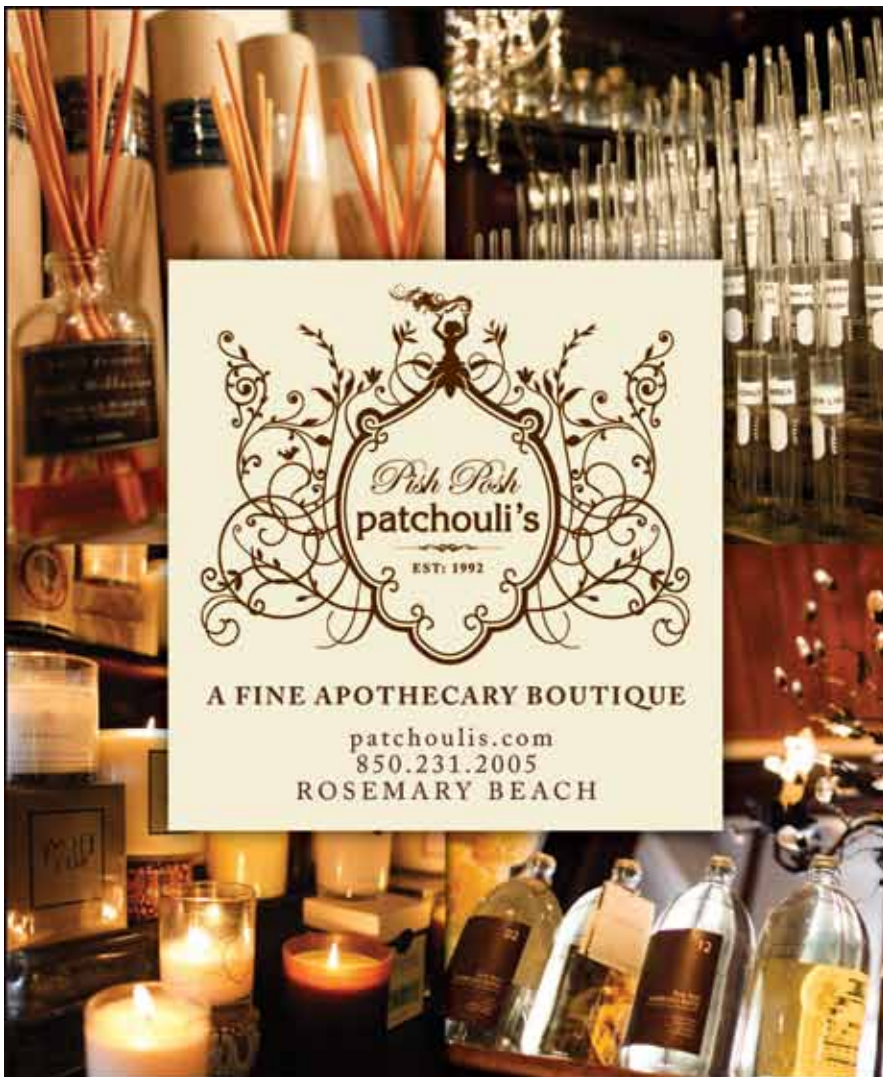
And if you’re worried about cost at the Market, you shouldn’t be. The prices at Cowgirl Kitchen Market mean that the whole family can eat there, three times a day if desired, without breaking the bank. An added element at the market is the selection of gourmet products and wines that foodies love. “We strive to carry products that are not available anywhere else in the area, so we are constantly on a journey of discovery in that regard...always looking for new products that taste amazing and are made from the best ingredients,” exclaims Nikkerson.

For more information about Cowgirl Kitchen Market in Seagrove, visit www.cowgirlkitchen.com/market or call (850) 534-0770. The Market is located at 3005 E. Co. Hwy 30A, Santa Rosa Beach, FL and is open for breakfast from 7:30 am until 11 am and lunch from 11 am until close, daily.



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A Taste of Paradis

BY LAUREN GALL



Diver Scallops



Mark Eichin

Located in beautiful Rosemary Beach, FL is a little slice of heaven known as Restaurant Paradis, a small fine dining restaurant, with a comfortable and inviting full service lounge. Evoking a warm neighborhood feel, the upscale restaurant's dining area features understated wine country elegance with a unique charm. Owned and operated by Mike Pair, Restaurant Paradis is serving up a chic, yet inviting, atmosphere with exceptional cuisine to match.

Pair, who has been working in the restaurant business since he graduated from Georgia State, was corporate with several well known franchises, such as McDonalds, Arby's, and Chick-Fil-A; over the course of several years. Fast forward to the early nineties and Pair, along with his wife, Gayle, opened their first restaurant on the North Shore of New Orleans, in Mandeville, Louisiana. The restaurant, named Zazou Cafe', had much success and over the next several years the family opened quite a few restaurants. Because of this culinary success, the family was approached with the opportunity to become part of the the Village of Baytowne Wharf in Sandestin. This was a brand new development at the time and Pair decided it was a great opportunity. The couple soon moved to Destin in 2002 and opened Bistro Bijoux in July of that year.

However, the growing popularity and beautiful architecture of Rosemary Beach always led the family to spending Sunday afternoons there, enjoying wine



and cheese and the gorgeous environment. Pair and his family were soon approached about a fantastic "spot for a restaurant" in The Mercado and, upon selling Bistro Bijoux, Restaurant Paradis in Rosemary Beach was born.

"Restaurant Paradis and Rosemary Beach are really a match made in heaven," says Ansley Pair, daughter of Mike and Gayle, as well as Wine Director and FOH Manager. "One of the things we love most about Rosemary is the sense of community. Paradis evokes that same kind of warm neighborhood feel, mixed with a little wine country elegance. Rosemary has really embraced Paradis and has been open to our style, innovation, and menu. Being able to walk through the streets of Rosemary and see five of your neighbors along the way is really something special.

Paradis is the same in that we always have at least a handful of regulars each night, chatting and having a glass of wine. You will always bump into a friend there."

Other than the extraordinary community feel and neighborhood friendly vibe, Restaurant Paradis offers the best in culinary creations, prepared passionately by Chef Mark Eichin. "Chef Eichin originally came on board with us at Bistro Bijoux and is the executive chef here at Paradis," says Pair. "He graduated from Le Cordon Bleu Culinary Institute in Orlando and is magnificent." When asked about the restaurant's most sought after dishes, there are three to note: the Diver Scallops appetizer, the Paradis Grouper and the Bayou La Batre stuffed shrimp. The restaurant is also committed to buying local ingredients, as well as organic when possible and believes it truly makes a difference in the food served.

With a focus on coastal cuisine, Restaurant Paradis draws from the rich flavors of the coastal area as well as other regions to create its innovative and tantalizing dishes. The beautiful Gulf waters supply an abundance of fresh seafood and wild caught shrimp to inspire Chefs Mark and Shaun. They also have a flair for using common ingredients, but with a unique twist. The restaurant is dedicated to sourcing locally grown products so the menu changes with the seasons, thus providing the dinner guest with new delectable dishes to look forward to year round.

And if that doesn't make this unique restaurant appealing to you, then their commitment to the environment might. With an eye to the preservation of our planet, Restaurant Paradis and staff craft their own Sparkling and Still waters. Filtered to 0.5 microns, the process allows trace minerals to remain, which in turn makes the water the best around. They serve the refreshing waters in the restaurant's signature blue, reusable glass bottles. By using these bottles as part of a recycling effort, the establishment is helping to prevent thousands of bottles a year from ending up in the community's landfills. In addition, all of the restaurant's carry-out containers are compostable. This unique mixture of community, environmental responsibility, elegance, and fantastic food truly make Restaurant Paradis stand out amongst other eating establishments.

To learn more about Restaurant Paradis, or make a reservation, visit www.restaurantparadis.com or call (850) 534-0400. Restaurant Paradis is open daily for dinner at 5 p.m.

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Experience a Heavenly Treat with Heavenly's Cupcakes this Holiday Season

BY DEBORAH WHEELER

This holiday season as we welcome friends and family to our home, or as we head out to the homes of others, there is no better treat to offer than cupcakes. A throwback to days gone by, cupcakes have resurfaced once again as all the rage at parties and as a perfectly sized treat.

All during the year Heavenly's Shortcakes at Seaside offers chocolate, vanilla, red velvet, coconut, lemon, and peanut butter cup varieties, all of which have proven to be very popular with strollers through the idyllic town.

Every week, Linsay Avera, the master cupcake baker behind the concoctions, adds another flavor to the variety just for adventure's sake.

During the holidays Avera is stepping up the flavor offerings at Heavenly's again to reflect the flavors of the season. Imagine the delectable taste of pumpkin pie offered in a cupcake and topped with Avera's handmade butter cream frosting. And segueing into the Christmas season, there's nothing that is representative of the season like peppermint. This season Avera will be baking chocolate peppermint cupcakes using peppermint chips, then topping them with the handmade butter cream frosting embedded with peppermint chips. Yum yum.

Avera says cranberry cupcakes will also be offered during both holidays. The recipes that make up these delightful concoctions come through 30 years of experimentation, trial and error, and tweaking recipes to make them her own, she explains.

And if there is a proposal on the horizon during the holidays, Avera would love to be a part of it. Avera can, by special request, bake a giant 8-inch cupcake, the center of which can be cut out to accommodate a ring box for that special proposal. Avera recently baked one that was inserted with Heavenly's gelato by special request.

"Linsay's cupcakes have done extremely well at the shop," says storeowner Heavenly Dawson. "She uses the very freshest ingredients and makes everything by hand. A tray of cupcakes would make the perfect dessert to carry to friends' homes during the holidays."

Bill and Heavenly Dawson opened Heavenly's Shortcakes on July 5, 1998, featuring Heavenly's grandmother's

recipes for shortcakes. Avera came on-board in February 2011 as store manager. When they realized there was no one offering cupcakes in Seaside, Avera asked to take on the challenge, which has proven to be very popular.

To complement the cupcakes, the sweet shop also offers the best locally made sorbet and gelato around. In addition, this year the Dawsons opened Wild Bill's



Homemade cupcakes, prepared fresh daily.



Heavenly Dawson (L) and Linsay Avera (R)



Gelato

Dogs in one of Seaside's airstream trailers along County Road 30A, which offers the best in organic hot dogs.

Heavenly's Shortcakes, home of these popular cupcake creations, is located in Seaside, just off Central Square on the walkway to Ruskin Place Park.

For more information, call (850) 231-2029 or visit the website at www.sweetwilliamsld.com/heavenly. Call to order a tray of cupcakes to take to your holiday party.

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Perrine's Picks

BY PERRINE PRIEUR



2009 MEURSAULT VIEILLES VIGNES FROM ALAIN PATRIARCHE

The key word for Alain is passion. The man is passionate about Meursault, one of the most famous white wine towns in the world. He is passionate about Chardonnay, which he feels gains its greatest expression in the Cote de Beaune region of Burgundy. He is passionate about quality wine making and “les grands vins de Meursault”.

Alain says that the quality of a great wine owes nothing to chance. The soil in his well-situated vineyards must be environmentally maintained. The vines must be worked and harvested by hand only. Only the highest quality fruit is chosen for the wines. Then the winemaking process is watched every step of the way, with complete respect for the traditions with which the great Chardonnays

from Meursault have always been made. The Patriarche family has been making wine in Meursault since 1830. The entire estate is Alain, his wife Christiane, his two daughters, and one son in law – a true family affair. Alain’s granddaughter, Clotilde, is being groomed as the 7th generation winemaker in this talented family.

Alain’s wines are food wines; that is, they are made to go with a meal. Burgundy has one of the greatest food reputations in the world and Alain makes his wines to

complement each course of a dinner. He says that when you share time with friends, you should punctuate that time with great food and great wines. This Meursault is made from 65 years old vines. 2009 was a terrific vintage that shows a bit of barrel influence in the nose, along with white peach. It builds across the palate with a big streak of minerality, finishing with a touch of caramel and yellow raisin. This is a serious Meursault at this level.

2007 NUITS-SAINT GEORGES LES PERRIERES 1ER CRU FROM ROBERT CHEVILLON

The stunning collection of premier cru and old vine vineyards held by the two Chevillon brothers would make any Pinot Noir grower jealous. Their innate ability to carefully tend the vines and master the difficult Burgundian conditions provides ripe, healthy clusters of grapes year after year. In Burgundy it’s all about terroir. Taste through the barrels of Chevillon post-harvest and it doesn’t matter what happened the year before, almost as if by miracle, the wines show class and character and each terroir has its distinct idiosyncrasies.

This wine took the name “Les Perrieres” from one of the original uses of the land as a place where stones could be found, a kind of quarry. This Nuits-Saint-George expresses a beautiful expression of sous-bois, red cherry, mushroom. The feel in the mouth is a balance between soft tannins and fresh finish. This wine can be aged 10 years.

2007 IRANCY DOMAINE VERRET

From the Northern part of Burgundy, 15 miles from the Chablis region, Pinot Noir and Cesar are also grown. A cooler climate compared to The Cote d’Or region, the wine from Irancy show higher acid, lighter flavors. This expressive, well-balanced wine, with fresh red and black fruit notes and a hint of pepper, spice, and terroir will pair perfectly with fish and red wine sauce.

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It's all locally grown and certified organic: Twin Oaks Farms Brings Real Food to the Coast

BY MARY WELCH



Renee Savary

Renee Savary is bringing a bit of Switzerland and healthy eating to the Florida coast. “I started the farm three years ago,” Savary says. “I wanted real food. I wanted the food to taste like it did when I was growing up in Switzerland. We knew what we were eating. Today, with all this processed food, you don’t know what’s in the can or the food.”

Savary started Twin Oaks Farm in Bonifay and currently has 94 acres of certifiably organic farmland. “I raise chicken and ducks for their eggs and meat,” she says. “They roam freely on pasture and eat bugs and grass. They enjoy the sunshine. They are fed a mix of certified organic grains without soy. We are a 100% soy-free farm.”

The animals are never given any sort of growth enhancer and so take 12 weeks to mature, as opposed to a couple of weeks at commercial poultry farms. “Even when they say the chicken at the grocery store is organic it can be misleading,” she says. “Those chickens never see the outside; USDA definition of free range just means they have to be raised on the floor instead of a cage. Our chickens are a mix from an American and European breed. You can taste the difference.”

A former real estate broker, Savary also grows fruits and vegetables on the farm and turns a selection into delicious homemade organic preserves. “I make them

the way my grandmother, my mother, and my aunts did in Switzerland,” she says. “People ask me when I learned how to can. I don’t think I ever ‘learned’. I just watched.”

Like her family, she doesn’t use pectin, citric acid, ascorbic acid or any other colorants or filler. “If you put in good fruit and certified organic evaporated cane juice, that’s all you need. The natural flavor shines through and it is very good,” she says. Each jar of preserves or chutney sells for \$7.50 and can be purchased online or at the Seaside Farmers Market, where Savary has a booth every Saturday.

“Everything I make and offer is certified organic,” she says. “If I cannot raise enough fruits to make my preserves, I buy from local organic farms. I believe in buying local.”

Twin Oaks Farm’s chickens and ducks are available at the Seaside Farmers Market, but they must be pre-ordered. Otherwise, whatever Savary made for that week will be sold at her booth. Some of her most recent offerings have been a variety of other home-grown and home-made delights such as pear in a red wine compote, lemon confit (local lemons in organic evaporated cane juice), okra in curry sauce, sweet peppers, spiced eggplant chutney, golden plums in organic syrup, and pesto. She has also made a caramelized onion compote

and organic chicken broth, ready to start a soup or used to make a risotto.

However, for the holiday season, she is making a special fig cranberry preserve, made from local figs and organic cranberries from Maine. “After I use up what I’ve ordered, that’s it,” she says. “I only order produce from growers I trust.”

Savary admits that her prices are higher than in the grocery stores; her eggs, for instance, are \$6 for a dozen. But she believes more and more people are seeing the value in buying and eating food without preservatives and other foreign ingredients.

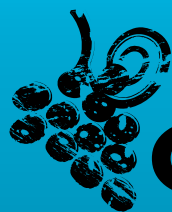
“We are getting a very good response even though we charge a bit more,” she says. “People are realizing that cheap is not necessarily good for you – and you’re talking about your health. People are willing to eat better quality and maybe eat a little less to make up for the cost difference. But once you see and taste my eggs, my chickens and ducks and my preserves, you will be hooked.”



Tasting may be believing, but she and the owners of another local store, Raw & Juicy, think a little fun education may also be necessary. They sponsor a film series, “Growing Local, The Naked Truth about your Food,” on the last Tuesday of the month at the Repertory Theater in Seaside. She has a similar collaboration on the second Tuesday of the month with Artesano Jewelry in Fort Walton Beach.

Savary has plans to expand but admits with a laugh that finances are hampering her dreams temporarily. “I’d like to enlarge and do more, but we’ll see. What I am happy about is that people understand what it’s like to eat natural, organic food. That makes me very happy.”

To find out more, go to www.twinoaksfarm.net.



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Local Artist hears his own Beat and Puts Music into his Paintings

BY MARY WELCH



Andy Saczynski says he wants to take his art “as far as I can get it.” And, by the looks of it, his mixed media artwork is going to go far.

“I work for a landscaping business and do my art as much as I can,” he says. “But my passion is art and I have to do it. My goal is to keep getting into more shows and more shows in different cities besides around 30-A. I’m just going to make it work.”

Saczynski, who has lived in the Destin area since he was a child, prefers to incorporate a variety of materials in his works, including recycled items and instruments. Instruments? “I love music. I love the guitar but also love the sax, drums, and cymbals. It’s pretty random. I love working with guitars. There’s something about them. A guitar, in and of itself, is a work of art.”

Saczynski takes old guitars, often given to him by musician friends, and uses part of the wood or even the entire guitar in his work. “I just love to make something with them,” he says.

Saczynski, who grew up in a creative household with both his mother and sisters as artists, says he gets his inspiration from the area. “My house growing up had folk art from the floor to the ceiling but I developed my own style. Florida in general, the beach inspires me. I love to surf and I love music. I take it all in,” he says. “I do some landscapes, especially around the Western Lake but

with a different abstract appeal to it. I do a lot of flowers. Sometimes I’ll work with driftwood I find.”

Saczynski’s work can be found in several galleries in the Destin area, including the World Six Gallery in Rosemary Beach and on the walls at Bistro Bijoux in Miramar Beach. “I’m really proud to be in those galleries because they have great artists in there and I can’t believe I’m in a gallery with them,” he says.

Prices for his work range from \$200 to \$3,000. “A lot of different kinds of people buy my work,” he says. “There are a lot of attorneys who really like it and buy

it for their homes and offices, which is a good thing because I have five kids.”

Allison Wickey, owner of World Six Gallery, is a fan of Saczynski. “I met him and selected him for the gallery,” she says. “You can tell that he does his artwork because he loves it and it’s how he expresses himself. He’s an original and has a very pure spirit. He speaks from the heart and is very likable.”

Although he has only been in the gallery for a few months, Wickey says the customer response has been good. “People love it,” he says. “They love to look at the intricate details and he’s done well.”

Saczynski participates in local festivals such as the Baytowne Art Walk in Sandestin, Destin Festival of the Arts, and the

Sandestin Wine Festival, but he is now looking to spread his artistic wings. He will be showing his work in Fair Hope, Ala., as well as Atlanta, Ga., and Austin, Tex. “I think a lot of my guitar artwork may go over big in Nashville, so I’m looking to go there,” he says. “I just want to branch out and see what I can do.”

Wickey can see Saczynski getting his wish of becoming a full-time artist. “I think he’s going to do well, not only here but elsewhere,” she says. “He has a bright future.”

To learn more, go to www.artbyandyski.com.



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Profiles in Philanthropy

BY CHRIS OGLE



Al Donaldson

Many retirees envision a relaxed, slower pace of life once they exit the business world. One such retiree is Al Donaldson. He moved down to the Emerald Coast in 1992 with visions of settling into a comfortable retirement. Boy was he wrong! Okaloosa Walton Community College was just getting underway with a big expansion, and fundraising help was needed for the OWCC Foundation. After a quick call from a friend, Al was committed before he ever knew he had signed up. He had strong feelings for the potential that higher education held for our area's youth, and he was willing to put his time and money where his heart was. Fast-forward almost twenty years and you can marvel at his contribution to the development of OWCC into Northwest Florida State College as well as the college's newest location: The South Walton Center.

While many people volunteer either their time, or their money; Al Donaldson gave freely of both. His vision was for residents of the Emerald Coast to have an opportunity to receive an excellent education close to home. (Especially in the South Walton area.) And if the higher education opportunities were available here, this could encourage more students to stay and grow businesses locally as opposed to moving away to nearby, larger cities.

His passion for higher education and the potential it holds for future generations of business leaders is a perfect example of one's philanthropic dream coming to life. While most charitable causes, however noble in intention, are usually reactionary in nature; it is the true visionary whose efforts bear fruit far down the road. The South Walton Center is an incredible asset to the South Walton community that will only grow with time.

This publicly focused thinking is often described as being civic-minded. Civic-minded is defined as having, showing, or actively carrying out one's concern for the condition and affairs of one's community. The real takeaway here is the satisfaction and true sense of accomplishment that philanthropic giving could provide during one's lifetime. This type of targeted giving can potentially provide immediate benefits to the donor as well, including the reduction of a taxable estate value or the avoidance of capital gains by gifting highly appreciated securities directly to a qualifying cause. Often, the hardest part to getting started is determining where you can make a difference. Drawing on personal experience (positive and negative) and focusing on your passions is usually the best way to determine where and how you can make a lasting difference.



Chris Ogle

The South Walton Center has met a previously unmet need, (providing college courses locally) yet if you talk with Al Donaldson, he will tell you that there is already a need for much more space. Speaking as a father of four children who are 12 and under, I am grateful for the opportunities they will have locally when graduating high school. It is a phenomenal opportunity for all.

Making a difference doesn't have to wait until you have passed on. Some of life's greatest rewards can be achieved through lifetime gifts to causes that are close to the heart. Leaving this type of legacy can often be the pinnacle of one's life achievement.

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 taking his wife and four children stand-up paddleboarding and fishing. Chris can be reached at (850) 837-5366, chris.ogle@wfsadvisors.com, or at www.wfsadvisors.com/chris.ogle

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Real Estate Touch:

The App That Lets You Search Properties on Your Phone

BY RYAN LOFTIS



Tommy Brantley



Real Estate Touch is an appropriate name for broker Tommy Brantley's new Android app. Just a button allows brokers and clients to search the Multiple Listing Service for available properties, including those closest to their present geographic location. Getting lost is not a concern, as the built-in GPS provides driving and walking directions to any nearby property and interactive maps featuring both street and satellite views. Search tools allow you to sort properties by categories such as price range, neighborhood, property type, the number of bedrooms and bathrooms, or the MLS number. The app features all local MLS data -- always current -- including detailed property descriptions, lot dimensions and square footage. And don't just read about it; see it, thanks to the color photographs available for each property.

When Brantley joined The Beach Group in January of 2004, he couldn't have predicted he would one day be an inventor. What was his inspiration for Real Estate Touch? "As an agent you want to make property information readily available to your clients while they are here on vacation. What's the one piece of technology that just about every person has on them at all times? A smartphone." Brantley brainstormed with business partners Mike Ragsdale and John David Sullivan for 8 months and put together a technology team with resources from Ragsdale's 30A.com app. Some suggestions were obvious. "While playing with what to include, the GPS

feature was a no-brainer. That is the one essential." Apple approved the app and it became available for download in the iPhone App Store in the spring of 2010. The Android version of the app was released in September of 2011.

The process of obtaining Real Estate Touch is as simple as the app itself is advanced. Visit www.realestatetouch.com to sign up and provide a photograph and basic information. In approximately one week, you'll be notified that your app is ready. Once it is, go ahead and promote it on your web site, Facebook and Twitter pages, in a newsletter, in a conversation, or wherever else you want. Anyone can download the app and downloads are limitless.

"The key, as an agent, is to market your app to get people to download it," Brantley says. "And the best part is that it is free for anyone to download if they have an iPhone or Android phone." To sweeten the pot, Brantley is now offering an Android version of the app to agents for a one-time fee of \$99 and no monthly fees. To download his personal app, search for "Tommy Brantley" in an iTunes store or Android App market.

As both a broker and business owner, Brantley has two separate goals. "As a real estate agent my goal is to provide people who are interested in real estate with information at their fingertips. That way, if someone is driving around actively looking for real estate then they can pull up my app and it will show them everything that

is for sale around there. The key here is that if they find the property they like, they contact you, the app owner, and not the listing agent.

"As a business owner, it is to provide real estate agents with their own app to make it easier for their clients to find a desirable property. It is another way an agent can reach out to people who are looking to purchase real estate along the Emerald Coast. It ultimately goes back to making information easy and accessible for the client."

A client's ability to instantly browse properties for sale is especially important as 30-A is typically a second home market. "If someone is relaxing on the beach and they've been interested in Gulf front property, then as they are on the beach they can pull up all of the Gulf front homes available for sale around them.

"Another situation is that several neighborhoods along 30-A do not allow For Sale signs. So while you are driving around looking at properties you can pull up everything that is for sale around you right from your phone."

Brantley hopes more people are able to access such information on their phone in the years ahead. "I want to make the app affordable and efficient for everyone to purchase and use. We hope that we can change the way agents can do business in this area by putting them one push of a button away from their next sale."

For more information, visit www.realestatetouch.com.

Blanchard Gold

BY TAYLOR ARNOLD



Orleans-based company is the largest retail dealer in rare coins and precious metals in the United States. Along with an expert team of consultants, economists, and trend analysts, Doyle is dedicated to educating clients about buying gold and its opportunities, and working with them to reach their financial goals.

While gold has been on the rise for the last decade, the financial debacle of 2008 drove people to buy gold out of fear of a complete economic breakdown. "The financial trust infrastructure had essentially collapsed," Doyle says. "Prudent investing caused gold to increase in value."

According to Doyle, the technology boom and Internet craze was both a blessing and a curse. "It seemed too good to be true - and it was," he says. "The Dot-Com bust washed away trillions of dollars but left us with a greatly

There is, however, a way for people to preserve their wealth in this unpredictable economy, and fortunately for residents of 30-A, David Doyle knows just how to do it.

A native of New Orleans, Doyle has served as a creative consultant on a variety of entrepreneurial ventures in the advertising, music and movie business. But in the aftermath of Hurricane Katrina in 2005, Doyle returned to New Orleans with plans to rebuild the community. "New Orleans was filled with big ideas in search of finance, as a real estate boom swept the country," he says. "I went to work for Blanchard Company because gold seemed like solid ground in a climate of high hopes rising on shaky financial structures. During that period Destin served as a sanctuary where we could come and regroup."

Today Doyle and his business have a home in 30-A, thanks to a great local marketplace. "There is a concentration of individuals that need to preserve their wealth against the uncertainties of an increasingly unstable global economy," he explains. "That's why gold is rising - people are searching for something real that has enduring value. Many investors are now more concerned with the return of their money and less about the return on their money."

With more and more people wanting to add gold and precious metals to their portfolios, Doyle calls it "a hedge against global uncertainties." "In essence, precious metals offer investors a tangible alternative to paper

...gold is always valuable
- anytime and anyplace.

enhanced production infrastructure and the Internet, which has since changed everything. When the bubble burst in 2000, gold

traded for around \$300 an ounce."

Of course we all know what happened next. "When the subprime mortgage bubble burst, gold was selling for around \$700 an ounce," Doyle explains. "As the banking crisis swept through markets and erased trillions of dollars of investment capital, people lost confidence in the financial system and increasingly turned to gold as a safe haven. As the crisis spread through the global economy gold prices soared past \$1800 an ounce and there is no end in sight. There is no quick fix or magic bullets."

When asked about the benefits of buying precious metals in today's economy, David Doyle raises an old question. "Why should anyone other than kings and pirates own gold?" he asks. "Of course, the answer is that they should own it for the same reason kings and pirates do. The king knows that after the smoke clears, whoever owns the gold will rule, and the pirates know that currencies, like kings, rise and fall; but gold is always valuable - anytime and anyplace."

As an account executive at Blanchard Gold, Doyle certainly knows what he is talking about. The New

investments," he says. "They're providing a higher degree of privacy, portability and peace of mind."

When asked to name the greatest lesson we can learn from this recent economic collapse, Doyle hesitates to sum it up with just one golden nugget. "I'm a businessman, not an economist, so my greatest lesson learned is more a return to a fundamental reality than it is an overarching theory of what went wrong," he says. "The inescapable lesson for me is that what holds true for an individual also holds true for economies and institutions, and that is the simple fact that a dollar borrowed is not a dollar earned."

For more information, visit www.blanchardgold.com or call David Doyle at (866) 629-2256.

Beach Mountain Land Paddles

BY ANNA FERGUSON HALL

As a child, David Box was inventive and active. The combination of his dual energetic qualities led him to develop an assortment of self-made products, his favorite of which was a broomstick with a tennis ball attached to the end.

Some three decades later, Box has taken that simple idea and made it a career. Late in 2010, Box developed

Sure, Box admits, the paddle isn't a great scientific discovery. However, it is a master of building core power and helping novice skaters work on their own abilities.

"This is such a great exercise for building up those stomach and arm muscles," Box says. "While it is a ton of fun, it also really gives you this great work out. You have to stabilize, balance on the board, and push yourself, side

paddling and surfing as long as well. Like any dutiful paddler, Box, too, has passed his skills and talents along to his family. His 7-year-old son, Caden, can often be found paddling on the streets near their neighborhood, a trait Box only encourages.

"My son just loves this," he says. "Even people who think that they can't skateboard and do this, they can. I mean, even my wife gets in on it."

Even more than passing his paddle passion on to his family, Box is also active and passionate in relating his board-based bolstering to others on the 30-A area. His paddles are sold outside the community, at Sk8 30A Board Shop and Duckie's Shop of Fun toy store in Seaside, as well as online, at www.beachmountainlandpaddles.com.

That extra online market, he says, has been a major outlet for him spreading his paddle persuasion. "It's amazing, the amount of people you can reach online," he says. "That online outlet has completely changed the business world, in favor of the local man." So far, his land paddles have been purchased from clients around the globe, including customers as far away as Canada, Denmark, and even Australia, he says.

Locally, his new product is unique, a fact that local clients

appreciate. His product has been a major seller in the shops he supplies; a trend, he says, that points to more positive growth in coming years.

"You know, as people start to try to find new ways to work out and fun ways to exercise, I think they become more willing to embrace original ideas like this," Box says. "It's fun, yes, but land paddling is such a great workout. I mean, really, it's just the best of both worlds."

Mountain Beach Land Paddles can be bought at Sk8 30A Board Shop and Duckie's Shop of Fun toy store, as well as online, at www.beachmountainlandpaddles.com.



Beach Mountain Land Paddleboard



David Box

the Beach Mountain Land Paddle, a handcrafted tool used for both entertainment and exercise.

"As a kid, I think everyone made their own version of this," Box says, with his comfortable laugh and easy smile. "I made these all the time when I was a kid. I mean kids are creative. Who would of thought that, as an adult, this would still be such a cool thing?"

In essence, Box's recent design isn't so far off from his childhood, self-made toy. The land paddle, he says, is a long stick made with either wood or fiberglass, with a soft cushion on one end. The play toy, though, needs a second part: a long-board skateboard; in order to work.

"Basically, this is like paddle boarding in water, but on land," he says. "I guess you could say it's like the perfect solution for a surfer who is afraid of water."

to side, pulling in your arms and stomach muscles. You'll be fit in no time. It's amazing."

Since launching Beach Mountain-- a name he developed from the two great loves of his life, surfing on Florida's great beaches and skiing in the best spots in the nation-- Box has been met with an enthusiastic, welcoming crowd. Apparently, extreme sidewalk sports are a happening new trend, with athletes and skaters nationwide clamoring to the idea.

"I've been amazed at the response," Box says. "I just started the company, tapped into online marketing, and then people responded. With the ease of social networking, it made taking an idea to a successful business one step easier."

Box himself is a fan of any adventurous sport. For him, he has been skateboarding since his teens, and

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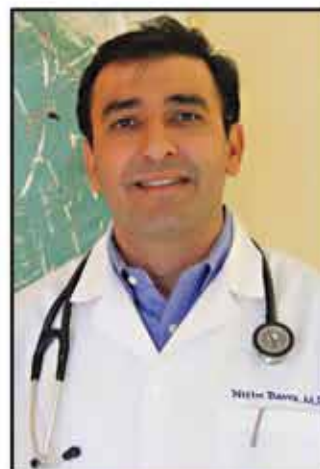
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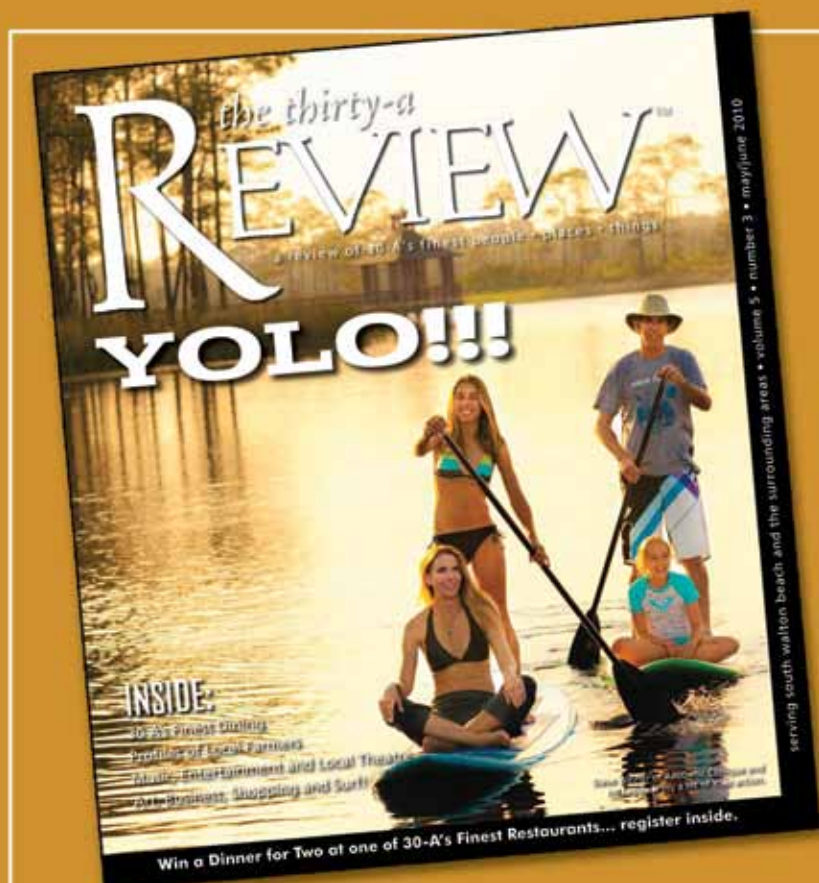
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Operation G.I. Jane

BY MILES NEIMAN

Atlanta business woman Julia Jane wanted to do something for the thousands of deployed single mothers that often face insurmountable challenges, not just on the battle field, but also at home.

“When a deployed single mom comes into our program and into our hearts, we learn what her needs are and work to fulfill them,” says Jane. “Imagine you’ve been deployed for a year and finally get to go home for a little R&R, but the base you’re sent back to is in Georgia and your children are in California. Some soldiers don’t have the financial means to make the journey home. That’s where we come in.”

Whether by plane, train, or automobile, Operation G.I. Jane will facilitate precious visits between mother and child during long deployments and upon returning home from service.

Ms. Jane, we salute you.

www.operation-gijane.org



Common Misconceptions About Health

BY NITIN BAWA, MD



Dr. Nitin Bawa, MD

There are several misconceptions that affect people's health. Here are a few that you should know about:

CEREAL IS A GOOD THING TO EAT IN THE MORNING:

Not! Even though several whole grain cereals are out there, they are heavily processed and the carbohydrates are rapidly absorbed. Carbohydrates increase insulin levels, which causes weight gain and makes us hungry again. It is better to have protein in the morning and egg whites make for a great breakfast.

ALCOHOL IS GOOD FOR YOU:

Not if you want to lose weight! Wine has an anti-oxidant called resveratrol, but it also has a lot of alcohol that causes weight gain. So if you want to lose weight, you need to avoid alcohol. You can get anti-oxidants from salads and supplements that will not cause weight gain.

MOST DOCTORS KNOW ABOUT BIO-IDENTICAL HORMONES:

Medical school and residency programs do not teach about bio-identical hormones and most doctors do not know about them. Bio-identical hormones are generic and there is no pharmaceutical company marketing them so most doctors do not know about bio-identical hormones.

ALL HORMONES ARE BAD FOR YOU:

The women's health initiative study that raised concerns about hormones used Premarin that is made from horse estrogen. Our medical establishment has taken that to mean that all hormones are bad. However, the human versions of estrogen given as a low-dose cream have been shown to be a lot safer than Premarin.

MOST DOCTORS CAN HELP WITH WEIGHT LOSS:

Most doctors are not familiar with numerous things that are used for weight loss. We use HCG that produces great results but most physicians are not familiar with. We also use a laser called Zerona that helps to reduce inches.

DOCTORS CANNOT DO ANYTHING ABOUT HOW I LOOK:

There is a lot of data on what can help us look better without having to undergo surgery. However, not many physicians know about what can help people look better. We can use lasers, chemical peels, Obagi, dermal fillers, and Botox.

WOMEN HAVE TO SUFFER THROUGH MENOPAUSE:

Bio-identical hormones have been shown to be safer than synthetic estrogen or horse estrogen (Premarin) so women do not have to suffer. Even bio-identical progesterone has been shown to be safe and helpful in menopause. Be sure to find a physician who knows about bio-identical hormones.

THERE ARE NOT MANY OPTIONS FOR THYROID MEDICATIONS:

Most patients take levothyroxine or synthroid and still keep feeling tired. Lots of people do not know that there are many options like Armor thyroid, Naturethroid, Cytomel and compounded slow release thyroid hormones that work a lot better. We take the trouble to keep up with all the choices when it comes to the thyroid.

CHOLESTEROL IS THE ONLY WAY TO FIND OUT WHO IS AT RISK FOR HEART DISEASE.

There are several newer ways to see who is at risk for heart disease. We use a test called the IMT (Intimal Medial Thickness) that can see who is developing plaque in their arteries and can quantify the age of the arteries. There are also other tests like heart scans and genetic testing to determine who might be at risk for heart disease.

Dr. Bawa is a board certified Internal Medicine Physician who takes great pride in finding out about the newest and latest in holistic medicine, weight loss, and bio-identical hormones. He is taking new patients at (850) 534-4170.

The Grove Salon & Boutique:

Where 30-A Finds its Chic

BY JULIE HERRON CARSON



A beautiful modern space that offers effortless style, timeless beauty, and world-class products.” That’s how local entrepreneur Mark Pollaski describes his newest venture, The Grove Salon & Boutique, in Grayton Beach. Pollaski has renovated the former Salon Twist location at Uptown Grayton Circle into a bright, modern space that blends together a first-class salon with an upscale boutique featuring unique gifts from around the world.

30-A residents and visitors may already be familiar with Pollaski from his former local magazine column and show on 30-A TV. The Pensacola native has lived and worked in the area since the early 90s and spent a number of years as a business consultant.

“In my earlier career, I learned what it takes to make a business grow, and the importance of providing the very finest in products and customer service,” said Pollaski.

“Although I am not a stylist, I enjoy the salon business and knew the area could support the kind of salon and boutique I envisioned with The Grove.”

Pollaski began by assembling a team of talented stylists to serve women, men and children. Each stylist holds a mobile license, in addition to a cosmetology license, so they can offer their services to clients at home, on vacation, or on location.

“Having licensed stylists who can take their services to the client is key in this market,” said Pollaski. “There is a strong demand for wedding stylists, and we can go to a bride’s home, vacation rental, or wedding location to do hair and makeup. We also have clients vacationing in the area who are here to relax and prefer to have services in their home.”

The Grove’s stylists and other experts offer cut and color, Keratin straightening treatments, special treatments for thinning hair using infrared technology, makeup, microdermabrasions, organic spray tans, manicures/pedicures, and massage. A personal trainer and nutritionist are in the salon each week to take care of clients’ health and nutrition needs.

One of Pollaski’s many innovative ideas is having a world-class guest artist at the salon every week. He’s also begun a stylist exchange program where one of The Grove’s stylists switches places with a top stylist from another salon. “It’s great for our clients to have the opportunity to enjoy services from outstanding guest stylist who bring their own ideas and talents to 30-A. It’s also great for our staff, which can learn from these guests. At the same time when our stylists visit other salons, they have the opportunity to offer their own ideas and style tips to others. It’s a win-win for everyone.”

For the next few months, Rusk Instructor Dan Findley will be The Grove’s guest stylist. In 2012, Amber Hoffman-Marquez, certified wedding specialist and airbrush makeup expert, will offer her services. Confirmed guest stylists are listed online at www.thegroveatgrayton.com.

In addition to individual services, The Grove offers a number of innovative packages. The stylists specialize in wedding styles for hair and make-up, either at the salon or on location. For children experiencing their first haircut or a special milestone event, The Grove provides a professional photographer to document the occasion. Girls Night Out events are customized for each group. The 10 Years Younger package encompasses several weeks and includes sessions with certified nutritionists, microdermabrasionists, and personal trainers, along with hair and skin services and products.

The boutique side of the business offers the finest skin and haircare products for men and women, along with gifts and accessories. Customized gift baskets and complimentary gift-wrapping are available, and everything can be ordered online. The Grove is the only salon in the United States authorized to sell Artmax furniture and Geneva sound systems by Geneva labs.

“Each piece of Artmax furniture is unique,” says Pollaski. “Our customers love the Artmax tables, chairs, and display cases we use here and wanted to buy pieces for their own homes. The same is true for our amazing Geneva sound system. There’s nothing else like it on the market and I wanted it to be available to our customers.”

“We are not interested in following trends, we are about starting them,” said Pollaski. Come into The Grove Salon & Boutique and start a trend of your own.

The Grove Salon & Boutique, 50-2 Uptown Grayton Circle, Grayton Beach, Open Tuesday-Saturday and by appointment only Sunday and Monday, (850) 267-8444, www.thegroveatgrayton.com.

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Sundog Books

BY JESSICA HOLTHAUS

Whether you're a full-time, part-time, or visiting resident to Seaside, there's nothing more quintessential about whiling away an afternoon on the beach than having a great read to keep you company. And if you find yourself without a book on 30-A, Sundog Books is the place to stop before you hit your reading chair.

Tucked away in Seaside's Central Square, Bob and Linda White have had this location for Sundog Books since 1999. The couple, originally from Mississippi, moved to 30-A in 1983 after working for several years in the hospitality industry.

"We found ourselves looking for something new to do," says Bob White. "Several of our close friends in Mississippi have bookstores and both of us have always had a passion for books and reading, so we took the plunge and opened the store here in 1986. It all seemed to mesh."

Sundog Books comes from humble beginnings, first as a small, rented, beach kiosk in Grayton Beach, when Seaside was just starting up. The Whites liked what was happening in the tiny beach communities, and the vibe was right for the small store they were looking to start out with. Bob White admits being a small business owner in this region hasn't always been easy, but they've found a way to make it work.

"We've had our ups and downs here," White says. "When we first opened the little shop, there weren't many people around and it was quiet even during the summers. We've been happy to grow as the area has grown. We've seen several hurricanes as a natural part of living in this area, and there have been ups and downs in the economy. We had to hang on in the early years and now everything is coming together."

The area is perfect for what they were looking for. People come to Seaside, park their cars and walk around. While there are bigger, mainstream bookstores along the panhandle, none have the prime real estate that Sundogs does.

"We basically have this area to ourselves," says the couple. "As we've grown, we've worked to establish a warm, comfortable place with a good selection of books.

We offer personable service. We are a general bookstore with a handpicked selection, and we make an effort to set up people with what they're looking for."

With Seaside communities known for their unique, often extraordinary, architectural styles, the Whites say their architecture style book section is consistently

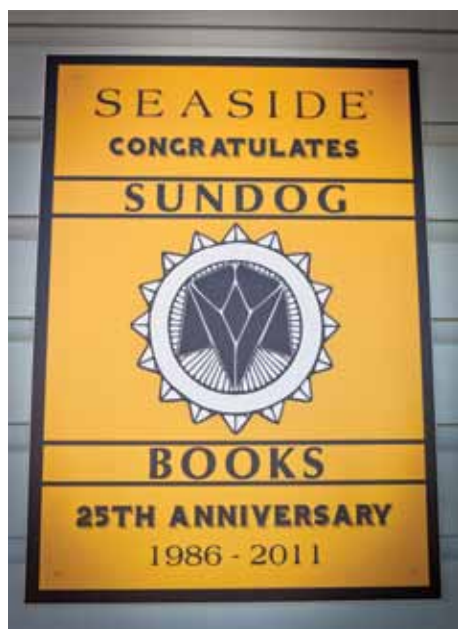
by on your first day of vacation to place an order and they'll quickly fill it for you.

Throughout the year, 30-A residents and visitors will also routinely be treated to book signings and readings from authors, most often local. One of the most popular book signings has been for the children's book, *Where do Sea Turtles Go?* by Paul Lowery, where the end of the book gives kids the option to adopt and track a sea turtle of their own.

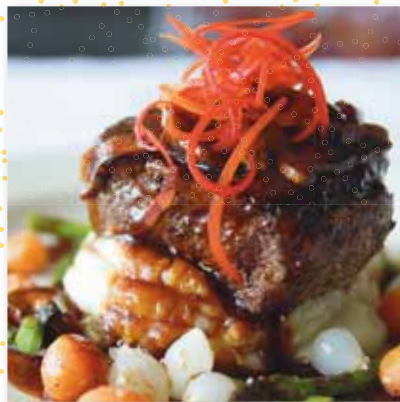
"We try to be accommodating if there is an author in the area who would like to come by and do a book signing. As the community has grown, we've seen more interest in that," Bob said, noting that during the annual Escape to Create event in Seaside, which offers writing workshops, they try to host those authors at the store when possible. Inside the store, you'll also find an assortment of related items, such as 30-A products, t-shirts, unique greeting cards, coffee mugs, candles, journals, calendars, stationary, and puzzles.

Oh, and in case you're curious about the name of the store, Bob says it stuck with him ever since he saw the 1978 infamous flick, *The Deer Hunter*, when the group heads into the woods to go hunting and one of them looks up at the sky and says, "Hot damn! Sundogs." Sundog (scientifically known as parheliion) means "beside the sun" and is an atmospheric phenomenon that creates bright spots of light in the sky, usually in the form of a luminous ring or halo on either side of the sun.

Sundog Books is located at 89 Central Square in Seaside. They are open seven days a week, year-round (closed only on Thanksgiving and Christmas day). During the non-peak season, hours are 9 a.m.-7 p.m. and 9 a.m.-9 p.m. during peak season. Contact them at (850)231-5481 or sundogbooks@earthlink.net and visit them online at www.sundogbooks.com.

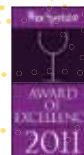


popular. They have a large selection of children's books, which Linda works to update continuously. Book browsers will also find a variety of volumes covering contemporary and Southern fiction, nonfiction, historical, science, political science, and style books (one big seller is a new coffee table book, *30A Style*, by Lynn Nesmith). Can't find what you're looking for? They'll happily follow through on any special requests. Even for vacationers just passing through for a week, stop



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Re-Discover WaterSound Beach

BY DAVID LILIENTHAL AND ANN MOSELY

If you have traversed Scenic Highway 30A from east to west then you know what a unique and special place it is. This 17-mile stretch, which hugs the shore of the Gulf of Mexico, is dotted with coastal dune lakes and small seacoast villages, each holding their own architectural and eclectic community feel. From Rosemary Beach with its thriving town center and European influence to Seaside's shabby chic, southern-style cottages with picket fences, each community has its own personality which welcomes you to stay and relax. As one explores and learns the area, WaterSound Beach should definitely be on the list of

special about the South Walton Beaches. Composed of 256 acres all located south of 30A, WaterSound Beach includes Camp Creek Lake, one of the area's rare coastal dune lakes, tranquil wetlands, and the lush natural vegetation that characterizes this place we call paradise. WaterSound Beach boasts amenities not available in other communities, including seven miles of boardwalks, one mile of private beach access protected by a towering dune system, access to the beach via golf cart, and a puttering park. The community includes several beautiful swimming pools, a fitness facility, a café, and a private,

boardwalks accessible by foot, bike, or golf cart that lead you through the dunes and to the beautiful emerald green waters and sugar white sand. The beauty of the beach at WaterSound is breathtaking and there is nothing comparable to it in the area. People often ask to drive through the neighborhood to "see WaterSound." You cannot capture WaterSound Beach by driving through. It is certainly enjoyable to see the architecture reminiscent of the Hamptons and Martha's Vineyard, but you need to park your car and actually walk the boardwalks through the dunes to even begin to appreciate this special place.

Beach Properties of Florida, the real estate agency of choice for The St. Joe Company, has one of its perfectly placed offices in the Gatehouse at WaterSound Beach. As onsite agents at this office, David Lilienthal and Ann Mosely are available, along with any additional real estate professional, to give you an overview of the community and a tour of the property. Lilienthal has been involved with the property from its inception as a St. Joe development. He watched as St. Joe carved a community setback from the impressive dunescape and has actively observed the evolution of the property into the community it is today. As an owner in WaterSound Beach, Mosely has an intimate knowledge of the community and enjoys sharing all that it offers, including the dunes!

WaterSound Beach has 327 total homesites with 132 completed homes, making it 40 percent built out. The community is currently experiencing a building boom with 12 homes under construction and 13 home plans presently in the Design Review Phase. To date, there have been 27 homesite sales this year with an additional 10 homesites contingent or pending making it a great time to become a part of this community. The photos are wonderful, but they can only begin to capture the actual experience of a visit to and through the dunes. We extend to you a personal invitation to stop in and visit us. We know all of 30A well and can help you with all of your real estate needs.

We believe WaterSound Beach is the place to start looking.

David Lilienthal and Ann Mosely are Sales Executives at the WaterSound Beach Office of Beach Properties of Florida. They can be reached at (850) 865.8743 and (850) 830.2574 or David@BeachPropertiesofFlorida.com and Ann@BeachPropertiesofFlorida.com.



places to visit or revisit. With its sweeping dunescapes and striking Nantucket-style architecture, it is an inviting and unique community that everyone should know.

As one of the few limited access communities along 30A, WaterSound Beach provides a rare source of privacy and seclusion. It may be a little harder to visit, but once you do you will discover why it adds to all that is

members only beach club. When WaterSound Beach is built out, it will have one of the lowest densities per acre of the planned communities along 30A.

One of the most unique attributes of the community is the expansive preserved dune system that defines the private beach. The St. Joe Company worked with the state of Florida to protect the dunes and they created winding

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Rosemary Beach Realty: Experience and Enthusiasm

BY RIDGELEY STANDARD

“When you live in paradise it is always good to be home,” asserts Linda Miller, real estate broker at Rosemary Beach Realty. Perhaps even better is to help others find their own home in paradise? If so, Miller has the pleasure of doing just that.

Miller grew up visiting the Florida panhandle as a child and fostered a deep and abiding love for the area. When given the opportunity, she moved to the beach in 1998 and launched her real estate career. Miller was fortunate enough to begin her career working for her “mentor”, Sandi Nichols, the first female broker on 30-A. “It was an exciting time for me and I learned a lot.”

When Miller began her role as broker at the newly formed Rosemary Beach Realty in 2010, she brought with her invaluable knowledge and perspective gathered by working for five other firms over 13 years. “I have never been afraid to move if a better opportunity to change and grow presents itself,” she explains. “Rosemary Beach Realty offered me the opportunity to bring my marketing skills, retail background experience, and love of the area

“We’ve found these positions add a necessary support system. Our sales manager is always an impartial party to provide advice or direction to agents while our office manager is available to provide any technical support needed.”

Aside from herself, Miller’s team consists of Agents Jeff Troy, Jay Sein, Billy Creswell, Karen Otten, Jan Stevens, Lisa Ruby, Steve Stevens, and Royce Smith, Sales Manager Mike Poundstone, and Office Manager Bobbi Kirk. Combined they have over 48 years of experience and career sales of over \$400 million in the 30-A market.

Ideally located in North Barrett Square, the company serves as the only exclusive on site real estate firm for Rosemary Beach. However, the agents have the flexibility to service people

Rosemary Beach Realty offered me the opportunity to bring my marketing skills, retail background experience, and love of the area to a firm that was open to the idea of creating a new model for how we, as a team, approached the market.

to a firm that was open to the idea of creating a new model for how we, as a team, approached the market.”

And a team attitude and model is truly what they created. “About 1 year ago, Rosemary Beach Realty only sold property in Rosemary Beach, but when we converted to sell to all of 30-A, we changed our business model and plan,” says Miller. “We took the approach of sharing our skills and expertise to make certain we all succeed.”

“I have always wanted to work at a real estate company that worked as a team,” Miller continues. “It is unusual in this business as a lot of times most agents work as independent contractors. We choose to work differently. While we may not share sales, we do share our energy, enthusiasm, and expertise to make sure we are all successful.”

Another unique personnel decision for the firm was the addition of a sales manager and an office manager.

who can afford other properties in all of 30-A. The adjacent rental company adds to the full service capabilities.

“Because we are in the middle of the town square we have a tremendous amount of walk-in traffic. Every agent focuses on taking care of homeowners who want to list and sell,” Miller says. “We have a broad base of business because Rosemary Beach Realty offers something for every type of buyer or seller.”

“We’ve seen an amazing amount of growth in the last year,” continues Miller. “Compared to last year our volume is up 94% because of Gulf-front sales.” Especially notable is that this past summer alone 3 properties were purchased for over \$7 million each by homeowners who already lived in Rosemary Beach. Additionally, the new Panama City Beach Airport is “bringing new faces from new places.”



“The new airport has increased traffic and sales because second homeowners have realized they can now get so easily to a place that offers a tremendous quality of life in a beautiful setting,” says Miller.

It is clear that Miller and team bring an unbridled enthusiasm for buying and selling homes in an area that can so easily sell itself. “I love what I do and where I do it. In fact, I am known as the Smile of 30-A. When you are on 30-A, you’ll be smiling too.”

Rosemary Beach Realty is located at 78C North Barrett Square Rosemary Beach, FL. They can be reached at (850) 278-2000 or online at www.rosemarybeach.com.

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Grant Blackwell Says Homeowners Need Dose of Coastal Insurance

BY ANNA FERGUSON HALL

When public safety officials advise the community to be ready for the “what ifs” of living in a coastal community, they tout the blessings in carrying extra cash, stocking up on gallons of water, and having an ample supply of flashlights, batteries, and canned foods to make it through any hurricane, storm, or flood season.

At these safety calls, Grant Blackwell only shakes his head. Yes, having those precautions at the ready is certainly a good idea. But that’s not the message the community needs to hear.

The safety service announcement that needs to be heeded rarely is. And that’s why Blackwell is speaking up.

The safety service announcement that needs to be heeded rarely is. And that’s why Blackwell is speaking up.

“I teach about extra cash, bottled water, all that. I let someone else do that information,” Blackwell says. “The biggest thing people, especially on an island so close to the water, need to hear is how to protect their greatest asset from being lost.”

As owner of Coastal Insurance, Blackwell knows the measures homeowners need to take. The first measure residents in the South Walton area need to take, he says, is to invest in home flood insurance.

This is something people get confused about and become misinformed on.

“Do it from me, do it from another agent; as long as you do it, that’s all that matters. I am passionate about this issue,” Blackwell says. “People get complacent about the effects of flooding, tropical storms, and hurricane to a community. The fact is, you could easily just lose it all, just like that.”

We sat down with Blackwell (who was named FEMA insurance agent of the year in 2010 for his work in insuring homes and creating safe spaces for families along the coast) to get a better grasp on the ins and outs of the necessity of flood insurance.

Q: Are homeowners in this area required to have flood insurance?

A: Some are, but not most. This is something people get confused about and become misinformed on. Homes and businesses in an area not designated a special flood hazard area are not required by FEMA to have flood insurance. A special flood hazard area means that the area is at base level, and most likely to flood. Most think if they aren’t at that base level, they don’t need to insure against floods.

Here, most homes and businesses are in a non-special hazard area, meaning they don’t technically have to have flood insurance. So that leads them to not really even consider having it.

Q: If you are not required to have it, why do you need it?

A: Let’s say you have a friend in Canada. You told that friend you lived on a barrier island. Then you told that friend that you didn’t insure your home against floods, even though you are surrounded by water and annually face threats of storms. That friend would call you crazy. You live on an island, you can’t get to your home without going on a bridge. He would say flooding is a reality.

Q: So, if floods are a reality here, why doesn’t everyone already have flood insurance?

A: I’m glad you asked. There are three reasons, with the biggest reason being that people are misinformed. They move here, ask their neighbor if they have flood insurance. The neighbor says no, they don’t need it. That’s strike one—listening to your neighbor.

Strike two is that people think, my neighborhood has never flooded before, so that means it never will. Again, go back to Hurricane Opal: just because it hasn’t happened doesn’t mean it won’t.

Q: That’s only two reasons. What’s No. 3?

A: The third reason is again misinformation, but this time about costs. People think that extra insurance is going to break the bank, which is understandable in the current economic market. The average homeowner pays about \$200 a year in flood insurance. Compare that to the average claim filed for flood damage, which is \$30,000. That \$200 a year isn’t looking so bad. Flood insurance is a surefire way to protect yourself, your home, and your family, from losing everything.

I don’t teach this to realtors and inform homeowners about this to make a profit. I do this because I am genuinely passionate about this topic. I don’t want to see my neighbors have their home wiped away in a flood and not able to replace all they lost. This is an issue bigger than me. This is an issue for the coastal community at large.

For information about flood insurance, visit Coastal Coverage at www.coastalcoverage.com.

Beachy Beach 30-A: An Extraordinary Way to do Real Estate

BY RYAN LOFTIS

Talking with Karen Smith and Hilary Farnum, it's easy to understand why they are co-owners - along with their respective husbands Hugh and Chad - of the boutique real estate company Beachy Beach 30-A. They share many laughs, exchange numerous complements and occasionally attempt to finish each other's sentences. They also take the same approach to their work. "We both have the mission to do things in an extraordinary way," Smith says.

Their histories certainly confirm that. Beachy Beach 30-A is an extension of Beachy Beach Real Estate, the Panama City Beach boutique company Smith successfully owned for several years. With her success, Smith was looking to branch out with a business focused solely on

Originally Smith shied away from wanting a business partner, but working with Farnum made her reconsider almost immediately. "I just knew in my gut, but more importantly in my heart, that it was the right thing to do." In July 2011, Beachy Beach 30-A opened just east

born sunny side up. I feel our energy is very important. We have the power of influence others. When I was a young girl, about 10, in negative surroundings, I decided to do something different from those around me. People say, 'You should be realistic,' and I say, 'Heck no.' Realistic

We both have the mission to do things in an extraordinary way.

Karen Smith and Hilary Farnum



the unique 30-A real estate market. And why not? What better place to do business for a woman with a lifelong love of the smell of Coppertone and the feel of sand between her toes?

For her part, Farnum has been a high producing 30-A agent for years and has enjoyed great success, including being the top sales agent in WaterSound Beach for the better part of the last 5 years. Farnum knew it was time for her to branch out as well, and this opportunity presented itself at the perfect time.

of Carillon Beach. Passion, optimism, creativity; and, of course, a love for 30-A; are at the heart of its business philosophy.

How to manage the responsibility of simultaneously owning two businesses? "I feel like the two will complement each other and benefit our customers," Smith says. "I work a lot. I've got good people in place and I look forward to the two companies feeding off each other."

That confidence reflects Smith's determination since childhood to think and act positively. "I think I was just

people usually accomplish very little; it's when you think outside of the box and take a chance. That's what Hilary and I are about."

Adds Farnum: "We don't back down from challenges. It's challenges that drive us. Not all agents get involved in some transactions because of the time it would take or the obstacles they may have to overcome to ensure the satisfaction of the customers, but I don't mind taking it on. Ever. The fact that we're opening this business shows we like to take risks."

A risk that seems to be paying off, given 30-A's real estate market's current condition. "It really has been an explosive year in sales, as well as new construction and rentals," Farnum says. "The fact that we're finally seeing spec homes again is an important development. Nobody was building spec homes because there was already too much available product that wasn't moving. Square foot prices are going back up. Developments that sat dead for years are now alive with homes being built."

When asked about plans for Beachy Beach 30-A's future, Smith says, "We really just want to stay true to our vision and create a special, unique, and professional experience for our customers and the agents we hire in the future." No doubt future employees will reflect one of her favorite quotes from Walt Whitman: Nothing great was ever achieved without enthusiasm.

Despite their large ambitions, Smith and Farnum want to build Beachy Beach 30-A slowly in order to be careful who they choose to represent their company and complement their style. It's quality, not quantity, they are concerned with. "We are proof positive that bigger is not better," Smith says. "We're very, very connected to the people we serve. When we focus on giving, more things come back overflowing."

For more information, visit www.beachybeach30a.com.

SouthWalton.com: A Closer Look at a Beautiful Area

BY RYAN LOFTIS

Do you want to get to know South Walton better? Do you want to learn in-depth information about the area's beaches, activities, events, state parks, shopping, dining, and rentals? Thanks to SouthWalton.com, now you can.

"SouthWalton.com targets people who might have heard about this area, but they're not really sure what makes South Walton different from any other beach destination," creator Mike Ragsdale says of the site that debuted Aug. 17, 2011. "That said, it's also a great way for repeat visitors and locals to discover new facets of life here. I've already heard feedback from several locals saying, 'I've lived here for 15 years, and I never knew some of the things featured on SouthWalton.com!'"

Promoting the area is nothing new for Ragsdale, the owner of 30A, LLC, a network that includes not only SouthWalton.com but also 30A.com, 30A Android, 30A iPhone, and 30A Facebook. "We typically don't feature articles on 30A.com," he says. "It's more like micro-blogging, quick posts, and links. SouthWalton.com affords us a chance to explore some important topics in greater detail."

It took several years, but the chance finally came when the domain name was acquired last spring. "We've had so much fun building the 30A brand over the last few years that we just couldn't resist the opportunity to add the South Walton brand to our family," he says. "South Walton is a very important brand name that we want to properly establish and promote. We take that opportunity and responsibility very seriously. If a competing interest or some shady web site controlled the South Walton domain name, then our community would have a real problem on its hands. It's important that the domain name is used in a way that will help everyone in our community, especially the business owners. As awareness of the 30A and South



Mike Ragsdale

do we need just a single perspective? Instead, why not invite many local photographers to participate? I know all of them personally and I'd like to think that they participated because they trusted that SouthWalton.com will become something they can be proud to be associated with. I think if you're a great photographer there's no better advertisement for your craft than having a place to showcase it, and I want SouthWalton.com to become a place to highlight and share amazing local talents;

example of South Walton's world-class talent pool. He has an uncanny knack for getting it right."

Having resided in South Walton for 30 years, Meyer was eager to accept the job. His challenge was creating a logo that would fit in with the area "kinfolk" but also be unique. To accomplish the former, "I incorporated the sun from 30A.com into the 'o' of South Walton," he says. "I feel it was a smooth and subtle way of merging the two identities." As for making it distinctive: "The overall vibe of the area is reflected in the choice of font and colors. The font and colors are funky, fun, relaxed and artsy – and all characteristics of South Walton." More than 200 logo variations were tested, with thousands of Facebook comments determining the final design.

"Yes it was," Meyer says laughing, when asked if conducting so many tests was difficult. "I had no idea that so many people would get involved. I felt that each person that commented had their own personal connection to the area, so there was a lot of passion behind their comments. It's pretty amazing that no matter where someone lives, local or hundreds of miles away, people have a magnetic connection to the area and own part of South Walton in their hearts."

For more information, visit www.SouthWalton.com.

...it's also a great way for repeat visitors and locals to discover new facets of life here.

Walton brands continues to grow around the world, people will continue to seek our network out by brand name. When they find us, we redirect that spotlight onto local businesses and events."

Proper promotion, of course, requires the site to be visually appealing. To that end, Ragsdale turned to local professionals. "We've worked with so many outstanding local photographers over the years, and we just couldn't decide which one to recruit for this very important project," he explains. "Then it occurred to us: Why

photographic and otherwise." The result? "Clearly, it was the right choice on many levels."

Also essential was creating the right logo. "A logo design needs to be timeless, able to endure for decades without significant change. When you significantly change a logo, you're throwing away any brand equity that you've built, so it's important that you get it right from day one." He entrusted the responsibility to Jake Meyer, owner of *I Will Design for Food* in Santa Rosa Beach. "Jake's not only a friend, but is also a shining

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Family Matters

BY KIMBERLY WATSON SEWELL AND FRANKLIN H. WATSON

Are you someone's child, sibling, nephew, niece, cousin, uncle, aunt, spouse, parent, grandparent or even great-grandparent? [Note: Chances are quite good that you are.] If so, then you are part of a family and, likely, your family matters a great deal to you.

In this article, we review some fundamental estate planning matters every family member needs to address through proper estate planning. In fact, the failure to address these legal matters can inconvenience, if not harm, your loved ones. Accordingly, feel free to share this article with your near and dear ones. You and they will be glad you did.

PERSONAL RESPONSIBILITY

Car crashes, Alzheimer's and strokes. Injuries and illnesses can strike anyone, leaving them legally incapacitated. And, once you are legally incapacitated, you can no longer manage your own personal, health care or financial affairs. Nevertheless, important decisions affecting you must be made, despite your lack of legal capacity, often on a day-to-day basis. For example, your incapacity would not excuse you from paying your bills or your taxes.

Do you have any members of your family *whom you would want* to manage your personal, health care and financial affairs should you become incapacitated? Do you have any members of your family *whom you would not want* to manage your affairs under any circumstances? Either way, if you are an adult (i.e., at least age 18 in most states) and have not made proper estate plans to appoint the incapacity decision-makers of your own selection, then a court will be required to appoint someone for you. Unfortunately, the Court may appoint someone whom you would never have chosen to be your decision maker. That, in turn, could lead to exposure of your personal, health care and financial circumstances as well as generate significant court costs and legal fees along the way. In short, an ounce of prevention truly is worth a pound of cure.

PARENTAL RESPONSIBILITY

Are you the parent of minor children? If so, then they are your most valuable treasures. What arrangements have you made for their care should something happen to you and their other parent? As with your personal, health care and financial decisions, would you rather select the back-ups yourself, or let a Court make the selection without your input.

Bottom line: Only through proper estate planning can you appoint the guardians (i.e., back-up parents) for your minor children.

BOOMER RESPONSIBILITY

If you were born between 1946 and 1965, then you are a Baby Boomer. Have you asked your parents or grandparents whether they have made proper estate plans for themselves should they become incapacitated? Whom have they appointed to make their personal, health care and financial decisions? Where are these legal instruments and other important personal and financial records kept?

If long-term care becomes necessary, have they insured this risk with some form of long-term care insurance and, if so, with which insurance carrier?

INHERITANCE RESPONSIBILITY

Wealth built through a lifetime of toil and thrift can disappear in one roll of the dice, a divorce property settlement, a lawsuit judgment or a bankruptcy decree...unless legal plans are made to protect and preserve it in advance.

No one appreciates the value of a dollar more than the person who earned and paid taxes on it. An inherited dollar just spends differently once it has been inherited. Even if that same inherited dollar is not squandered, it may attract and invite problems.

Qualified legal counsel can help you make the proper plans to protect any inheritance you may leave both *from* and *for* your heirs.

That said, a perfect inheritance plan has been defined as *spending your children's inheritance and having your last check bounce to the funeral home*. Nonetheless, it can be difficult to work that timing out perfectly, so making proper legal plans may still be the "perfect" choice.

ASK YOURSELF...

THESE QUESTIONS REGARDING "FAMILY MATTERS."

1. Have I made proper estate plans to appoint the persons I know and trust to make my personal, health care and financial decisions should I ever become incapacitated?
2. Have I made proper estate plans to appoint the persons I know and trust to carry out my wishes upon my death?
3. Have I made proper estate plans to appoint the persons I know and trust to rear my minor children to adulthood with my shared core beliefs and values?



Kimberly Watson Sewell and Frank Watson

4. Have I made proper estate plans to appoint the persons and/or institutions I know and trust to oversee any inheritance I may leave to my heirs, without subjecting such inheritance to the squandering, divorces, lawsuits or bankruptcies of my heirs?
5. Have I discussed all of the matters contained in questions one through four above with my family members, so that they will be prepared and will not be surprised by my estate plans



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



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A Tribute to Golf Mentors Chip Hilton and Will Hopkins

BY TOM FITZPATRICK



Chip Hilton shows great technique on his follow-thru with these three key points. First, notice how nicely Chip is balanced on his left leg with his right shoulder, chest and belt buckle facing the target. Secondly, here's a fantastic re-hinging of the club, evident by the 90 degree angle between his forearms and the club. And finally, the angle in the back of the right wrist is the same as it was at the start, indicating he has kept the club square to the swing path all the way through.



Charles Hilton and Cody Kahn



Will Hopkins shows how to use the right pinky correctly in the 'overlap grip'.

Will Hopkins, longtime general manager for Camp Creek Golf Club, passed away suddenly in September of 2011. Through his efforts, Camp Creek received numerous outstanding reviews and awards. Will was a caring gentleman who touched the lives of his employees and the many golfers that came through his pro shop.

A charity golf event was recently held in honor of Chip Hilton, a longtime Emerald Coast resident and avid golf enthusiast. Sharks Tooth Golf Club hosted over one hundred golfers that benefitted 'Give Kids the World'.

Chip enjoyed studying the golf swing. And he loved teaching golf. I often found him atop the driving range at Sharks Tooth Golf Club helping friends improve their swings. He likened teaching to a candle that lit other candles. These words by Chip resonated with many golfers: "Golf is not a game of perfection – it is a game of comeback."

That evening, Charles and Lela Hilton warmly opened up their spectacular Seacrest Beach residence for friends and family to gather and share in the fond memories of their beloved son. As the sun began to set, Julie Hilton offered a toast to her brother, followed by a dramatic Polynesian luau in his honor. Chip was deeply loved by his friends and family and his gentle nature will forever be remembered.

Enjoy each moment of life, see its beauty, and share it with others
– Loyd Charles "Chip" Hilton III

Both Chip and Will welcomed all to learn and play golf. In their honor, 30-A Review offers these tips for those who don't know where to start:

1. Learning is more important than buying expensive equipment initially. Lessons should be simple, as complex thoughts will not serve you well.
2. A complete set of clubs is not required. Sneakers work well.
3. Practice chipping the ball when you feel frustrated. It allows you to more easily understand what's happening. From there, make larger swings but with the same rhythm.
4. Origins Golf Club is the perfect place to play without feeling intimidated.
5. Tee off from the markers that are closest to the green.
6. Pick up the ball after seven or so shots.
7. The player farthest from the hole in distance plays next. Be ready in advance.
8. The player with the lowest score from the previous hole tees off first.
9. Yell "Fore" on an errant golf shot so no one gets hurt.
10. Stand off to the side and back from another player who is about to hit.
11. The only time you can touch the golf ball is when you mark it on the putting green with a marker.

Tom Fitzpatrick, a realtor with Premier Property Group in WaterColor and Seacrest Beach, was ranked #1 on 30-A in properties sold in 2008. He's had clients discuss homes and condos with him on the course and range as it's a great way to identify communities and narrow down choices. Call if you'd like to hear about 30-A's great real estate opportunities over golf. Fitzpatrick can be reached at (850) 225-4674 or tom.fitz@att.net

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