

the thirty REVIEW

a review of the people • places • things

The Summer Issue

INSIDE:

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Mike and Angela Ragsdale



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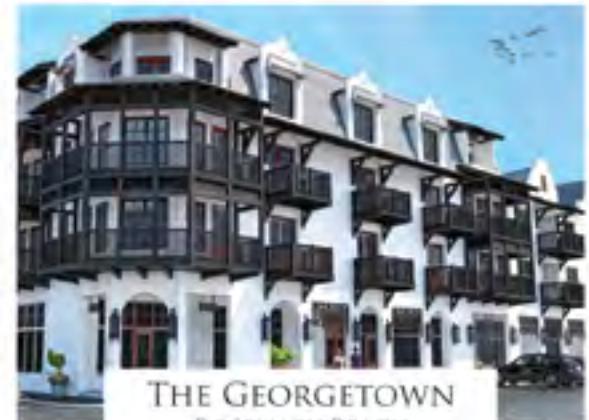
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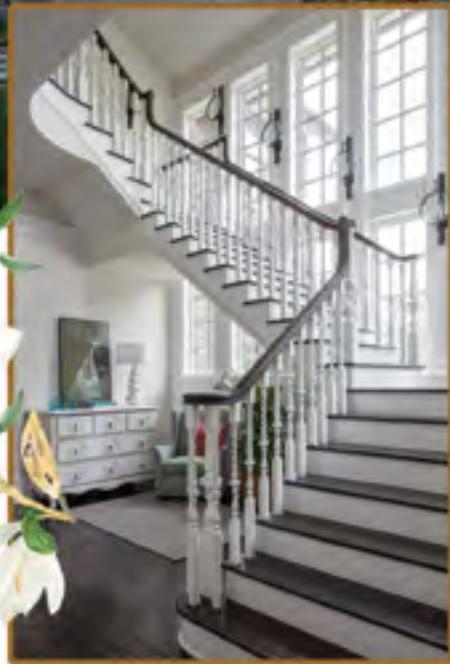
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The five bedroom, six bathroom main residence has been professionally furnished by Tracery Interiors of Rosemary Beach. The finished basement features a soundproof media room with state of the art TVs and sound system. The main home has an attached three-car garage and there is also a detached four-car garage located on the additional gated property across the street, each is fully air conditioned.



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letter from the publisher

SUMMERTIME AT THE BEACH



This community is full of amazing people who wanted to live life their way. It's almost as if Sinatra's "I did It My Way", is the theme song of 30-A.

The lifestyle, the beauty, the beach; these are all factors that attract people to the area at first, but I believe it is the people and the sense of community that make folks want to stay.

This cover story is about two of these unique individuals who reside on 30-A: Mike and Angela Ragsdale. Most of you are probably familiar with Mike's 30A.com franchise. Mike created this concept several years ago and to say it has blossomed would be a massive understatement.

The sheer volume of Mike's followers on social media alone is incredibly impressive. Add to that the number of 30A.com bumper stickers on vehicles from sea to shining sea (and even abroad) and it might make even McDonald's blush.

Mike's wife Angela, is also a force to be reckoned. Angela's dedication and passion for yoga and meditation has inspired many at the beach. Her continued focus on education and learning in his area of health and fitness sets a steady pace that

makes her an incredible source on 30-A as an expert in her field.

Together, Mike and Angela are not only an inspiration of community on 30-A, but also of what a couple's love and commitment to each other can look like. Hats off to both of them. Read more about their accomplishments and inspirations in the pages that follow.

As always, this issue is dedicated to the people, places and things that make 30-A great. We hope you enjoy reading it as much as we enjoyed putting it together for you. Until next issue, enjoy the summer waves and beach vibe in our wonderful community and live life to the fullest.

Cheers,

Miles K. Neiman

View the entire publication online at www.ThirtyAReview.com



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about the cover

Models

Mike and Angela Ragsdale pictured in their home with their dog Cosmo

Photography & Styling

Rowland Scherman

Rowland Scherman worked for LIFE magazine, and in 1961 he became the Peace Corps' very first photographer. Scherman traveled with Bobby Kennedy on his presidential campaign, and was in the studio when Crosby, Stills & Nash recorded their first album. He took iconic front-and-center photos of The Beatles' very first U.S. concert, and in 1968, he won a Grammy for a photo that became the iconic cover of Bob Dylan's Greatest Hits album. To see Rowland's legacy, visit www.rowlandscherman.com.

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



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4th of July Concert

July 4, 2017

Live music by The Bucktown All-Stars. Fireworks show to follow. Food and drink available for purchase.

Free and open to the public.

ALYS BEACH AMPHITHEATRE

Summer Concerts with

Bo Spring Band

July 12, 2017

Live music in the Alys Beach Amphitheatre. Henry's Pizza Truck will be available for food and beverage.

Free and open to the public.

ALYS BEACH AMPHITHEATRE

Summer Concerts with

Cadillac Willy

July 19, 2017

Live music in the Alys Beach Amphitheatre. Henry's Pizza Truck will be available for food and beverage. Free and open to the public.

ALYS BEACH AMPHITHEATRE

Summer Concerts with

The Boiled Peanuts

July 26, 2017

Live music in the Alys Beach Amphitheatre. Henry's Pizza Truck will be available for food and beverage. Free and open to the public.

ALYS BEACH AMPHITHEATRE

AUGUST:

Summer Concerts with

Boukou Groove

August 2, 2017

Live music in the Alys Beach Amphitheatre. Henry's Pizza Truck will be available for food and beverage. Free and open to the public.

ALYS BEACH AMPHITHEATRE

Summer Concerts with Heritage

ALYS BEACH AMPHITHEATRE

August 9, 2017

Live music in the Alys Beach Amphitheatre. Henry's Pizza Truck will be available for food and beverage. Free and open to the public.

ALYS BEACH AMPHITHEATRE

ROSEMARY BEACH

Kids' Rock the Block Party!

July 11, 6:00pm to 8:00pm

Bring the family for a rockin' night of fun! DJ, moonwalks, face painting, color hairspray, tattoos, arts and crafts with Gigi's hula hoop contest, games, prizes and more!

WESTERN GREEN, MAIN STREET & GIGI'S



Where's Waldo Scavenger Hunt

July 1 - 31

Visit The Hidden Lantern Bookstore or the front desk at the Rosemary Beach Cottage Rental Company to pick up your scavenger map, then wander around the Town Center to participating merchants to find Waldo in each location. Weekly winners announced every Thursday before the start of the movie.

TOWN CENTER

Fourth of July Celebration

Start bright and early with our Bike Decorating Contest & Breakfast. (7:30am) followed by the Bike Parade throughout the Town Center (8:30am). Enjoy an old-fashioned family field day on Western Green with sack races, water balloon toss, games prizes and more (9:00am). Rock to the sounds of the different decades with our band the "Like Totally" Hep Cats on Western Green (6:00pm). Enjoy a star spangled fireworks display from the beach courtesy of the Rosemary Beach Property Owners Association (8:45pm). Blankets and lawn chairs are welcome.

NORTH BARRETT SQUARE & WESTERN GREEN

SUNDAYS

Caravan Jazz Band Live Musical Performance

July 2, 9, 16, 23, 30, Aug 6

6:00pm to 8:00pm

Caravan brings the sound and atmosphere of 1930's Paris with a touch of Disney! Close your eyes and picture the swinging dance halls of the Champs-Élysées or the sound stage of a Walt Disney cartoon. A must see performance and fun for all ages!

TOWN CENTER

MONDAYS

Here Comes the Sun-Summer Concert Series

July 3, 10, 17, 24, 31 & Aug 7

7:00pm to 9:00pm

Bring your chairs and blankets and enjoy an evening of entertaining musical performances. Each week is a different show...be sure to catch one or all!

EAST LONG GREEN

July 3Clark Barrios & the Rosemary Beach Big Band (Swing & Jive)

July 10Dancing Queen-Tribute to ABBA

July 17The Crickets

July 24British Invasion (Beatles, Stones)

July 31Like Totally Awesome 80's!

August 7 . . .Forrest Williams Band

TUESDAYS

Art on the Green

July 11, 18, 25, Aug 1, 8, 3:00pm to 6:00pm

Enjoy a variety of different art forms on Western Green. Create a colorful sand art keepsake, spin art masterpiece or let our talented artists transform your hair into a live canvas to paint upon. Plus we will have music and karaoke too! Come on down and let your creativity run wild!

WESTERN GREEN

WEDNESDAYS

Children's Theatre: The Tales of King Arthur

July 5, 12, 19, 26, August 2 & 9

6:00pm

A troupe of traveling players revels in creating onstage merriment by presenting The Tales of King Arthur and his Knights of the Round Table. Young Arthur is a squire who dreams of becoming a knight, but a great wizard named Merlin has greater plans for Arthur. Join Arthur, Merlin, Guinevere, and Lancelot in this sword and sorcery comedy adventure sure to royally entertain audiences of all ages. Blankets and lawn chairs welcome.

NORTH BARRETT SQUARE

THURSDAYS

July 6, 13, 20, 27, Aug 3, 10

Moonlight Movies & Face Painting

Face Painting starts at 6pm, Movie at 8:15 pm

Bring the family for a wholesome and fun movie night under the stars! Blankets and lawn chairs are welcome! Come early and get your face painted by one of our talented artists! Enjoy popcorn and the best hot dogs on the beach from DogManDu!

WESTERN GREEN

July 6Sing

July 13The Lego Batman Movie

July 20Finding Dory

July 27Moana

August 3 . . .Power Rangers

August 10 . .Sing

FRIDAYS

July 7, 14, 21, 28, Aug 4, 11

The Amazing Rosemary Race!

Adventure is calling!!! Partner up with a friend and get ready to explore all Rosemary Beach has to offer. You will be given a series of clues, tasks and instructions that will take you through an "amazing" race around town. Much like a scavenger hunt but with a few twists and turns thrown into the mix! Winning team gets \$100 to spend in their favorite shops and eateries in Rosemary Beach! All are welcome!

Registration: 10:30am, Race starts at 11am Award Ceremony 2pm

SOUTH BARRETT SQUARE

SEASIDE

Pinocchio

May 22 - August 14, Mondays 6:30pm

All ages, free

SEASIDE AMPHITHEATER

The Tales of King Arthur

May 24 - August 9

Wednesdays 6:30pm

All ages, free

ROSEMARY BEACH N. BARRETT SQUARE

Adventures in Alys

May 29th - August 9

Mondays & Wednesdays 10am

All ages, free

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Improv Bootcamp

May 30 - August 4

Tuesday & Wednesday @ 2:00pm

Ages 5-14

Tickets: \$25

THE REP THEATRE

Awkward Oxen Late Nite Improv

Comedy: May 30 - August 10

Tuesday - Thursday @ 10:00pm

Ages 13+

Tickets: \$10 or 2 for \$15

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Illusionist Jeanette Andrews

May 30 - July 13

Tuesday @ 8pm

Thursday @ 6:00pm

Thursday Matinee @ 2:00pm

Adults: \$25/Students Age 10+: \$15

THE REP THEATRE

Awkward Oxen Improv Hour

June 1 - August 10, Thursdays 10am

All ages, free

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Small Plates but No Short Cuts *Abrazo Latin Kitchen is Spot On*

BY SARAH MURPHY ROBERTSON

While we eat out for lots of reasons - convenience, celebrations, necessity - in the right setting, dining can become its own unique experience. Slowing down, sharing, and truly savoring our food has grown in popularity in the form of Spanish-influenced tapas restaurants. Enter Abrazo Latin Kitchen in Grayton Beach. This is the new concept from the Chef Owners of Borago, and this special place has all the moxy of their beloved Italian spot with its own personal sense of style. Make no mistake; the amazing meal you'll eat at Abrazo isn't about the fast-growing tapas trend. Instead, be prepared to experience food from a dedicated culinary team. They aren't cutting any corners as they daily prepare from scratch the components that build their tremendous menu.

The menu, while inspired by familiar Latin dishes and ingredients, is nothing short of exciting. Abrazo is cooking dishes that are unlike any else you can find in this area. You aren't going to get traditional presentations or fare here; and yet they skillfully spin their magic so each beautifully composed dish somehow feels homey and familiar.

Abrazo guests will enjoy delicious food while unwinding in their lovely, light-filled dining room or porch. The restaurant occupies the space that was formally Borago, (which moved to a new location on Hwy. 331 on the Choctawhatchee Bay); and energizes this treasured space along 30-A by adding even more variety to the food scene of the area.

One should visit Abrazo with a sense of adventure. The social and interactive way of dining is perfect for couples on a romantic date or larger groups who want to try one of everything. Abrazo also welcomes families; the fresh ingredients are passed onto your little eaters with kid-friendly choices like cheese quesadillas made with house made tortillas, for example.

With the access 30-A has to fresh seafood, you've got to believe you'll find a great deal of coastal influences on the menu. This isn't your fried fish basket scene though.



Arugula Salad



Grouper, salmon and tuna with green rice



Coconut cake with chocolate ganache



Red Pozole



Take the mussels: plump, perfectly cooked, and swimming in a layered wine based broth made with tomatoes and shishito peppers. Served with housemade bread toasted into buttery crostini makes this the

kind of dish you'll order at every visit.

Remember we mentioned a sense of adventure earlier? Well let's start with one word: octopus. For many, this may seem an intimidating item to try. But trust us:

the grilled octopus is a standout situation and a must-order. Chef Nick explains how the cooking process includes slowly simmering the octopus for an hour and a half and then immediately transferring it into a bath of olive oil infused with herbs and aromatics. This is where it stays, until grilled over pecan and oak wood just before serving. The result is flavorful and fork tender with just a hint of char and smoke - a truly outstanding protein.

Every day the culinary team here is going the distance. Be it infusing tequilas, making tostadas and arepas daily from scratch, or braising a pork belly for hours; Abrazo diners will quickly take note of the fresh and homemade quality found in each dish.

Every great meal calls for great sips, and the drink menu has an impressively curated wine list with

many unique varietals and labels from South America and, of course, Spain. Their cocktails are inspired creations like the Blood Orange Bellini: classic fresh fruit daiquiris; or try the Pineapple Jalapeno Margarita: refreshing with the smallest kick at the end but perfectly balanced. Salud!

After a meal this delicious, take a sip of water and then get ready to place your dessert order. The talented pastry team works hard creating these beauties. Their creamy chocolate churro cheesecake sings of cinnamon and deep chocolate flavor, the cooling triple layered coconut cake is at once both rich and airy, and the crème brulée has tropical notes from roasted pineapple as well as a sweet earthy essence from blackberries.

As Abrazo embraces their first high season on 30-A, be sure to take note of regular specials: nightly Happy Hour seven days a week from 5-6 p.m., and events like tastings of premium tequila flights (complete with creative palate cleansers such as pickled watermelon rind)! This team just keeps ramping it up a notch and that's the way their guests like it.

Abrazo Latin Kitchen is located in Grayton Beach in the former Borago space at 80 East Hwy. 30A Santa Rosa Beach, FL 32459. Open for dinner service nightly from 5 p.m. until 9 p.m..



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Grits & Grind

BY SUSAN BENTON



Smoked Salmon Benedict



The Grind House



Monte Christo

Breakfast is the most important meal of the day, or so our mothers and educators told us. I took the saying to heart at an early age, and being from the South soon grew to adore waking up to the smell of my grandmother's biscuits baking in our kitchen.

Weekend mornings in my world were filled with sausage gravy, country ham, and eggs any way we'd like; often we'd get fancy and cook something like eggs Sardou with artichoke bottoms and spinach.

Fortunately, locals and those visiting the eastern end of Highway 30A will not have to look far when seeking the same bounty of hearty breakfast options as Grits & Grind recently opened in the Villages at Seacrest Beach. Carving out a unique area for hungry patrons nestled at their sister restaurant's interior; La Cocina Mexican Grill and Bar; the entire space has been renovated floor to ceiling, creating a modern yet inviting décor. The large original painting of agave farming; brought in from the owners' personal art collection; gives color and authenticity to the new look and feel.

Eagerly accepting an invitation to the soft opening, I was fulfilled by ordering The Grind House, which arrived with the specified lightly scrambled eggs, a side of bacon, a homemade biscuit, and cheese grits that were thick, creamy, and oozing with cheddar goodness.

Huevos Rancheros is always on my radar and I was able to get a taste on the Grits & Grind menu. The kaleidoscope of flavors makes this dish one of the best breakfast options on 30-A for those wanting a taste south of the border. The corn tortillas were perfectly prepared and topped with two eggs, house made ranchero sauce, sliced avocado, and feta cheese that added a nice saltiness to the dish.



Loaded Cheese Grits



Coffee

Huevos Rancheros is always on my radar and I was able to get a taste on the Grits & Grind menu. The kaleidoscope of flavors makes this dish one of the best breakfast options on 30-A.

Rick Spell, who owns the restaurant with his managing partner and daughter, Christy Spell, is an avid morning food connoisseur. Together they wanted to add breakfast to their portfolio of restaurants. They acquired George's at Alys Beach and La Cocina Mexican Grill and Bar in Seacrest Beach in 2015, La Crema Tapas & Chocolate in Rosemary Beach, and Saltwater Grill in Panama City Beach in 2016; and now Grits & Grind

has found its niche in the heart of the family. "My dad's favorite meal of the day is breakfast, and we decided to serve a full menu at an affordable price. Though I permanently relocated to the area, he can't be on 30-A all of

the time because of our other business ventures in Memphis, but when he is, he is ready for really good omelets, pancakes, and waffles," says Christy.

Executive Chef and General Manager, Erik Kellison, attended the American Culinary Academy in Sarasota and has close to 30 years of experience under his belt. He was also employed with George's at Alys Beach for the past six years, and came up with the menu concept for Grits & Grind. His southern roots influenced his creativity. One of his specialties is The Next Morning Benedict that delivers two eggs on a fresh biscuit with chopped sausage, tomatoes, and green onions, before being topped with gravy and house-made hollandaise. The Grits & Grind Bloody Mary is a must with this order, unless a premium screwdriver or mimosa is more your speed. Fresh squeezed juices and organic coffee are also available.

Christy says, "It was a natural fit to ask for Erik's assistance when opening Grits & Grind. He would arrive in the morning for prep at George's, and surprise the staff with breakfast. We are pleased with the feedback so far, and we are really enjoying serving our guests that first meal of their day."

Grits & Grind is located at 10343 County Hwy 30A. Hours of operation are 7 a.m. to 11 a.m. daily. For more information call (850) 231-4021 or visit their website at gritsandgrindbreakfast.com.

Susan Benton is a food and travel writer and the owner of 30AEATS.com, where she shares her passion for cooking and her commitment to promoting farmers, fishermen, chefs, artisans, and restaurants along the Gulf Coast.



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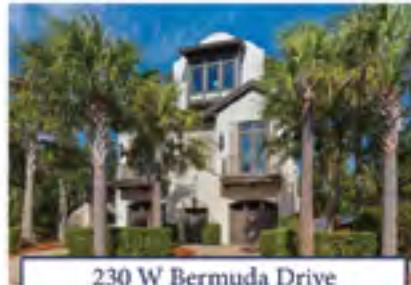


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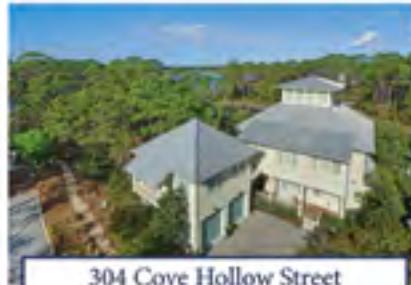
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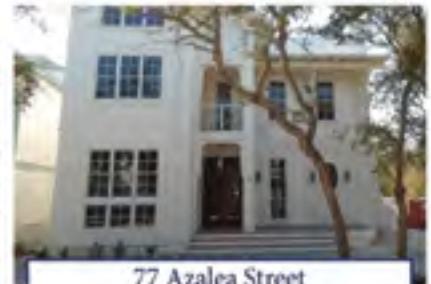
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John Jacob of Vintij Wine Boutique & Bistro

BY SUSAN BENTON



Executive Chef John Jacob

in their ingredients' quality, and preparations emphasizing the food integrity, has emerged.

For almost two decades, executive chef John Jacob (JJ) has been the curator of the artistic plates developed each night at his restaurant, Miramar Beach's Vintij Wine Boutique & Bistro, which he co-owns with Todd Reber, AKA wine guru. Together they

Jacob adheres to the principles for meal preparation and presentation using only superior seasonal ingredients from places like Mac Farms in Santa Rosa Beach and from Harbor Docks in Destin.

have satisfied even the most discriminating of palates, like that of Emeril Lagasse, and were asked to participate on Emeril's Florida cooking show, highlighting the best that the sunshine state has to offer.

Jacob adheres to the principles for meal preparation and presentation using only superior seasonal ingredients from places like Mac Farms in Santa Rosa Beach and from Harbor Docks in Destin. Seafood entrées often include yellowfin tuna, tilefish, cobia, or the catch of the day; which could be an underutilized species (trash fish). Signature dishes include the Oyster BLT, Grilled Carolina Quail, and Grilled Ribeye. Reber says, "The wine list is particularly well-regarded by diners and pairs beautifully with JJ's food. There are vintages from the Napa Valley and Santa Lucia Highlands in California, Burgundy and the Rhone Valley in France, and Hawkes Bay in New Zealand, to name a few."

Hailing from Westfield, New Jersey, Jacob cut his teeth in the culinary world by working in an Italian-owned fish market while still in high school. "It was

an incredible experience. Owner Mike Diana was my mentor. He engrained in me an affection for seafood, the proper respect and handling of it, and the importance of working with the freshest ingredients," says Jacob.

The Market sold prepared foods as well, and within two months Jacob was cooking handmade pasta dishes. He went on to Culinary School in New York, followed by jobs in Manhattan; Maine; and Seattle, where he found his affinity for salmon, something showcased often on the menu at Vintij. The colder temperatures had Jacob longing for a warmer climate, and by mid 1980s he stumbled on an article about the Emerald Coast and an up and coming restaurant, Bud and Alley's in Seaside.

Jacob made several attempts at gaining a position at the restaurant by contacting the then executive chef, Irv Miller (currently with Jackson's Steakhouse in Pensacola), and finally an offer was made for lead line cook.

Jacob eventually took over Miller's reins as executive chef at Bud and Alley's, and says, "Irv used components that were off the charts. He did stuff that I had never seen in the east." When asked what his preferred fish species was, Jacob replies, "Easy, it's flounder. I love to stuff it with shrimp, crab, and scallops, and serve it in a fish broth fumé."

Philip Benton, a patron who has been dining at the restaurant since its opening, says, "JJ's fish preparations are among the finest I have tasted and I have traveled the world. His broth-encompassed fish is my favorite preparation. On a late night flight back from Napa, where I had dined on some delicious food, I called the restaurant when I landed to make sure that they were open as I was craving JJ's cooking. That's how good it is!"

Prideful of his work and first in line to buy anything local, Jacob says, "I cook unpretentious comfort food, paying attention to every detail, and what is on my menu is what I love."

Vintij is located at 10859 Highway 98 West, Miramar Beach, Florida 32550. You can reach them by phone at (850) 650-9820 or visit their website at www.vintij.com.

As much as the wine industry has improved wines, small farming techniques have produced crops that are healthier and more flavorful, with restaurants and families choosing more often to purchase from local purveyors. This includes seafood. Arguably the best in the world is obtained from our waters. When combined with boutique farming and award-winning wines, the finest of experiences can be created. So as social media and television continues to put varied gastronomic choices in front of all who are willing to watch, a fraternity of chefs who take a special interest

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Farming Our Local Waters: Charles Morgan is Gulf To Table Certified

BY SUSAN BENTON

Most restaurants peppered along the Gulf Coast claim to serve fresh local seafood, but when you utter the name Harbor Docks, claim becomes fact. Owned and operated since 1979 by Charles Morgan, a former private boat captain turned successful restaurant entrepreneur, Harbor Docks Seafood emerged with humble beginnings as a place for commercial fisherman to enjoy ice-cold beer and oysters after a hard day's work.

Charles Morgan figured out early on that removing the middleman from the sale of the fish meant better accessibility to the fish and lower prices, a winning combination for expanding his Destin harbor front seafood shack on the property that his father, a prominent civil rights attorney and activist, had purchased on a whim. "Our household finances were slim. My father worked with many civil rights leaders and we were eventually forced out of Birmingham in 1963, the day after the bombing of the Sixteenth Street Baptist Church, when he delivered a speech critical of the state of race relations in the South. His career has been heralded in many books. We moved to Atlanta when I was in third grade and vacationed and fished in Destin. When my father came into a little money, he bought the property. I graduated from the University of Alabama and knew my passion was on the water, so I made the move," says Morgan.

After only one year in business, Morgan decided to enlarge his shanty by adding a main dining room, followed by Harbor Docks Seafood Market located in the under belly of the restaurant. "I went to a bank that would not give me a loan. I tried a second local bank and was given a check on the spot. We built everything ourselves, and created a market so that the fish could come straight off the dock into the cutting room, well before the city was incorporated," says Morgan.

The wholesale market supplies wild caught fish to Harbor Docks and Morgan's other restaurants: Camille's in Destin (named after his mother), The Local Market and La Paz in Destin (where Morgan is a partner), Dharma Blue in Pensacola, Chuck's in Tuscaloosa, Mobile, and Birmingham (named in honor of his father); along with Five Bar in Birmingham, Tuscaloosa, Knoxville, Mobile, Chattanooga, and Athens.

Morgan also wholesales directly to over forty area restaurants and nationally, using a brokerage called Gulf To Table, a term he and his sons trademarked and take very seriously. "We have been Gulf to Table for almost forty years. I am tired of the overuse of the term farm to table. Frank Stitt at Highlands in Birmingham has always been farm to table, long before the definition got thrown around. We want to ensure that Gulf To Table remains true to its word. We work hard at maintaining the highest



Charles Morgan

quality product and want to keep our promise of freshness to the restaurants that we sell to, including our own."

While most of the country's seafood is mislabeled, with 93% being imported, you won't find that at Harbor Docks Seafood Market. Depending on the season, they offer sushi grade tuna, grouper, swordfish, red snapper, flounder, wahoo, scamp, triggerfish, and cobia to name a few. And, of course, shrimp, oysters, and crab are available. Though Harbor Docks has several commercial boats of their own, they depend on a number of local fishing boats from Pensacola to Panama City to meet their high demand for packing and shipping orders overnight. Morgan says, "One of the largest consumers is Canada.

We want to ensure that Gulf To Table remains true to its word. We work hard at maintaining the highest quality product and want to keep our promise of freshness to the restaurants that we sell to, including our own.

They love King Mackerel. Here it's considered a trash fish. I wish it would catch on. It is high in omega-3's, and delicious."

Fishing in the Gulf of Mexico is certainly not easy and subject to an array of constantly changing rules created and enforced by multiple state and federal agencies. From the species, sizes, and numbers of fish that can be caught, to permitting required for just commercial fishing, Morgan says, "We keep track of permits, the cost of fuel, ice, bait, and tackle too. Fishing is also subject to closures, the weather, and the fish not biting. It's complicated and difficult. It blows my mind to see intelligent people, and those that only want to eat organic, not wanting to pay the price for fresh seafood. If it's cheap, it's not fresh and more than likely mislabeled, imported, or farm raised in a pond somewhere. The seafood we sell, in my opinion, is not expensive enough. It is the last source of wild protein that we've got."

For more information about Harbor Docks Seafood & Cocktails, and to see Morgan's Local Knowledge videos, visit harbordocks.com or call (850) 837-9221.



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Branching Out: A Look at One Artist's Family Tree

BY ANNE HUNTER

Sarah Edwards Stewart descends from a family history that is rich with artists, dreamers, and innovators. Born in Pasadena, California, her first memories originate on the west coast. “My dad was a surfer and a freelance photographer. He originally majored in cinematography and wanted to make nature documentaries, so that was a big influence on me watching his work. It really inspired me to see how he would pair music to moving images and develop story lines organically.” Stewart muses that she has always been an artist, from a very young age. “From the first time I poured watercolor on a blank sheet of paper, let it dry, and then found the shapes tracing them with ink, I fell in love with the creative process: like seeing shapes develop from clouds.”



Another such ancestor is her great great grandfather, Tom Smith, the unorthodox horse trainer of Seabiscuit, the horse for whom the motion picture was made. Smith, known to Indians as “The Lone Plainsman”, was an eccentric horse whisperer who practiced his art relentlessly, delving into territories strikingly intuitive and ahead of his time. “Silent Tom”, as his colleagues knew him, recognized the latent and raw potential of an unproven thoroughbred in inauspiciously humble circumstances. He trained and nursed Seabiscuit to health and blistering speed as a champion among the history of racehorses.



Lucien Edwards, Sarah Stewart’s paternal grandfather, was a young man in Southern California with a natural gift for cartooning. So impressive were his comedic sketches of sailors that Walt Disney offered him a job; but as fate would have it, Edwards declined. He chose instead to join the Navy and later became a Sherriff’s deputy in Los Angeles County. His art would never blossom into more than a hobby; however, the impact upon his family’s future generations would be profound. Sarah Stewart says, “Every time I pick up my India ink pens to illustrate She Shells, my mind turns to Lucien and the gratitude that I feel for the gifts he passed down to me.” Lucien’s father was an accomplished pianist known as “The Golden Boy” and toured California as a professional pianist in his youth accompanying a female vocalist.

Sarah Stewart’s family moved from California to Scotia, her mother’s hometown in upstate New York,

along the Mohawk River, where Sarah spent her formative years. She recalls, “We lived for 14 years in a house built in the 1800s with horse hair in the walls and a barn loft turned into a garage.” Stewart was heavily

involved with art in school. “I made jewelry, did silversmithing and pottery. I threw ‘flop pots’ because they’d never turn out right but I embraced it and loved the imperfection. I loved pen and ink, still-lives, and batik. I was part of the last generation to have the experience of going through dark room training, developing my film in chemicals and fumbling around in the dark with canisters.”

The family moved to Santa Rosa Beach after vacationing along the emerald coast for three spring breaks in a row. “We moved here in the summer of 1998, right after I graduated high school. I looked at art schools like SCAD and Flagler, but I became interested in landscape



architecture so I went Ricks College and studied that, which was a lot of drawing as well, but with natural and living elements.”

Fast forward many years, Stewart began to find her voice as an artist by illustrating canvases from the sea – seashells. “It was a way for me to establish my own creative voice and forge a new identity in the midst of a divorce. Seeing success as my work got out, even though I didn’t have a formal degree or training, told me that it was viable and meant something to people. It was empowering and I was inspired to keep going on this path.” Since then, she has found more venues for her art. “Right now, I’m diving into mixed media, which is very fun and tactile. I enjoy creating with materials that create depth and reflect light. It’s very

satisfying for me to allow abstract ideas to take shape on a canvas. It allows me to be present and is very therapeutic. I’m inspired by geology, quartz drifts, patterns in nature, imperfection, asymmetrical, balance and light.”

Sarah Stewart teaches art lessons to both teenagers and adults at 30A Artist Studios 237 Market St, Santa Rosa Beach, FL; sarahstewartarts@gmail.com; (850) 525-4800; www.SarahStewartArts.com

New Strides and Strokes for RUN/SUP

BY SARAH MURPHY ROBERTSON

Pretty much year round, visitors and locals of 30-A have incredible access to the great outdoors. The RUN/SUP company was born from merging two of the area's most popular outdoor activities – trail running and paddle boarding. It doesn't get much better than getting fit while taking in incredible views of the gulf, state parks, and coastal dune lakes. So it isn't hard to see how a RUN/SUP session would be good for both the body and soul.

a terrific resource for local kids too. The idea is to keep kids outside and active. FUN/SUP will harness all the adventure of paddling while challenging them in new ways. Garcia shares, "Many of our local kids haven't yet learned how to paddle board, but once they try it, it becomes something the whole family starts to do."



Many of our local kids haven't yet learned how to paddle board, but once they try it, it becomes something the whole family starts to do.



The wide range of full body workout classes RUN/SUP offers is open to all ages and levels. They stress that newcomers are always welcome – no matter your experience or ability. Running raises your heart rate and paddling targets core muscle groups, so a RUN/SUP workout will exert the whole body.

In addition to the range of classes they provide, the entire RUN/SUP staff is a resource in and of themselves. Each are certified in their disciplines and committed to ongoing training. Guests will feel welcome and comfortable under their guidance and instruction.

RUN/SUP's headquarters are in the Boathouse Paddle Club in WaterColor, where staff continually offer many innovative fitness classes, paddle board rentals, and lessons. This spring, RUN/SUP Founder Tom Losee and his wife, Darla, grew their business to include a second location – a brand new retail space in Seagrave Beach. The store has all the essentials an active customer could hope to find, including a variety of performance garments, hats, nutritious energy bars, and even their own RUN/SUP brand paddleboards for sale.

Another new venture for RUN/SUP is their Kids program, FUN/SUP! Led by former youth minister Derek Garcia, this summer they are offering a day-camp opportunity for younger guests of 30-A. Kids ages 8-12 can participate in a number of cross-training activities, all the while having a ton of fun and learning about teambuilding. This fall FUN/SUP will grow into

RUN/SUP is a lifestyle brand with a focus on adventure exercise and their motto is: Let your workout take you somewhere. But a secondary goal for them is getting whole families involved. "During our summer race series last season it was so neat to see whole families competing together from eight-year-olds to teens and their parents," Tom recalls.

Speaking of the race series, take note! The RUN/SUP summer race series is back in 2017 and continues into late July. The one-mile trail run and paddle takes place Friday mornings – perfectly scheduled to suit visitors to the area and a great way to cap off your week. All equipment is provided, the entrance fee is only \$40, includes a race t-shirt and get this: all finishers are entered into a drawing to win a RUN/SUP paddleboard at the end of the season! The race is a leaderboard format so participants compete with the times of past competitors. Be sure to follow RUN/SUP on Instagram or Facebook on how to sign up.

On September 30th, RUN/SUP will also host their third annual South Walton Run/SUP Race. It is a 4-mile course through Grayton Beach State Park and Western Lake, and offers three divisions ranging from Youth to Elite.



Dru Sandy, Programming Director for BHPC and RUN/SUP and Derek Garcia

Whether you are new to running or paddling, or long time enthusiasts, the RUN/SUP team would love to meet you and share their passion for combining the love of the outdoors with a love of fitness.

The new Seagrave RUN/SUP Store is open daily and located at 20 Gardenia Street Cottage 2 Seagrave Beach, FL right behind Cowgirl Kitchen. For more information on rentals, lessons, or classes, visit their website at www.runsup.com or follow on Facebook at [Facebook.com/RUNSUP30A](https://www.facebook.com/RUNSUP30A) for details on all upcoming events and class schedules.

Sunshine Shuttle-Steering Toward Success

BY LIESEL SCHMIDT

Starting his own business wasn't really something new for John W. Finch, Jr., when he began Sunshine Shuttle back in 2003. But rather than staying in his realm of expertise, which, as a former male model and owner of his own clothing brand, was in fashion and retail, the entrepreneur turned his own experience traveling the country to fix what he saw needed fixing in the chauffeured transportation industry.

Having visited the 30-A community several times only to find himself waiting at the mercy of unreliable taxis whose failure to show up cost him his ability to meet his flights, Finch took the seed of his idea and ran with it when he moved to the area, starting his brand new company with little more than his car and some very deep determination. "I basically built my business by sitting in my car at the airports until two a.m., waiting for customers who needed a ride. But all those tough nights got us to where we are today – and now we're the largest ground transportation company across the panhandle of Florida," says Finch.

As it currently boasts a fleet of more than 70 vehicles; including luxury, limousines, standard cars, vans, coach lines, and shuttle buses; Sunshine Shuttle is indeed a large company, offering both on-demand and advanced booking transportation throughout the Emerald Coast through the use of their mobile app, online booking, or calls to their reservations department. Among their most popular bookings are their first class wedding transportation services for bridal parties and families; luxury transportation services with a Rolls Royce, town cars, vans, SUVs, and limousines; airport shuttle services; and shuttles and coach buses to accommodate group trips. "I love knowing that my company provides the community with reliable, trustworthy, high-quality transportation from local employees who care about the community and love what they do," Finch says.

And loving what they do is literally what drives them and their success. "Our clients recognize the care we take with them and really appreciate the personal experience we provide and the excellent customer service that we show in every way that we can."

Furthering his vision to offer reliable transportation to the public, Finch and his expert team at Sunshine implemented the 30A Turtle, an iconic trolley used for transit along 30-A, rolling out their first routes in the summer of 2014. Now in its fourth year of operation, the 30-A summer public transit program has dedicated several vehicles to be used along the route, which has a



The Sunshine Shuttle trolley

minimum of 11 commercial stops as well as several beach access points. The 2017 trolley season will begin Memorial Day weekend and run through Labor Day, with all shuttles traceable on their routes through a newly launched Sunshine Shuttle on-demand mobile app, which can be downloaded in an instant from all app stores.

In taking this project on their own, the core goal for Finch and his team at Sunshine is to combat the traffic congestion in South Walton. Due to the increase in customer traffic generated as a result, the local economy will be boosted exponentially as: "People are literally being dropped at their doorsteps!" says Finch. "To make the 30-A shuttles even more successful, our mobile app is free, providing live GPS trolley tracking for locals and visitors to see the real-time location of the trolleys as they plan their day in advance; and that can make all the difference when it comes to the experience they have during their time here."

As with all Sunshine services, trolley features available to all riders include smoke-free transportation, and the knowledge that they are in the hands of capable drivers who have passed rigorous background checks and random drug testing. All vehicles operated by Sunshine are closely maintained to ensure that they are clean and reliable, and every trip booked through the app or desktop booking portal is covered by a \$6 million insurance



policy. In addition, every on-demand ride is supported and tracked by live dispatch personnel who are available for rider support around the clock, making Sunshine Shuttle services more a secure experience and offering greater peace of mind to clients that they are not putting their own safety at risk. "Everything we offer sets us apart from our competitors, and that's a true point of pride for us—that's what keeps our success going," says Finch.

For more information on booking and rate packages with Sunshine Shuttle & Limousine, call (850) 650-6333 or visit www.sunshineshuttle.com.

Finding Art in Unexpected Places

BY ANNE HUNTER & LORI DREW

The Wall of Courage installation by Heather Haynes is an example of tactical urbanism, an umbrella term used to describe a collection of low-cost, temporary changes to the built environment, usually in cities, intended to improve local neighborhoods and city gathering places.



positioned Lowkylzart to continue its quiet climb amidst the changing climate of the traditional art gallery.

Leanne and Alan Gillespie are collectors. They've supported the art communities where they have lived and visited for over 45 years, and they hope to see this area develop an art district. "When it comes to art, we do not shop with a purpose, looking for a specific genre or to fill a specific need," they explain. Like many

local art," she explains. However, Savoy now believes the area has "reached a point where it is comparable to, or better than, areas of a similar size and tourist population." But in order to be better seen, this art collector thinks artists need to get their art in front of potential buyers "at places they are going to be." Visitors, especially, "won't have time to hunt for you."

As the dream of developing South Walton into an art destination expands, Lowkylzart is partnering with team players to seek out spaces of all shapes, sizes, and locales for temporary and long-term art installations, dreaming and planning for unique ways to make more art available to more people. Drew has partnered with Emerald Coast Theatre Company, Sacred Heart Hospital on the Emerald Coast, Dr. Stephen Phlaum's office, Blue Title, and most recently Anne Hunter Galleries.



collectors, these art connoisseurs tend to buy what appeals to them at the time. While they have found appealing works along Scenic Highway 30A, where they have a second home, the couple imagined a district of galleries along the emerald coast; mixing local, regional, and national artists to draw more buyers in a convenient location.

On the other hand, collectors like Cindi Savoy like to find art in the less obvious spaces. "I enjoy browsing through temporary art installations in public spaces, such as hospital atriums, the lobbies of public buildings, libraries, or in the corridors of offices," the Louisiana native explains. "I like to wander through small pop-up shows and openings that show the work of more than one artist. These are often in open spaces connected to restaurants or in an unoccupied space in an otherwise busy shopping area."

Savoy's second home at the beach is a testament to her love of art, which she began cultivating in her early 20s. The art aficionado remembers Destin in the late 1970s and early 1980s. "It was nearly impossible to find

Hunter moved to 30-A in 2005 to open Fonville Press at Alys Beach, then Ceruleans at WaterColor. She went on to open two galleries in Rosemary Beach and one in Seaside, before moving to New York City to become a freelance writer in 2010. Two years ago, Hunter collaborated with Seaside to create a space in 25 Central Square to support the art of the new urbanism. In April 2017, Hunter hosted Wall of Courage, an art installation by Heather Haynes. The month-long show was inspired by Dr. Hillary Glenn and introduced the idea of art as form of tactical urbanism.

Hunter represented Drew in May at the gallery, and now the pioneering artist and local gallerist have teamed up to expand their offerings to the artists that they serve. The months of June and July at 25 Central Square will be home to Going Coastal, a themed show featuring the natural beauty of northwest Florida, curated by Lori Drew and representing more 20 local artists. The terrain is ideal for those wishing to escape the sun while still enjoying the beauty of the native surroundings frozen in time through oils, acrylics, watercolor, resin and mixed media.

Hunter and Drew expect to see more pop-ups in this area and hope to see more emerging artists, as both collector and artist find themselves and more art in unexpected places.

By nature, artists are dreamers – professionals in the art of imagining. So imagine a South Walton Art District, as you drive across the 331 bridge to your beach destination – a gallery gathering where local artists create and collectors collect. Thus Lowkylzart.

Lowkylzart entered the scene two years ago to fulfill that dream. The organization of artists, led by Lori Drew and Sherry Lone, focuses on finding temporary and long term gallery spaces to promote local artists, while also benefiting local charities through art sales. Ten pop-ups and two business locations later, Drew has

For more information: contact Lowkylzart at Lowkylzart@gmail.com or visit annehuntergalleries.com



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Flipping the Script: How a Personal Philosophy Shaped a Brand

STORY BY SARAH MURPHY ROBERTSON ♦ PHOTOS BY JACQUELINE WARD

When you experience the unique communities that make up Scenic Highway 30A, it's not hard to find symbolism in your surroundings. Each day the tides carve out the sand in slightly different configurations, much like the lives locals carve out for themselves.

It could be said this area of the panhandle is magnetic; attracting a certain entrepreneurial spirit and drive. Enter Mike and Angela Ragsdale. 30-A® brand owner and founder Mike Ragsdale has long appreciated the sage words of Henry David Thoreau: "Live the life you've imagined"; and he and his wife, Angela, have spent the last decade doing just that. The small coastal town of Santa Rosa Beach, Florida was the perfect place for them to land and lay down roots.

Mike earned his Master's Degree in Advertising and PR from The University of Alabama. He and Angela married in 1995 and started a family. Mike's entrepreneurial success quickly came next. He jokes, "It was like hitting a home run at your first at bat. But then I had a very long dry spell of strikeouts, which is simply part of every entrepreneur's life." Ever eager to impart his business creed, Mike makes this point time and again: Persistence is key – when something hits, stick with it. He also firmly believes: if you don't enjoy it, don't do it.

After talking for years about moving, the Ragsdales' four kids were pretty used to hearing about it. One night at dinner their second oldest, Kelsey, told her parents they should stop talking about it as she knew they would never go. "You guys have been talking about moving for years," she said. "Just accept that we're not going anywhere." With the gauntlet thrown down, Mike and Angela quickly made their dream to move a reality and 90 days later the family of six were living in Florida.

With a keen interest in the trend of lifestyle design, Mike fervently believes in being intentional when designing the life we want to achieve for ourselves. He talks about 30-A with all the reverence and appreciation of a true curator, and the business he's created endeavors to celebrate that tangible happiness he and his family found here.

"A few years ago, we looked at our company and realized there were enough other local companies promoting tourism and we wanted to do something different," he recalls. Instead, The 30A Company's goal became to capture the feeling you get when in a small beach town – to create a lifestyle brand inspired by Florida's Gulf Coast.

"Think about it like Patagonia® or Columbia®," says Ragsdale. "They are brands inspired by very special



Angela Ragsdale

“People make sacrifices in order to live at the beach. They choose this life and I think that in turn makes them happier people.”

places. Our goal isn't to promote tourism - we promote the laid-back lifestyle and core values that we hold dear as a beach community.” Whether that comes from proudly displaying your 30A bumper sticker, wearing one of their hats, or sharing a bottle of 30A wine, the result is the same. You'll find life does shine on 30-A and you can feel it even when you simply visit in your mind.

The 30A brand has now achieved international recognition, and while Mike has worked with some of the world's largest companies, it is the 30A brand that suits him to a tee. "I believe it is best to let your personal life drive you first, not your business. Flip the script and put your personal goals first," Mike says. "People make

sacrifices in order to live at the beach. They choose this life and I think that in turn makes them happier people.”

The busy-ness of running a life along with the business of a lifestyle brand requires a solid team effort. When you sit with Mike and Angela in the spectacular home they've built on the Choctawhatchee Bay, it is easy to see how a marriage of more than twenty years and raising four kids together can be shaped by skillful collaboration. You could even say they operate with a fine tuned balance echoing Angela's personal passion for yoga.



Mike Ragsdale

young adults, Mike and Angela hope they will remember the lessons they learned through years of travel and by moving to the beach. Mike shares, “I’ve always told our kids don’t let your career determine where you live; figure out where you want to live first, then just move there. You’ll find a way to make a living once you’re there.”

When asked their proudest accomplishment, Angela answers without a moment’s hesitation, “Hands down my family,” and Mike nods in agreement. He adds, “Yes absolutely, and the epiphany that you can truly determine the life you want to live.”

So what’s next for the brand? 30A’s new Dumpster Diver apparel line is now in over 50 stores across the country – as far north as Michigan, west as Texas and east as North Carolina. To know this brilliantly hued gulf water is to love it, so that’s why every 30A Dumpster Diver shirt is made from recycled plastic: the idea being each item helps preserve our coastal environment by utilizing plastics that could otherwise end up in the ocean.

A variety of styles and colors are available in the line. The white, blue, pink, green, and brown shirts are all made from plastic bottles and the black shirts are made from plastic to-go boxes. And get this: the grey shirts

are made from recycled x-ray film. The garments are blended with recycled cotton so they’re unbelievably soft, and each item is printed here in Santa Rosa Beach, Florida.

Another bit of news to share is the growth of the popular 30A Wine portfolio. Recently they’ve introduced the most delicious rosé made with 100% grenache grapes. (Be sure to get it when you see it, as it’s available in a limited supply!) Year round you can always find the 30A Red Blend and Chardonnay, and this fall 30A’s Malbec varietal will join the family.

If you had told Mike and Angela 15 years ago they’d be living this life, it would have been hard for them to envision. With their youngest graduated from high school this past spring, the Ragsdales are now self-proclaimed empty nesters ready to travel and explore on their own for the very first time. These adventure-seekers know there is a whole wide world still to see, yet nowhere better to call home.



Photo by Rowland Scherman

Angela shares, “We really are perfect partners. Our personalities and drive are very similar.” Angela provides a supportive environment for Mike to focus on his work building the 30A brand. “I don’t function well in an office with a day filled with meetings, so that isn’t what I created for myself with this company,” he reveals. This may mean the couple is together as much as “22 hours a day.” But they thrive this way: with Angela reveling in the domestic side of life, loving to cook and create a home; and Mike relishing their serene space, ready to lead and create.

Much has been written about Mike and Angela’s incredible globetrotting for nearly a year in 2012 with their two youngest kids. As all four of their children are now

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Stress and Adrenal Fatigue

BY DR. BART M. PRECOURT

SYMPTOMS:

Poor sleep, fatigue, weight gain (especially around belly), PMS, night sweats, hot flashes, brain fog, anxiety, high blood pressure, joint pain, and a general feeling of lack luster.

All of this can be caused by two little glands the size of peas that sit on top of your kidneys. The main job of your adrenal glands is to produce hormones. They are responsible for everything from your “fight or flight” stress response; to regulating water and salt balance, controlling blood pressure, and even releasing sex hormone precursors (think libido). They have a huge impact on how much energy you have day-to-day.

What causes our adrenal glands to become dysfunctional? **Stress!** Physical, chemical, or emotional. This is how we get fatigued? With our busy lifestyles today, it is common that they get overworked and poop out.

Stress may be the single most overlooked cause of many our health concerns. This includes emotional trauma, e.g. loss of a loved one, moving, job loss, poor nutrition, and even excessive exercise.

Stress hides itself in many ways. Worst is when its unrecognized because the stress is part of our “normal” life.

For those dealing with adrenal fatigue it can have drastic negative affects on your overall quality of life. Keep in mind that stress is cumulative. Its effect on our bodies adds up day-to-day, year-to-year. We might think that we are handling our current stress ok, yet it’s the cumulative effect that really counts.

Since the adrenal glands store 70% of your vitamin C and zinc, eventually your immune system is weakened as your storage is depleted. Key symptoms to look for are immune and sleep issues, brain fog, and staying sore after workouts.

There are three phases you go through on your way to Adrenal Fatigue:

Phase 1: Wired all the time

Phase 2: Wired and tired at the same time

Phase 3: Tired all the time

HERE'S HOW IT HAPPENS.

Your adrenal glands produce the hormones adrenaline and cortisol to keep up with the demands of life. When they are overworked due to stress, excessive workouts, poor sleep, and poor nutrition, these glands produce excessive amounts of cortisol. This is where the trouble begins. Cortisol is a stress hormone. Designed as a “flight or fight” hormone, it’s great if a tiger is chasing

you, but bad if it’s being dumped in your body for day-to-day energy. It makes you toxic. High carbohydrate and sugar diets promote cortisol.

WHAT TO DO:

The good news is that this condition is very treatable. The key is getting a proper evaluation and diagnosis. This can be tricky though, because it doesn’t show up on blood tests. The best test is an ASI (adrenal stress index) saliva test, along with a comprehensive questionnaire. If you’ve been to the doctor and been told everything is normal... don’t panic, you’re not crazy; (well maybe); this may be an adrenal issue.

Stress may be
the single most
overlooked cause
of many our
health concerns.

Traditionally, there are no proven medications or drugs that are successful. Self-medicating with coffee will only drive your body deeper into exhaustion. There is still plenty you can do. For my clients I follow three basic steps to get your adrenal glands back to health.

First: Learn how to shut the glands OFF. This will keep them from producing cortisol. Basic breathing techniques can do this instantly.

Second: Get disciplined about “shutting it down”. Too often patients tell me they are on the computer or busy right up to bedtime. This prevents natural melatonin release in the evening and your sleep cycle is disrupted.

Third: Adapt specific nutritional supplements and the proper diet. The goal is to support and restore health to your adrenal glands. This approach has the best outcomes. Although perfect nutrition would be great, it’s often the hardest to change. When in adrenal fatigue you will crave carbs and sugars for a quick hit of energy. Slowly moving away from carbs and sugar is an important part of getting back to health.



Dr. Bart M. Precourt

In reality, adrenal fatigue is very common; and if not full blown it’s often on its way. Some chalk the symptoms up to age or a lack of hormones. Yet I will tell you that age is not a disease and hormone imbalances are usually the symptom, not the cause.

To find out if adrenal fatigue is at the core of your health symptoms, call our office for an evaluation. You only get one body... Treat it like your temple!

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

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McCaskill and Company Honors a Timeless Classic

BY SARAH MURPHY ROBERTSON

Gentlemen, we make
the best wristwatches
in the world.

— 1927, Hans Wilsdorf, founder of Rolex

Bill Campbell, President of McCaskill & Company, started in a tiny kiosk in Seaside almost 25 years ago. Shortly after moving to his current location in 1999 between Destin and Sandestin, McCaskill & Company became an official Rolex jeweler between Pensacola and Tallahassee.

Campbell shares, “Of all the incredible designers and lines that we carry, Rolex is definitely at the very top of my list. We are genuinely honored to have the privilege to offer the Rolex brand. Each Rolex is so much more than he ultimate timepiece – it is truly an experience that can be passed on to future generations.”

That is a heady statement. Why a Rolex? What makes a Rolex watch so superior that McCaskill would be so proud to be an official Rolex jeweler, and why would people aspire to have one?

Looking back at Rolex’s history, you find out. 2016 marked the 90-year anniversary of the Oyster, which was introduced in 1926: the world’s first waterproof and dustproof wristwatch. This is the kind of innovation that will transform watch design forever. The Oyster quickly became the timekeeper of choice for pioneers of all kinds because of its precision and reliability.

Then in 1931, Rolex invented the world’s first self-winding mechanism with a perpetual rotor. While a true work of art, it was also so perfectly designed it is still the foundation for every modern automatic watch.

But Rolex does not measure their success solely on past history. Each piece, whether created years ago or yesterday, must meet exacting standards. More than 2000 people are engaged in the manufacturing and assembly of the hundreds of components comprising a Rolex movement. Watch components are tiny and require complex geometry; thus they require extreme precision during manufacturing. This attention to detail and rigorous execution, each carried out by hand, allows 100 percent of Rolex movements to meet the accuracy criteria of the Swiss Official Chronometer Testing Institute (COSC). All Rolex products are designed and created in-house, including every essential component of their watches: from the casting of the gold alloys to the machining, assembly, and finishing of the movement.



Photo courtesy Modus Photography

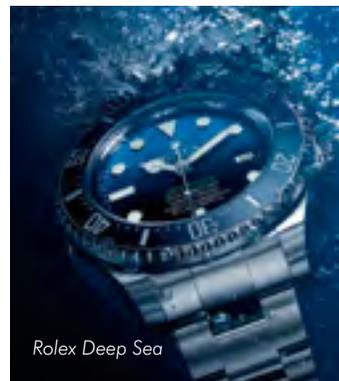
Put all this together and each watch takes an average of over a year.

Rolex offers a wide range of models ranging from professional to classic watches, and all have proven reliability. Each and every watch is tested to extremes of 10-25% further than promised before it is allowed to leave the Rolex manufacturing site. This assures the watch-wearer that however deep in the ocean or high a mountain they choose to go, their watch has already been there and beyond.

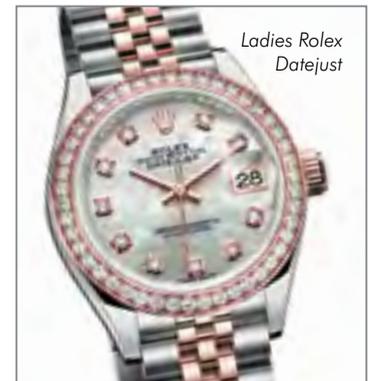
Not only does the watch go through depth and height extremes, it also passes more than 20 different types of drop tests: one being 5000G – hundreds of times more than a car crash test. This ensures Rolex watches will always maintain the highest standards of accuracy and appearance, no matter when it was purchased.

McCaskill & Company owners recently returned from Switzerland, where they attended the World Watch Fair to see and order the newest beautiful Rolex models. At McCaskill you can explore their wide Rolex collection and find the materials, bezels, dials, and bracelets that feel like they were made just for your wrist.

“Each Rolex ends up telling a story,” Campbell shares. “Whether it’s a family heirloom or a milestone occasion, the watch transcends its purpose as a timepiece. It becomes a keeper of history, holding family memories. It is an honor for our staff to play a role in the selection of such a treasured piece.”



Rolex Deep Sea



Ladies Rolex Datejust

In addition, McCaskill & Company offers the services of an in-house Rolex Certified Technician, Tim Ellenburg. With the necessary training, technical know-how, and special equipment, McCaskill & Company guarantees the authenticity of each and every part of your Rolex watch and repair. Guests of McCaskill & Company will note the outstanding service this team of professionals provides. This family-run business invites you to come visit their gallery and learn more about what makes the Rolex brand so special.

McCaskill & Company is located at 13390 Highway 98 West, between Destin and Sandestin, just two miles east of the Mid-Bay Bridge. Hours are 10:00 a.m. - 5:30 p.m., Monday through Saturday. Phone them at (850) 650-2262.

A Walk to Remember

BY LIESEL SCHMIDT

Reminiscent of the architecture common to the French coastal countryside, Santa Rosa Beach's newly planned development is a great departure from what one might expect to see along Scenic Highway 30A. But such was the intent of the visionary minds behind RidgeWalk: a private and gated nature-rich community of 66 home sites nestled peacefully amongst an untouched nature preserve less than a mile from the beach and offering features that make it a truly unique find. It's just one more reason to seek sanctuary at the shore.

Offering nine different floor plans, RidgeWalk homes will range in size from 1719 to 2471 square feet, with three to four bedrooms and two and a half to four and a half bathrooms; hardly the norm for rentals. Setting them apart further is that the community will be rental restricted, offering optional leases of no less than six months. "One of the advantages of restricting the terms in this manner is that it fosters a greater sense of true community and encourages the interest of people who are

coastal community. And with so many amenities and luxury features, RidgeWalk is certainly worthy of note. Regardless of floor plan, each home will have white painted brick exteriors and old world shutters, private courtyards, and front elevations bordered by a common garden wall that runs throughout the village. Each home will also afford the use of the community's European-style zero entry pool, hot tub, sundeck with a shaded trellis, pavilion with a fireplace, fully-equipped outdoor kitchen, and picturesque private park with a fire pit—all set amidst the unique landscape of a six and a half acre nature preserve. "Location is the biggest asset when it comes to real estate, and the name speaks volumes," Bell explains. "The entrance is perched atop the end of Santa Rosa Ridge, with a relaxing walk to the most beautiful white sand beaches in the world—giving inspiration to the name RidgeWalk. Imagine the feeling you get, heading home after a long day, when you enter your neighborhood at the top of a ridge and see the brilliant colors of the endless Gulf waters blending into the horizon at sunset."

romantic gas-lit entries. Interiors include 10-foot ceilings throughout the main floor, high-end kitchen appliance packages, beautifully engineered hardwood flooring, solid wood cabinetry, cultured marble tub showers, and designer lighting – to name but a few tempting touches. The homes are all pre-wired for sound and security systems with smart home features and are equipped with energy efficient utilities such as tankless water heaters, 14 SEER central HVAC



Artist's Rendering



Artist's Rendering

looking for the quietude of full-time residences or second homes," says Carmela Bell, Broker for ResortQuest Real Estate, the company charged with selling and managing the up-and-coming development. "We listened to the market demand for an exclusive community in close proximity to our beautiful beaches that are not short-term vacation rentals. People have been looking for a way to live a coastal lifestyle and still have neighbors who know them by name and be in a place where they aren't seeing a cycle of new families come in and go out each week."

Local award-winning developer and builder Randy Wise Homes continues its tradition of meticulous attention to craftsmanship and dedication to customer satisfaction with this uniquely elegant, French-inspired

It's a vision to consider, to be sure; and one that's making this much-anticipated community to be forecast as an exceptional opportunity for quality and value. Though no firm completion date is set for the development, the first homes currently under construction and on the market for sale will be completed and move-in ready summer 2017. "This coastal village provides the perfect balance of nature and amenities, and the homes here are truly something to behold," Bell says. The stately, timeless gated entry itself is a foreshadow of what lies beyond, with its gas-lit oak-lined streets outlined by a garden wall that affords privacy to each lot and offers a quaint touch harkening back to days gone by. Common to each home are stately eight-foot mahogany front doors with

systems, whole home dehumidifiers, Manabloc Plumbing systems, Low-E glass windows and doors, EnviroDri weather-resistant barriers, and open-cell foam roof decks.

It takes a mere glance at the list of standard features and amenities to realize that the homes at RidgeWalk are no commonplace rental homes. These are above and beyond the expected, truly worthy of the landscape they claim. As building continues, more people will find their own vision unfolding as they come up the ridge toward home to see the brilliant colors of the Gulf blend into the horizon for themselves.

For more information, email RidgeWalk@resortquest.com, call (866) 399-3641, or visit www.OwnRidgeWalk.com.

Dune Vacation Rentals

BY LIESEL SCHMIDT

When Bob Dickhaus and his wife left their home in Atlanta in 2012 to make their dream destination a permanent home, he used his love of South Walton and his many years in the real estate industry to build a successful company that offers his clients everything they can ever imagine – providing owners property management services that go above and beyond to make their investments pay off and vacationers connection with the rentals of their dreams and deliver an experience they’ll never forget.

Now operating throughout the South Walton area, Dune Vacation Rentals offers a wide variety of properties for rental throughout the year and works closely with clients who are in the market to buy, sell, or rent homes in the many communities located in 30-A. With such a wealth of knowledge at his disposal, we thought we’d tap into his valuable insight and bring you a few helpful tips to keep in mind as you consider your own needs for renting or investing in a property.

30-A Review: What advice would you give to someone who is considering coming to the area?

Bob Dickhaus: 30-A has a number of beautiful areas and planned communities, each of which has its own distinctive character. Among them are the new-urbanism movement at Seaside; the chic glamour of Alys Beach; the family-friendly neighborhood feel of WaterColor; the eco-minded lifestyle of Watersound; the laid-back, casual attitude at Grayton Beach; and the village-like atmosphere of Rosemary Beach. Guests should first determine what’s important to them and their families and then select an area or community to focus on. Each community is described on our website along with the availability of each property directly underneath so that visitors can easily understand their rental options.

30-A Review: How far in advance should vacationers plan ahead?

BD: We recommend that peak season vacations be planned at least three months in advance. The best properties always book first; and while more adventurous bargain hunters can wait in hopes of finding specials and discounts, they will usually miss out on the opportunity to choose from the best properties – some of which book up 9 to 12 months in advance. Conversely, during the “shoulder” seasons, guests will find plenty of options, including less

expensive 3- to 4-night stays for a large number of area festivals, weekend getaways, and special events.

30-A Review: How does using concierge services like those offered by Dune Vacation Rentals help them enjoy their time more?

BD: Full-service vacation rental companies like Dune can help make your vacation stress-free and full of fun activities. Through our network of partners, our concierge service provides everything from equipment rental and grocery shopping to high-end experiences, such as paddle tours, beach bonfires, eco adventures, and kids activities – all of which are once-in-a-lifetime opportunities to create lifelong memories.

30-A Review: What is an advantage to owning an investment property at the beach?

BD: Most people begin dreaming of enjoying their own investment property on 30-A after personally experiencing our area while on vacation. This is one of the most unique areas in the United States—not just because of our white sand beaches and emerald waters, but also because our rental season for investment properties can exceed 200 days annually with some rental activity in almost every month of the year. Vacation rental properties, if purchased correctly, can generate significant income to offset investment expenses; be a source of depreciation for tax purposes; be an appreciating asset; and, of course, allow investors to enjoy a second vacation home at the beach. Our job, as a vacation property management company, is to work with investors and their realtors to educate them on how to buy the best properties from a vacation rental perspective based on the experience we’ve gained in serving more than 60 owners in this area.

30-A Review: How does hiring a property manager provide ROI?

BD: Most property managers will provide a rate analysis and rental projections for properties you may be considering buying. Once an actual purchase has been made, the three most important considerations are: 1.) Marketing the home to generate the most rental income; 2.) Managing the home to control expenses and preserve the asset value; and 3.) Finding



Bob Dickhaus

effective ways of ensuring total guest satisfaction, which leads to repeat renters. Dune uses a proprietary “Raving Fans” delivery system. We know that great customer service doesn’t happen by accident but is the result of proven business methods, systems, and processes.

Dune Vacation Rentals is located at 1394 County Highway 283 South, Building 13, Santa Rosa Beach, Florida 32459. For more information, call (855) 813-3783 or visit www.dunerec.com



LIFE DEFINED



U2 · 79 NONESUCH WAY

This stunning 3,145 square-foot home, designed by Eric Watson, features 4 bedrooms plus a double-bunk room and 4.5 baths. Chelsea Frager Interior Design created a masterpiece with the interior furnishings, fixtures and finishes. The home is just steps to the Caliza Pool & Restaurant, Town Center, Fitness Center, and Nature Preserve.



U8 · 52 SPICE BERRY ALLEY

Framing Arbolada Park, this 3,297 square-foot home is designed by renowned Khoury-Vogt Architects. The home features two master suites, two guest bedrooms, bunk area, 4.5 baths, media room, park side loggia, two-car garage, courtyard loggia, and pool. Buyers have the opportunity to make many of the interior finish selections for the home.



E6 · 57 GOVERNORS COURT

This 4-bedroom, 4.5-bath courtyard home features a courtyard with dipping pool, detached master suite, junior master suite, living and dining rooms, and gourmet kitchen. The master suite has 25-foot vaulted cypress ceilings, a jetted tub, sunken shower, and private poolside seating. Two guest bedrooms, are located on the 2nd floor.



J12 · 31 NORTH CHARLES STREET

Located just north of Fonville Press, this Somerset Home, designed by Architect Gary Justiss, features 4-bedrooms, 4.5-baths, a generous courtyard with a pool, open loggias, and second floor flex space and den. Buyers can make personal interior finish selections for the home.



U29 · 45 SUGARLOAF ALLEY

Located just north of Town Center near Caliza Pool & Restaurant, this Somerset Home, designed by Gary Justiss, features 3 bedrooms, 3.5 baths, bunkroom, with a spacious center courtyard and pool and two-car garage. Buyers can make personal interior finish selections for the home.



A6 · 50 SEVEN WELLS COURT

This 2,672-square-foot courtyard home is designed by renowned architect Robert Orr. A generous dipping pool, built-in seating and an outdoor fireplace ensure the courtyard, encompassed with greenery, will be used every season. On the second floor, two spacious guest suites open into a louvered gallery and a spacious rooftop terrace.

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Owners Association or Not?

BY RON ROMANO

There are many factors to look at when thinking of buying a second home or investment property along 30-A. One of the largest factors is considering a home that is within a homeowners association (HOA), versus one without. If you are in the market for a townhouse or condominium, you are going to have an owner's association no matter what. However, if you are looking for a single family home or a vacant lot to build your dream house, you might find yourself with a decision to make.

CONDOMINIUM CONSIDERATIONS

Condominiums are a great way to have a property at the beach without the hassles of yard-work, exterior painting, and the like. Many condominium properties here on 30-A offer gulf views, which is what many want in a vacation property. With gulf-front homes fetching upwards of \$10 or \$12 million, a condominium can provide a much less expensive option.

When looking at condominiums, it is important to know the reserves and deferred maintenance costs for the property. Some gulf-front condominiums have been known to have water intrusion and/or mold issues, so working with a good agent who has local knowledge is a must. While owners' dues on most condominiums include insurance for the building, each resident still needs an individual Condominium Owner's Policy. On some of the newer developer condominiums, HOA dues may end up being artificially low during the selling process. Then, once the developer is gone, the dues increase. If the dues for a new unit seem too good to be true, they probably are!

WHAT TYPE OF COMMUNITY IS RIGHT FOR YOU?

If you are looking for a new home or a vacant lot to build your house on, one of the biggest questions you need to ask yourself is this: Are you interested in a "lifestyle" community (think WaterColor, Seaside, or Rosemary Beach), which will include covenants,

restrictions, and a homeowner's association; or do you crave less structure and less regulations in a "classic" beach town (think Seagrove or Grayton Beach)? Both options offer significant pluses and minuses, and it all really boils down to personal preference. Luckily, there is a vast offering of both types of communities on 30-A.

LIFESTYLE COMMUNITIES

Lifestyle communities have homeowners associations and covenants designed to protect and preserve. Neighborhood amenities include resort-style pools, beach clubs, tennis courts, gyms and more. Many are

home's façade. While these boards protect the integrity of the neighborhood, some residents may find the process onerous.

CLASSIC, LAID BACK BEACH TOWNS

When looking at the more "classic" beach communities (such as Dune Allen or Grayton Beach), there are fewer restrictions and no HOAs. What these neighborhoods lack in terms of amenities, they make up for with larger lot sizes, closer beach access points, and more options for the owner to build their dream house (without review by a design board). These lots/homes

usually have larger parking areas and storage space. There are no homeowner fees and, in many cases, property taxes are lower. Residents have free rein to do what they want with their (often larger) yards and don't have to worry about getting a letter from the HOA for leaving a garage door open or letting kids ride their skateboards. These neighborhoods (especially Seagrove, Seacrest and Blue Mountain) have begun to redevelop and are exploding with new construction.

On the flip side, you might have a view of your neighbor's boat, uncut front lawns, or a house whose owner thought would look great in purple paint. You may find large and smaller, newer and older homes all mixed together on the same street.

KEEP AN OPEN MIND

Both types of communities offer a variety of positives and negatives, depending on your viewpoint. Be sure to take the time while you are down here to look around and decide which type of neighborhood is right for you.

Ron Romano is Co-Owner of The Beach Group along with Andy Wiggins. Romano and Wiggins have been Real Estate Brokers for nearly 30 years. The Beach Group is located next to WaterColor on Scenic 395, learn more at www.TheBeachGroup.com or reach out to Romano at Ron@TheBeachGroup.com.



close to commercial "downtown" areas (like Seaside and Rosemary Beach) and close to restaurants and shopping. Aesthetically, these communities offer a quaint village look and feel (as in WaterColor and Alys Beach); most have buried power lines, and things such as RVs, boats, and even golf carts and motorcycles may be prohibited. Some offer added security (like Watersound Beach and The Retreat), where the community is fully gated and offers its own private security. Lifestyle communities traditionally have higher property and rental values, which they retain even in downward real estate cycles.

Conversely, many have parking issues (especially in peak summer). There is an added issue of dealing with a design review board before painting or altering a

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30A Local Properties: A Local Brand

BY LIESEL SCHMIDT

Art and real estate might seem like strange bedfellows when it comes to business backgrounds joining forces to start up a new company; but oddly enough, when Jack Emerick and Bobby Johnson teamed up to start 30A Local Properties in 2013, their market savvy and artistic vision combined to create something truly unique—a brokerage firm where every property is considered a masterpiece just waiting to be discovered.

“To simplify what really is a long story, Jack and I got to know one another a few years ago after we kept running into each other at various places around town and we basically bounced the idea of opening up a brokerage around for awhile,” Johnson recalls. “Jack had a background in banking and even owns his own real estate management company up in Illinois, and I really wanted to open up my own brokerage—even though I knew I didn’t want to run the back of house operations. We kept talking about it until one day the perfect location in Grayton became available, and then I called up Jack and said, ‘Let’s do this. Let’s make this happen.’”

With their combined business experience and wealth of knowledge, Emerick and Johnson had quite the solid foundation to their firm happen. But more than that, they had the drive to succeed and the dedication to meeting the needs of their clients that it takes to keep them not just maintaining – but actually thriving. “We know the importance of communicating with our clients and keeping them aware of our progress so that they feel confident that we know their needs and have their best interests in mind and assure them that they’re in capable hands,” Johnson says.

At the outset, 30A Local Properties was a barebones operation, chugging along with only a team of three. But the past four years have been generous ones – and Johnson and Emerick’s local start-up has grown into a firm boasting more than 50 agents. “We love what we do and have really enjoyed building our team to be one full of smart, confident, and talented individuals who share our vision and our passion,” Emerick says.



Bobby Johnson and Jack Emerick

“One of the most gratifying parts of our work here has been having the opportunity to lead and watch each agent become successful,” adds Johnson. “It’s like seeing a flower come into full bloom, and I love getting to mentor them and feed into that team mentality.”

According to Johnson, one of the biggest secrets to their success is simple enough: being one hundred percent local. “I believe we’re prospering because we’ve maintained a local brand,” he says. “Most companies have been bought-out by or formed partnerships with big chains or franchise firm – and we’ve certainly been approached on various occasions to do the same, but Jack and I have always wanted to maintain the hands-on, local vibe we have here. There’s also something amazing about being a local and having the opportunity to help

There’s also something amazing about being a local and having the opportunity to help other people become local... Locals also know something that outsiders don’t – where all the hidden gems are.

other people become local,” Johnson continues. “Locals also know something that outsiders don’t—where all the hidden gems are. And those hidden gems are what we offer our clients.”

Between them, the pair have more than 40 years in the local area, Johnson himself having grown up in Old Seagrove—though, at the time, he “had no idea that this place was that cool.” After marrying a fourth-generation local girl, he could hardly pull up stakes for uncharted territory, though the decision he and his wife made to raise their family in the area is certainly not one they regret. “We hit the lottery on coastal living for sure,” he says. And Emerick shares his sentiments. “I fell in love with the area when I came here in 1976 to play baseball for what was, at the time, known as Pensacola Junior College,” Emerick explains. “And when I left to go to FSU, I knew that I would eventually want to come back.” Purchasing his own condo in WaterColor in 2003 as a rental property, Emerick and his wife became full-time residents in 2007 and have never looked back.

For Emerick, Johnson, and their team at 30A Local Properties, theirs is a love of living here that feeds their drive to serve their clients. And that’s a love that grows deeper with every listing they take and every hand they shake to welcome one more person home to 30-A.

30A Local Properties, Inc. is located at 35 Clayton Lane, Suite B, Grayton Beach, Florida 32459. For more information, call (850) 306-4107 or visit www.30alocalproperties.com.

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30-A Real Estate Market Continues Performing Well in 2017's First Quarter

BY ERIN ODEN

The 30-A corridor home and condo market registered a strong first quarter in 2017. The number of sales and dollar sales volume were up 22% and 32% respectively over 2016's Q1. The average sales price was \$916K and the average dollar per square foot was \$404, both up from last year's first quarter.

Our market continues to open up to a broader reach with new flight additions being added at the ECP Northwest Florida Beaches International airport. This, coupled with the recent trends, gives us confidence that enthusiasm for our market will continue throughout 2017.

ROSEMARY

Rosemary's Q1 2017 dollar sales volume was almost flat with the same period last year, even though there were a few less sales. This was driven by the increase in average sales price and price per square foot: up 16% and 18%, respectively. Rosemary's price per square foot has continued to average over \$800 for the past few quarters. Time on the market for sold properties continues to decrease versus prior quarter ends, an indicator of the strong demand.

On the south side of town center we are witnessing construction of new condos along with commercial space nearing completion. Construction of similar property is well underway on the north side of town center. Sixty properties were on the market at quarter end with an average list price just over \$3.0 million. We anticipate Rosemary's market to remain vibrant in 2017.

WATERSOUND BEACH

Even though dollar sales volume was down in Q1 versus prior year's first quarter, the average sales price (exceeding \$2 million) and per square foot indicators were up.

At quarter-end, 53 homes were on the market with an average sales price of \$2.4 million. Watersound certainly defines the coastal elements and lifestyle of 30-A.

WATERCOLOR

Following a vibrant 2016, WaterColor's Q1 dollar sales volume was similar to last year's first quarter. That said, we are continuing to see an up tick in the average sales price and dollar per square foot that rose 7% and 6% respectively, versus last year's Q1.

WaterColor's ambience continues to draw homeowners. At quarter-end 90 homes were on the market. The average sale price for sold properties continues to be around \$1.5 million with current listed properties ranging from a \$715 thousand condo to an

SCENIC HIGHWAY 30-A CORRIDOR

CURRENT AVAILABILITY & SUPPLY

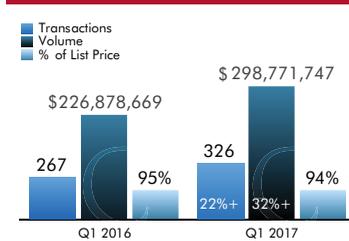
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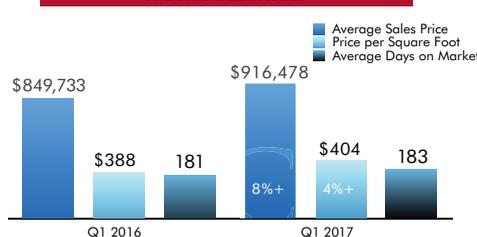
SALES & AVERAGE SALES PRICES

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

CLOSED TRANSACTIONS & CLOSED SALES VOLUMES



AVERAGE SALES PRICES



Statistics according to data gathered from FLEXMLS for combined residential properties (detached homes, attached units and condos). Deemed reliable but not guaranteed. Prepared compliments of Erin Oden, Coastal Luxury.

30-A HIGH-END LUXURY \$3M+

Q1 2017 saw a strong up-tick in high-end luxury transactions with 10 versus 3 in Q1 2016. The average sale price was over \$5 million and the average dollar per square foot was over \$1,300, up 15% from last year's Q1.

At this writing, 129 properties priced at \$3M+ were on the market with the high-end at almost \$11 million.

ALYS BEACH

Q1 number of sales were flat with prior year; however the dollar volume was up 43% driven by increases in the average sales price and price per square foot. Given the construction activity we see in Alys, we anticipate sales to be relatively robust for the remainder of 2017.

At this writing, 17 properties were on the market, ranging from \$1.4 to \$5.9 million. I have had the pleasure to represent several exceptional transactions in this unique community.

SEASIDE

Relative to prior year, Seaside transaction surged in Q1 2017 with 5 sale transactions. The average price per transaction was \$2.3 million with the average per square foot exceeding \$1,000.

Seaside was the initial new urban planned community on the 30-A corridor. Being the location of the movie *The Truman Show*, Seaside's popularity in the design and architect industry truly propelled.

As of this writing, 31 properties were on the market, ranging from a \$799,000 condo overlooking Central Square to a luxury \$6.8 million luxury gulf-front home. I have had the pleasure of being engaged with several dealings in this fantastic beach community.

We at Coastal Luxury anticipate the market to continue its strength through 2017.

almost \$6 million luxury home overlooking Western Lake. We anticipate the market will continue its vibrancy in 2017.

30-A GULF-FRONT

Q1 sales for 30-A gulf-front homes and condos were exceptional, with 30 transactions versus prior year's first quarter of 21. This, coupled with the average sale prices being up 43%, propelled the sales volume to more than double for the quarter. The average dollar per square foot continues to be well over \$700.

At quarter-end 113 homes were on the market with a wide range in pricing.



Erin Oden

Erin Oden is the principal broker and owner of Coastal Luxury and maintains a strong emphasis on intimate market knowledge and expertise in the luxury and gulf-front market. Erin can be reached at (850) 502-1220 or erin@coastalluxury.com. Or stop by Coastal Luxury, located directly on 30-A, the first office east of Alys Beach. Search all available properties at coastalluxury.com/SEARCH



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The Sanders' Difference

BY MADDIE ROWLEY

Steve Sanders' calming Southern drawl rolled through the airwaves like hot molasses on cool marble as he spoke about the importance of family when it comes to running his business.

For Sanders, who is the President and CEO of Sanders Beach Rentals along 30-A in Santa Rosa Beach, the word family is derived in both a literal and figurative sense. His daughter, Sarah Elizabeth, upon graduating from Auburn, came aboard. She joined the company after her sister-in-law stepped away to start a family of her own. The blood runs thick in all aspects of the company – and that's precisely why they have so many guests return to vacation at their luxurious properties after 14 years in business.

As Sanders talks about his employees, he says this word leaves a bad taste in his mouth.

"I don't look at these folks who work with us as employees, I really don't. I hate the word employee, I hate the title of President. We just don't have that," says Sanders. In addition to his wife Denise of almost 41 years, two daughters, son, their spouses and grandchildren, his work team is a family; and together they focus on the accountability and consistency it takes to run a luxury rental and property management company.

Guests can call or book online at Sanders Beach Rentals any time of day or night for rental homes along 30-A in the WaterColor, Grayton Beach, Blue Mountain Beach, Seagrove, WaterSound, and Prominence neighborhoods. From the moment guests arrive at their vacation home, all the extra details have been tended to by the Sanders Beach Rental staff.

Guests open the doors of their well-appointed vacation homes to custom gift bags and toiletries they can use throughout the week and then take home with them. Bathrooms are well-stocked with top-of-the-line Gilchrist & Soames soaps and shampoos along with freshly laundered oversized bath towels. Kitchens are fully stocked with cooking utensils and luxury appliances. Owners and guests celebrating special occasions often arrive to find their requests have been handled or certain surprise amenities from Sanders Beach Rentals awaiting them.



Owner/ President Steve Sanders



1217 Western Lake Drive – WaterColor



22 Flatwood Street – WaterColor



80 Scrub Oak Circle – WaterColor

It's these little details that make Sanders Beach Rentals stand out in the sea of rental companies in the 30-A area – and it makes them the most agile and personalized in their field.

"Our business is built around personalized service," says Director of Marketing, Jennifer Farish. "It's more than just having another guest, it's getting to know the guest on a personal level and wanting to do all you can so they may have the best experience possible. That's our niche."

Sarah Elizabeth Jordan touched more on what they call the "Sanders Difference". Not only does a living, breathing human answer the phone at any time of day or night for reservations, but the Sanders staff enthusiastically follows up with guests to see if they need anything at all during their stay.

Guests open the doors of their well-appointed vacation homes to custom gift bags and toiletries they can use throughout the week and then take home with them.



369 Spartina Circle – WaterColor



Customer Gift

“We’re a hands-on company, so we can pay closer attention to each property and all of the homeowners,” says Sarah Elizabeth. “We’re just a phone call or a text message away all the time. If a guest calls while they are on vacation saying they need extra towels, we’re there and we’re prompt.”

Steve Sanders has dubbed this level of customer service the “Disney Effect”, because one of the first things people notice at Disney World is the exceptional attention to detail. He often sends a personalized note to guests after their vacation is done, and over the years has become on a first-name basis with many repeat guests.

As Sanders Beach Rentals looks toward the future, they plan to branch out further along 30-A; but according to Sanders, they’re still keeping it all in the family.

“What drives me to get up in the morning and look forward to every day is my family – both work and personal – and the opportunity of knowing we can make a difference for other families that have provided us the opportunity to be of service to them. If that doesn’t make you want to get up and get moving, then I don’t know what can.”

Sanders Beach Rentals is located at 1394 County Highway 283 South, Building #6, in Santa Rosa Beach. To find out more, browse their properties, check out property management options, or make a reservation, go to www.sandersbeachrentals.com or call (866) 460-3195 for personalized service.

Estate Protection

BY KIMBERLY WATSON SEWELL AND FRANKLIN H. WATSON

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

EXEMPTING ASSETS

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

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

LIMITING LIABILITY

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

Many entrepreneurs operate their businesses as sole proprietors rather than through a legal entity, such as through a Corporation or a Limited Liability Company. Whether their business is home-based or in the Fortune 500, these business owners are attracted by the informality of sole proprietorship. They also do not want to incur legal fees to create and maintain a legal entity. However, in addition to other advantages, conducting



Kimberly Watson Sewell and Frank Watson

business through a legal entity may offer substantial risk management benefits. While lawsuits brought against a sole proprietorship are really lawsuits against the owner's personal assets, lawsuits against a properly created and maintained legal entity are really lawsuits against the entity's assets.

Additionally certain entities such as limited liability partnerships and the limited liability companies have substantial benefits for estate planning as well as asset protection. While the investment interests in an LP or LLC are not "exempt" from levy by creditors of the limited partner asset protection is available by virtue of the limited procedural remedy given to creditors to levy upon a debtor's limited partner interest and an LLC membership interest. A creditor has no right to seize property within a partnership or an LLC to satisfy the debt of a partner or member. Moreover, in a properly drafted LP agreement or LLC agreement, a creditor has no right to vote or inspect the books and records of the LP or LLC. Nevertheless, the selection of an appropriate legal entity is critical for managing your risk.

TRANSFERRING RISK

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

CLOSING THOUGHTS

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

Pocket Protectors – Tips to help protect your pocket: Valuation Experts

There are times when some or all of your assets must be valued with great accuracy. At such times, your best guess is just not good enough. For example, a rock-solid valuation is necessary to help withstand an IRS challenge to any discounts claimed on gifts of Limited Partnership interests. Additionally, if you are valuing a business for a buy-sell agreement between shareholders, a sale to a third party or for estate tax purposes, then an accurate valuation is essential.

Here are some resources to help you locate a valuation expert: the American Institute of Certified Public Accountants (www.aicpa.org or 888.777.7077), the National Association of Certified Valuation Analysts (www.nacva.com or 800.677.2009), the American Society of Appraisers (www.appraisers.org or 800.272.8258), and the Institute of Business Appraisers (www.go-iba.org or 954.584.1144).

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In addition to online help the FDIC provides a toll-free number to answer questions about coverage for Revocable Living Trusts. For assistance, call (877) 275-3342.

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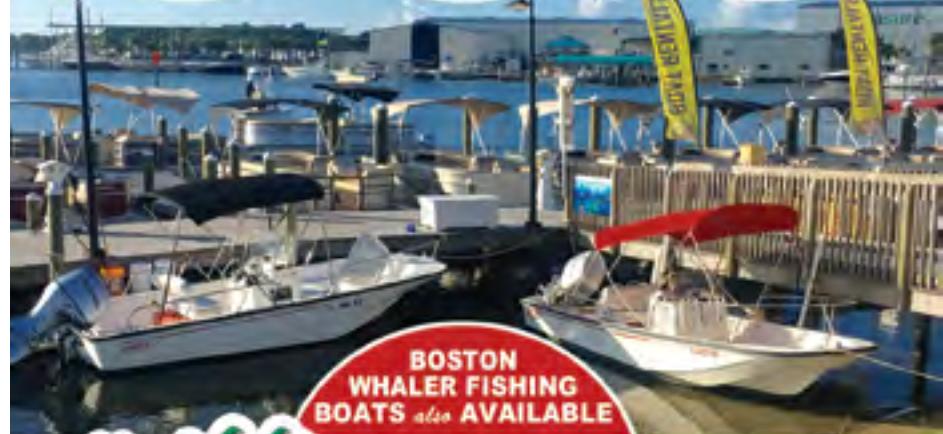
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Alaqua Animal Refuge

BY SUSAN L. CANNIZZARO

A special benefit concert to benefit Alaqua Animal Refuge was hosted by Gloria Frazier, David Del Donie, and Karla Del Monaco with ERA American Real Estate this past November. It featured local performer Ron Adams and The Memphis Echoes performing an Elvis Presley tribute, *The Shadow of a King*. The benefit was held at Trebeache restaurant in Blue Mountain Beach and included kick off entertainment by R&B artist Sputzy Sparacino.

The sponsor of the event was Gloria Frazier, broker of ERA American Real Estate, which has been in operation since 1981 in the Florida Panhandle. They currently have 6 offices in the area and are very community focused to help many non-profits. This was the first annual event for this organization which raised over \$4,000 for Alaqua Animal Refuge, a private, non-profit animal shelter and sanctuary that serves the Emerald Coast.

Attendees for the benefit dressed in 60s and 70s casual attire while enjoying local hit celebrity Ron Adams and amazing food. “(Food) Stations included grouper sticks, roasted beets, grilled vegetables, seafood gumbo, tenderloin with mashed potatoes and much more. It was amazing,” says Del Donie. There was also an impressive array of desserts, including bread pudding and an ice cream sundae bar.

To keep with the theme, décor incorporated a replica of a drive-in movie theater which included microphones and speakers embellished with crystals and blue LED lighting. “Guests also could get their picture taken with Elvis himself under the disco ball archway,” adds Del Donie. “We were honored to host this event for such a worthy cause.”

As a non-profit organization, Alaqua operates solely on funds that are raised through donations and fundraising events. For perspective, currently it costs more than \$80,000 per month to operate Alaqua Animal Refuge. “We have really great relationships with community partners such as Gloria (Frazier), David (Del Donie), and Karla (Del Monaco). We are fortunate to have such great supporters with giving hearts that are ever willing to help raise awareness and show their support through donations and fund raising events,” says Mary Chris Murry, Communications Director for Alaqua.

The organization was originally started by Walton County resident Laurie Hood in 2007 when she found out that countless animals were being euthanized due



Ron Adams as Elvis



Jerry and Beth Heirs

to lack of a no-kill shelter/adoption organization in the area. Alaqua believes that every abused, neglected, and homeless animal deserves a second chance. This private non-profit animal sanctuary is committed to serving the Emerald Coast of Florida as the premier no-kill refuge, providing protection, shelter and care to animals in need; a full-service adoption center; and a peaceful proactive animal welfare advocate through educational outreach and community programs. Over 250 animals can be found at the Refuge at any given time and up to 100 animals are adopted each month. Nearly 15,000 animals of all kinds have been placed since 2007. The types of animals that are rescued include domestic and farm animals in need, including dogs, cats, horses, birds, rabbits, turtles, goats, geese, pigs and even emus. The Refuge has future plans to expand into wildlife.

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“We are excited about our relocation and expansion plans,” says Mary Chris. From the beginning, it was known that the current location would not be Alaqua’s permanent home for a variety of reasons, as it is in a high flood and evacuation area. They are on 10 acres now and were gifted 100 acres a couple of years ago. “We have approval for our final development order from the County Commissioners and are ecstatic! The new property will provide us with an outlet to forward our mission on a greater scale. Our vision is wide-ranging, so we are currently underway with a major fundraising campaign – in addition to keeping our operations moving forward in our current location. We anticipate that it will take many years to fully fund the entire expansion. The relocation of the Refuge will provide a sanctuary for all animals, and

humans alike, and will be a place for the community to be proud of and a place where we will continue to make a difference for so many,” adds Mary Chris.

Bob Dardenne is one of the many volunteers at Alaqua that originally agreed to work once a month. “I enjoy it so much, I usually come twice a week now. Once you volunteer here, you see smiles on people’s faces and the animals are so happy as well, it really changes you.”

Alaqua Animal Refuge is located at 914 Whitfield Road, Freeport, FL. Phone is (850) 880-6399. Hours are Sun-Sat 12 - 5 p.m. The last tour is 4:30 daily.



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Get Set to Play Great Golf

BY TOM FITZPATRICK

According to golf instructor David Leadbetter, the setup is the most important fundamental in any athletic swing. Swing flaws can often be traced back to a poor setup, whereas a great setup can help launch a powerful chain reaction swing.

Working on the four setup components isn't very glamorous, but checking it is time well spent. Pros will spend an extra minute running thru a checklist, as things do get easily out of whack over time.

Grip: Golf starts with a good grip. Make sure your left hand (for a right handed golfer) is positioned more so along the base of the fingers, and is not entirely in the left palm. The back of each wrist forms an angle at address. By the way, it's important to maintain that left wrist angle to the top of the backswing.

Posture: A good setup is about creating a "ready" position to where your weight shifts freely. First, check that you are in balance. A line from the right shoulder should pass over the knee and into the ball joint of the foot. (*see photo below*).



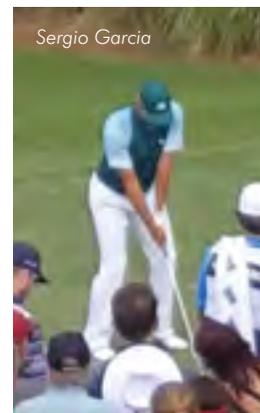
Second, flex your knees slightly and tilt forward (*see photo at right*), much like a baseball fielder. This allows you to rotate quickly in balance. Pros work very hard at maintaining this same spine angle thru impact – a key indicator of consistency.

Ball Position: The golf ball is generally played opposite the left arm pit for every club. You'll notice that the club and left arm form a line.

Alignment: Start by aligning the club face first to the target. Then get your shoulders, hips and feet parallel to that ball-target line.

Take a look at Masters winner Sergio Garcia at this year's TPC tournament in Ponte Vedra:

- Feet shoulder width apart, toes turned out slightly.
- Equal weight on each foot.
- Upper arms rest on chest.
- Elbows point at hips.
- Left side higher, right side lower.
- Slight angle between the arms and club shaft.
- Belt buckle points down, tailbone up.



- It's quite common for golfers who slice to incorrectly have the left hip too low relative to the right hip. Correct it by actually pushing your hips forward to the target so that the left is higher. So check this easy fix (*see below*).



We've covered a lot of ground. Take the time to understand the setup. Make it natural. You'll avoid lots of swing issues by delving into golf's most important fundamental.

Tom Fitzpatrick has conducted corporate golf events, worked for David Leadbetter, and is an active realtor with Scenic Sotheby's Intl Realty. Reach him at (850) 225-4674 or visit tom.scenicsir.com





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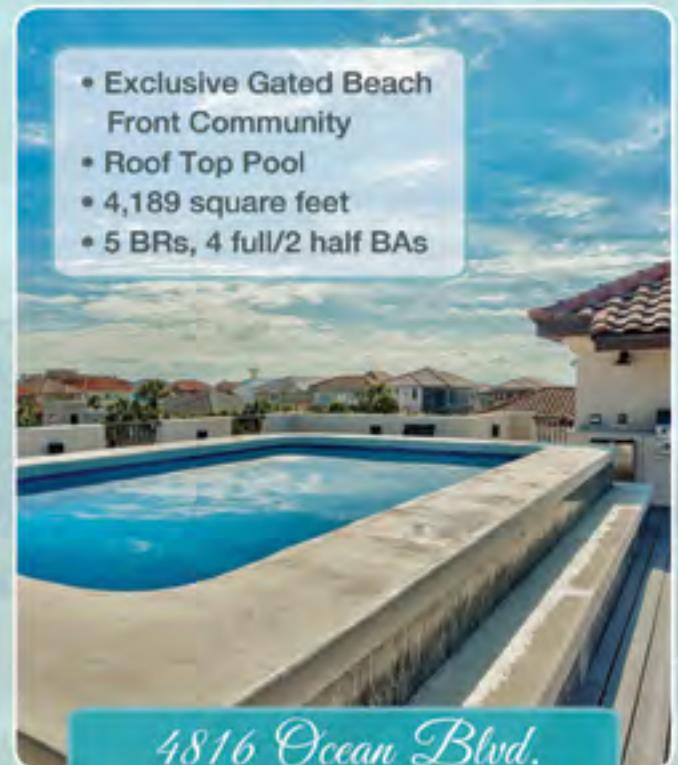
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Embrace what the day brings on this 3 hour cruise! Wild dolphin encounters. Swim in the beautiful Gulf of Mexico. Snorkeling for seashells in the underwater world of Shell Island. Fun on the water slide or an introduction to paddle boarding...or all of the above!

Only \$40 +tax per person!

Sunset Sailing Cruise

Enjoy a 2 hour sailing cruise while watching playful dolphins with the picturesque background of the beautiful, romantic sunsets as we sail St. Andrews Bay and/or the Gulf of Mexico. A great time for the whole family! Complimentary drink included.

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+tax per person!

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THE 10TH ANNUAL

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TEXT: 14012746 to 81035
LOT 13 - MLS741854
2,291SF | \$749,900
Builder Nola Ventures



LOT 70 - MLS753419
2,536SF | \$839,000
Builder LPKK Investments



TEXT: 140145681 to 81035
LOT 2 - MLS753404
2,978SF | \$865,500
Builder LPKK Investments



TEXT: 14012746 to 81035
118 Okeechobee West - MLS746768
2,500SF | \$769,500
Builder LPKK Investments

Truly, 30A's "Best Kept Secret!" Forest Lakes offers nature trails, fishing, kayaking & paddle boarding in the beautiful lake. Enjoy the pool and pavilion with a summer kitchen. This community has some of the best houses with superb craftsmanship. Olde Florida, just minutes to the beach!



90 Okeechobee - MLS748790
2,334SF | \$676,900
Builder Nola Ventures



This Beach House is Completed and Ready to Move In!

The House with Everything!



Lot 75, 3,210SF
\$1,195,000 | MLS777476
Builder LPKK Investments



62 Nickajack South, 2,361SF
\$679,900 | MLS773103
Builder Fox Construction



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We Change Lives through Real Estate

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david.deldonie@era-american.com

32 E. Highway 30A
Grayton Beach, FL 32459
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David Del Donie
850.240.3353

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Just Listed! New Construction



Lot 6 Ventana Dunes, 2,453 SF, 2 M BR's
\$659,900 | MLS777497
Builder LPKK Investments



Lot 7 Ventana Dunes, 2,453 SF, 2 M BR's
\$659,900 | MLS777496
Builder LPKK Investments



TEXT: T40153780 to 81035

45 S. Ryan Street

Beach House with 5BR/5.5 BA with 3,146SF. Sleeps 18 with 3rd floor hosting of bunks, full bed, sleeper sofa, kitchenette & full bath! Furnished with amazing views of the Gulf too! Fabulous getaway or great investment property!
MLS 753429 | \$1,550,000

Summer's Edge
on 30A

"Olde Florida" at its best! Strolling through this community by the beach with natural vegetation and lush oaks, you will find privacy and seclusion. Features include two community pools, a two minute stroll to the beach access and quaint sidewalks. Come & experience Emerald Coast's Walton County's Summer's Edge.



TEXT: T4012444 to 81035

GULF PLACE Beautiful large lot in gated community with beach access & all the amenities at the Gulf Place Town Center are yours to enjoy.
\$410,000 | MLS749440



EAST PASS TOWERS, UNIT 725 Yacht's Dream... Fabulous Penthouse in a NON-Rental complex with harbor views! 3BR/3BA. Floors are custom bordered limestone & ceiling is platinum with handmade medallions!! \$835,000 | MLS706478

Karla Del Monaco
850-240-3354

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We Change Lives through Real Estate

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BUYING OR SELLING



11 Spanish Town Court | \$11,900,000 | 6BR | 7BA
Gorgeous Gulf Front / Private Pool



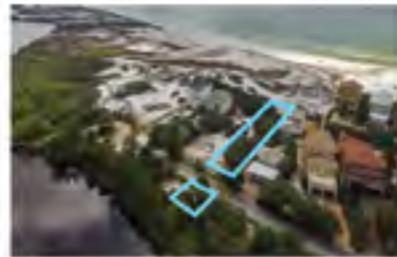
32 Abaco Lane | \$4,399,000 | 5BR | 4.5BA
Fully remodeled by Tracery Interiors in 2017



3B Lofts East
\$1,199,000 | 3 BR | 2 BA
Located in the Town Center of Rosemary Beach



Paradise By The Sea - Lot 20
\$6,900,000
Gulf Front Lot in Gated Community located between Alys Beach and Rosemary Beach



Lot 6 Beachfront Trail | \$3,900,000
48.64' x 385' | 48.64 Gulf Front Feet
Gulf Front lot in the gated community of Seclusion Dunes



240 Needlerush Drive
\$1,790,000 | 5BR | 4.5BA
Located in the WaterColor Lake district with access to the gulf front beach club



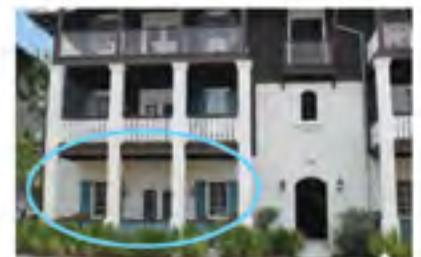
75C York Lane
\$409,900 | 2 BR | 2 BA
Located in Prominence featuring The Hub town center



Lot 5 Michaela Lane
\$530,000 | 4 BR | 3 BA
Less than 1/2 mile to beach and Gulf Place Town Center



141 Lifeguard Loop
\$899,000 | 5BR | 4BA
Seacrest Beach near Town Center



45A St Augustine
\$785,000 | 2BR | 2BA | 2 Bunks
Located on the Green in Rosemary Beach

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Steve and Jan Stevens



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