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Making Wishes Come True

By JOANNE MACPHEE

As the region's largest non-profit provider of care services, Covenant Care has a unique day-to-day perspective when it comes to the health needs and challenges in our community.

That is why they created the Covenant Care Foundation. The Foundation seeks to bridge the gap between those who have access to standard health care services and those who do not. Their unique programs also address the mental and emotional aspects of illness, often overlooked by traditional health care models.

Through their Foundation, Covenant Care is able to provide a number of unique and very special programs, including My Wish, Camp Connect, Partners in Care, Veterans Covenant Care and Bereavement and Spiritual Care. Most recently, they began offering specialized Palliative Care services at their brand-new Palliative Care Resource Center.

Funded in large part by an exceptionally generous quarter of a million-dollar grant from the St. Joe Community



Foundation, the new Center, located on 19th Street in Panama City, offers patients and their families a unique continuum of care, guiding them through every stage of their medical journey.

Staffed by health care professionals, counselors and

spiritual advisors, the Center seeks to offer support and perspective to those coming to terms with a life-threatening medical condition. Their specialized team is at the ready to help families navigate the many options available to them in the ever-expanding area of palliative care, while also supporting them as they begin to understand and cope with their diagnosis. The Center's staff are not there to replace, but rather complement, a patient's primary health care provider.

Because Covenant Care is there through every stage of a patient's journey, they can tailor their programs to each family's specific needs. For instance, the Foundation may be able to provide funding to help meet the cost of rent or groceries while a patient is in treatment, or cover the cost of a family member travelling into town to care for a loved one. Their Partners in Care program supports children diagnosed with a life-threatening illness, providing extra services for children and adolescents, while under the medical supervision of their primary doctor. Similarly, their Veterans Program honors and cares for our heroes, understanding their distinctive experiences and challenges.

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Catch A Dynamic Duo On "Chasin' The Sun"

Capt. Justin Leake and Capt. Travis Holeman have returned for season six as the co-hosts of "Chasin' The Sun," Visit Panama City Beach's award-winning television series, which premiered last month on Discovery Channel. In 13 all-new episodes, the anglers will take viewers on a fast-paced, heart-pounding saltwater adventure, showcasing the destination's diverse fishery and sampling land-based activities along the way.

Capt. Leake is a Panama City native whose family has lived, fished and hunted in the Florida Panhandle since the 1800's. Leake, a full-time charter fishing guide and part-time TV angler, is the owner and one of seven guides at Panama City Inshore, which runs over 1,000 fishing trips each year. Between guiding, filming, tournament fishing and scouting, he typically spends around 300 days a year on the water.

"Growing up in the Panama City Beach area, I was blessed to

CHASIN' THE SUN

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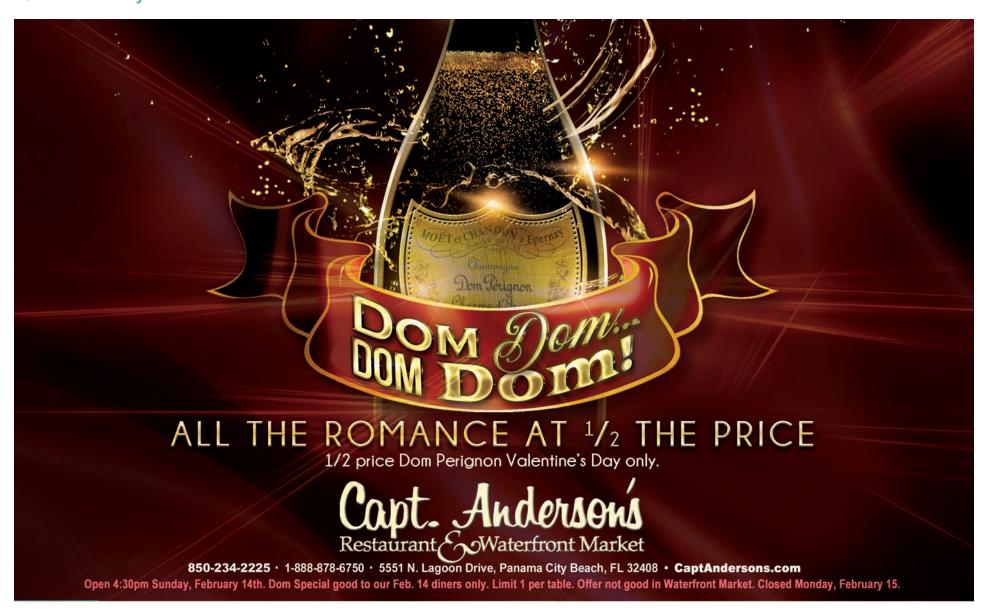
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- 3,000+ square foot retail store carrying firearms and accessories from Sig Sauer, Glock, Smith & Wesson, and more
- Firearms training and certifications
- Group outings and events

..... MORE ABOUT THE POWDER ROOM SHOOTING RANGE & TRAINING CENTER ON PAGE 9



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Community

WISHES

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My Wish is a particularly special program that grants wishes to seriously ill patients and their families. Whether their wish is for a family reunion, a wed-



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ding, or as in the case recently of a Veteran, one last chance to fly, My Wish volunteers will do whatever they can to make a family's final wish come true!

Meanwhile, Camp Connect is a day camp specifically designed to help children come to terms with loss, providing them with the tools they need to understand and manage their grief. And for all family members, there are bereavement and grief counselling services available.

As Christie Parker, Covenant Care Senior Director of

Development points out, all of this is provided at no cost to the patient or their family, thanks to the generosity of individuals, organizations, and companies like the St. Joe Community Foundation. Mrs. Parker notes, "I cannot begin to express our gratitude to those in the community who make our programs possible. The Foundation's programs rely entirely on the generosity of our community and every cent donated goes directly to our programs, the more we raise, the more we can do in our community. In 2019 the Foundation raised and then gave away \$1.8 million, and last year, we granted over 450 wishes. The need in our community only grows greater, and we are blessed to have partners and volunteers standing beside us as we seek to meet that demand."

Underscoring the importance of the Foundation's work, St Joe Community Foundation Executive Director, April Wilkes stated, "The St Joe Community Foundation's mission is to enrich the quality of life of the people who live in Northwest Florida and we are proud to have part-

nered with the Covenant Care Foundation to create their new Palliative Care Resource Center. We actively encourage other like-minded businesses and organizations to join us, as we work together to build a stronger, healthier community."

For more information on the Covenant Care Foundation, the Palliative Care Resource Center or to donate or volunteer, please contact rachel.davis@choosecovenant.org or call 850.785.3040.

CHASIN' THE SUN

continued from page 1

experience the rich fishing history and heritage at a young age, and my favorite part about hosting the show is being able to share this pristine resource with the entire world," says Justin. "Every season is different due to the many variables and environmental factors involved in fishing, and season six will showcase how versatile this sport can really be."

Several years ago, Capt. Holeman had an accident that caused him to rethink his life plan. So, he ditched his suit and began spending his days on a boat instead. Since 2000, Holeman has become a renowned fishing guide, built boats, achieved numerous International Game Fish Association (IGFA) world records as a professional angler and shares his story through speaking engagements, seminars and workshops.

"Season six will appeal to all types of anglers, from those searching for a technically challenging experience to those just wanting to have fun," says Tra-



vis. "We will cover many species and techniques in this season, including 'run and gun' fishing for mahi mahi and 'sight fishing' for tarpon and shallow water redfish. We'll also have some fun experiencing the attractions, events, dining options and natural beauty that make Panama City Beach one of the world's best vacation destinations."

"Chasin' The Sun" has been recognized with numerous awards for broadcast excellence since its 2016 debut. VISIT FLORIDA, the state's official tourism marketing agency, recently awarded its top prize, "The Henry," for best-in-class

Continued on page 5





PIZZA • DELI • CATERING • HOT ENTREES - eat in or take out



By Mark Stanley AND TRACY STEELY

Jaysa Hunter is the owner and operator of Avenue 117 Design, an interior design firm that serves the entire Emerald Coast. She provides the full range of services you'd expect from a designer, but says her passion and specialty is kitchen and bath remodels. The current trend along the Gulf Coast is still "Coastal," and she is happy to work with her clients to provide that look, but her preferred style is a little different. She describes it as an "edgy, eclectic, mid-century vibe."

But what really sets her apart is not her design style. When you choose to work with Jaysa Hunter, you are contributing to the support of those less fortunate, both locally and abroad.

Jaysa's grandmother on her father's side, Sara Anchors, once ran one of the first interior design businesses in our area. Jaysa grew up in Missouri but moved to Destin in the early 2000s and began cultivating relationships that would allow her to eventually thrive in the industry, taking

Faces of PCB: Meet Jaysa Hunter

on many of her grandmother's past clients as referrals.

She left our area for a time and moved to California. She got married, had two kids, Adilyne, now 13, and Liam, who just turned 10. She returned to the Emerald Coast after a few years and picked up where she left off in the interior design industry.

Jaysa said the catalyst for her current business model was a flash of inspiration that occurred to her in August 2012. She had hit a low point in her life and was, she

explains, searching for new meaning. She just happened to be reading from the Book of Isaiah while a documentary about sex trafficking played in the background. She came to Chapter 1, Verse 17: "Learn to do good; Seek justice; Help the oppressed; Defend the cause of orphans; Fight for the rights of widows."

As she recounts in her web-

Not Too Shabby



site, the documentary she had been watching made her feel profoundly sad about the world situation. The verses from Isaiah gave her the inspiration to do something about it, "full force. No reservations. Totally and completely." Interior design would be the avenue she would travel to fulfill the mission outlined in Isaiah 1:17.

Since that moment eight

years ago, Jaysa has used her time, talents, and a considerable portion of her business proceeds to help where she can. After Hurricane Michael devastated our community she organized relief efforts through social media to get needed supplies to those most affected. She filled her dining room with donated food and other essentials and fig-

ured out how to distribute them in record time.

The following year she again used social media to provide Christmas presents to kids of single mothers who could not afford to buy them. The kids were able to create a wish-list of four presents each, which appeared in an Amazon wish-list distributed through Facebook. The response was overwhelm-

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ing, and 40 underprivileged kids had a very merry Christmas.

More recently Jaysa has joined forces with an organization in the East African country of Liberia to design a pillow that is made from indigenous Liberian fabrics. The proceeds from the sale of the pillow are then used to help supplement the income of the women who created the fabrics in Africa.

These things are just the start of what Jaysa envisions for her business. She is working now on a plan to provide micro-loans to widows in Liberia and other third-world countries. The idea is to empower these women to produce marketable crafts that can be exported to places like the Emerald Coast, where they would be sold for a profit, thus helping to alleviate poverty in these vulnerable populations.

"But that's the long-term goal," Jaysa says. "The shortterm goal is making houses pretty."

For more on Jaysa's vision, and visuals of her handywork, visit her website at avenuel17design.com.



Community

Charity Chatter

Humane Society Low Cost Clinics



Take advantage of our low-cost medical clinic offered each month on the 3rd Saturday. Shots, testing, microchipping, nail trims, flea prevention and more. For a full list of services and updates on vaccination availability for the events, view our Facebook event.

February 20th at Hobby Lobby 9 a.m. - 12 p.m.

March 20th at Shore Thing Grooming 9 a.m. - 12 p.m.

No appointment needed, so stop by! Rabies vaccinations (\$13.00) are done by Dr. Susie McKnight of Bayview Veterinary Hospital. (Rabies are not available every time). Rabies vaccinations are good for one year.

Community Bag Program by Winn Dixie

For the month of February, The Humane Society of Bay County will receive a \$1 donation from each purchase of the \$2.50 reusable Community Bag at Winn Dixie on 132 South Tyndall Parkway.

The Humane Society's Thrift Store is Open!

Have you visited the all-new store yet? We've got a great selection of items to choose from. New inventory daily! Follow us on Facebook for inventory arrivals. Now taking donations. To find out how you can donate to the store, visit the website at adoptme.org. Help us out with supplies! We are in need of items for operations. Purchase from Amazon, and ship directly to the store. All purchases are tax-deductible donations. Located at 1352 W. 15th Street, PC 32401 in the Panama Plaza on the corner of Lisenby and 15th. Open Monday - Saturday 9 a.m.-7 p.m. and Sunday 10 a.m.-6 p.m.

CAUSEway Car Show: Cruisin' for Kids Feb. 20!

100% of the proceeds will be donated to The Optimist Club's Childhood Cancer Program. There will be top 10 people's choice awards, vendors, giveaways, DJ Awesome Ant and The Chris Beverly Experience will play from 3-7 p.m. after the trophies are awarded. Online registration available at Bit.ly/causewaycarshow. Join us February 20, 2021, 9 a.m.-2 p.m. at The Shrimp Boat, 1201 Beck Ave., Panama City. For more information visit www.facebook.com/events/651111392253329.

Big Brothers, Big Sisters' The Big Event March 6



Panama City's beloved Corks 'N Canvases event has received a makeover, and you are cordially invited to the Big Event presented by Bill Cramer Chevrolet Cadillac Buick GMC on Saturday, March 6, 2021, at The Barn at Wicked Wheel! This past year has been filled with challenges for our community, but we are looking forward to coming together and putting our focus on who needs our support: our local children.

The Big Event will be filled with many of our signature elements including a silent and live auction, chances to win and live entertainment by Christon Birge and Katie Spillman! We will have COVID-19 precautions in place, as the health and safety of our guests are our top priority!

Another new and exciting addition?! We will be streaming the event LIVE! If you are more comfortable, you can stay at your home, participate virtually, and give back to a BIG cause. Individual in-person tickets will be limited.

If you'd like to secure your spot, sponsorship opportunities are now available! Contact Paula Shell at pshell@bbbsnwfl.org or call 850.763.5437 for more information.

There are many other ways you can support our mission and make a big difference in a little's future. Shop Amazon Smile! Visit https://bit.ly/ BBBSSMILE, choose BBBSN- WFL as your selected nonprofit, and shop the same Amazon you know with the same products you love. Amazon Smile will donate 0.5% of all eligible purchases to Big Brothers Big Sisters of Northwest Florida.

We have partnered with the local tax collectors from Pensacola to Panama City to promote our Big Brothers Big Sisters Florida State License Plate. For each plate sold, our agency will receive \$25. These funds help support the one-to-one mentoring services that serve over 600 children annually. Visit bbbsn-wfl.org/fl-state-license-plate/ to purchase your plate today.

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achievement in the niche marketing category at its 2020
Flagler Awards ceremony in Tampa. The show has also received 10 Telly Awards in the categories of nature/wildlife,

CHASIN' THE SUN

Season six sponsors of "Chasin' The Sun" include Dulce Vida Tequila, Fish Monkey, Grundéns, Half Hitch Tackle,

sports, cinematography and

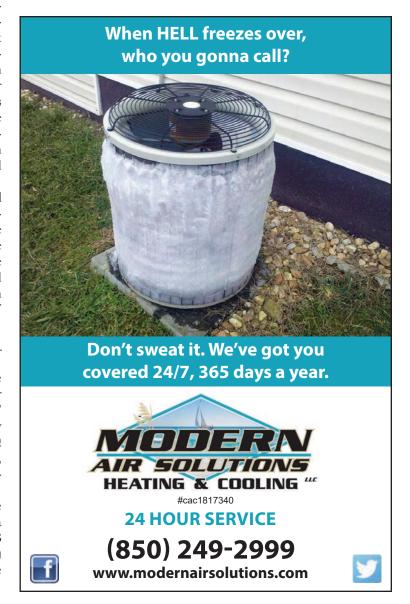
tourism.

Holiday Inn Resort, Humminbird, Minn Kota and Pirates Cove Marina.

Produced in partnership with Pinfish Media, new episodes of "Chasin' The Sun" will air Saturdays at 8:30 a.m. Eastern/Pacific and 7:30 a.m. Central. All five previous seasons are available for online viewing at www. ChasinTheSunTV.com and on Amazon Prime, Vudu, STIRR and Samsung TV Plus. The show can also be seen on local

affiliate television stations in the Outdoor America network. For more information on "Chasin' The Sun," please visit or stay connected via Facebook (@ ChasinTheSunFishingShow), Instagram (@ChasinTheSunTV) and YouTube.

Follow Capt. Justin Leake and Capt. Travis Holeman via Facebook (@justinleakePCB and @Capt.TravisHoleman) and Instagram (captjustinleake and capttravisholeman).









Let's Get Growing with Julie:

Salt Tolerant Plants for Coastal Landscapes



By Julie McConnell, UF/IFAS Extension Bay County

One of the benefits of living along the coastline is the gentle sea breeze that always seems to swirl around us. As refreshing as that can be to people outside on a hot day, salt particles carried in wind can wreak havoc on sensitive plants. When you are assessing your landscape site to match it with appropriate plants, be sure to factor in salt spray. Determine which areas of your landscape have the highest potential exposure and choose plants with high to mod-

erate salt tolerance for those areas.

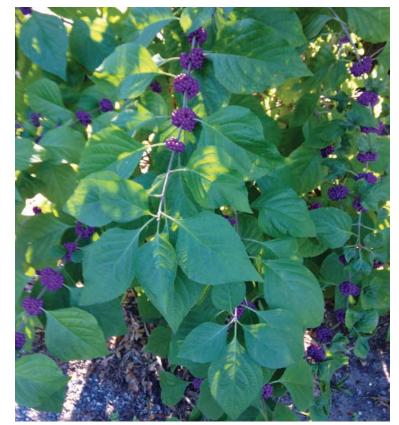
Here are some trees and shrubs that perform well in Northwest Florida and have moderate to high salt tolerance. These selections are good candidates for areas with a high likelihood of being impacted by salt spray and may be used as a windbreak to shelter less salt tolerant species.

Southern Magnolia (Magnolia grandiflora), Tree, EV. Native tree with glossy green leaves and large, fragrant, white flowers

Yaupon Holly (Ilex vomitoria), Tree, EV. Native bushlike tree with small olive-green leaves. Female hollies have red berries. Weeping varieties available.

Live Oak (Quercus virginiana), Tree, EV. Native oak tree with wide, spreading canopy.

American Holly (Ilex opaca), Tree, EV. Small native tree. Female hollies have red berries.



Bald Cypress (Taxodium distichum), Tree, DEC. Native tree that can grow in areas that flood or are dry. Shaggy reddish bark, delicate light green leaves.

Wax Myrtle (Myrica cerifera), Small tree/large shrub, EV. Native bushy small tree or large shrub. Attractive to birds and can tolerate flooding.

Oleander (Nerium oleander), Shrub, EV. Evergreen shrub with showy flowers available in several colors. Note that all parts of plant are poisonous if ingested or burned.

Beautyberry (Callicarpaamericana), Shrub, DEC.

Native shrub that has tiny lavender flowers in the spring that lead to bright purple berries in the fall.

Pineapple Guava (Acca sellowiana), Shrub, EV. Evergreen shrub with bluish green leaves, edible flowers and fruit.

Junipers (Juniper spp.), Shrubs or groundcovers, EV. Many types available with various needle coloration and growth habit.

Plumbago (Plumbago auriculata), Shrub/Herbaceous perennial, EV-DEC. In cold winters this shrub may die back to the ground for the winter.



Light green foliage and blue flowers.

Beach sunflower (Helianthus debilis), Shrub/Herbaceous perennial, EV-DEC. Native plant with sprawling habit that also reseeds. Great plant to fill in hot, dry, open areas. Yellow flowers most of the spring and summer. This plant is very drought tolerant once established and dislikes regular irrigation.

Foliage Key: **EV** Evergreen leaves, **DEC** Deciduous (all leaves drop seasonally).

For more Florida-Friendly Landscaping TM guidance, contact our office at 850.248.8091.

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The Sonder Project Returns to its Roots After Nearly Two Years of Hurricane Michael Relief Projects

By Anna McKay

It's often said that leaving a positive impact on the world begins at home. After over two years of community restoration projects following the destruction caused by Hurricane Michael, The Sonder Project is returning to its roots as a non-profit focusing on sustainable development in Africa. Their mission is "to do the most good" for impoverished communities that need it the most through projects such as building schools, drilling wells for clean drinking water, and increasing food security. Chad Zibelman, CEO, sat down with PCB Life to provide an update on their current international

Can you explain an overview of the process to those who are not familiar with TSP?

TSP: The Sonder Project approaches our global communities as partners. We do not invest in projects for a community

but with a community. Every project we undertake begins by holding mass meetings where we are working and assessing needs and interests. Once a community is selected, we work with the community to nominate a Project Leadership Committee to mobilize and oversee the project. The community directly contributes to all projects, typically in the form of sourcing raw materials and providing necessary manual labor. By the time the project is complete, they are fully invested.

Can you provide an update on TSP's current projects?

TSP: In 2020, we expanded our international operations and opened an office in Malawi, which is in Southeastern Africa. Collectively, we increased access to clean water for over 18,000 people through our wells. On the local level, we brought our Hurricane Michael housing recovery efforts to a close and completed the construction of



a school garden at Walton High School to support their new agriculture program. In 2021, we plan to drill 10 new wells, new school blocks in Malawi, and revitalize our Community Farms program in Burkina Faso. Additionally, we are excited to be unveiling a new sponsorship program to support students in our schools that are vulnerable to dropping-out due to financial hardship. More details to be announced soon!

We also met Kurt Freuden-

reich when his Rotary Club, the Mid-Bay Rotary Club, volunteered with us for a hurricane recovery project and our partnership has been serendipitous since. Kurt shared his vision to fund a well in the developing world by backpacking the Triple Crown (Appalachian Trail, Continental Divide Trail, Pacific Crest Trail). With over 2,000 miles hiked, he raised \$12,129 in tandem with fellow hiker James Stiely to fund a well in Burkina Faso.

Since the onset of the pan-

demic, I've been unable to visit our project countries, and we had to postpone group trips as well but I have excellent communication with our project managers on the ground, and we were successful in meeting all of our 2020 goals.

How would you encourage those who wish to get involved with TSP to help locally?

TSP: In this altered land-scape due to Covid, we have temporarily canceled all of our in-person fundraising events. Your support is greatly appreciated to make a donation, or support us on AmazonSmile. You can also check out our website to learn other ways to Get involved! If you have specific non-profit experience, such as grant writing, fundraising, or marketing and would like to lend your time, please feel free to email chad@thesonderproject.org.

















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Grand Lagoon Life

By Marta Rose-Thorpe

Life in the Grand Lagoon a.k.a. the "East End of Panama City Beach" is wonderful as we roll into February! The Thomas Drive Corridor is abuzz with activity, both in terms of new establishments developing and events being held every night in various locations. The Grand Lagoon Coalition, created to provide a platform for the revitalization and promotion of the Grand Lagoon area, has its 2021 events lined up, so get your calendars out and save some dates

The Coalition's second Tacos & Tequila Fest, back by popular demand, happens Mother's Day Weekend on Saturday, May 8 at Hammerhead Fred's. This fierce but friendly competition is the ultimate quest to find the Grand Lagoon's best tequila cocktail and best taco, and everyone votes! Freedom Rocks, the coa-

lition's Independence Weekend fireworks show off a barge in the middle of Grand Lagoon, happens on July 3. Pirates of the High Seas Fest, a weekend-long event over Columbus Weekend, takes place at Capt. Anderson's Marina on Sunday, October 10. And the Bloody Mary & Music Fest, the Coalitions long standing signature fall festival, happens on Saturday, November 6 back at the Sheraton PCB Golf Resort & Spa, following the second annual Grand Lagoon Golf Tournament taking place on Friday, November 5.

A key initiative of the Grand Lagoon Coalition is to build awareness for the unique personality of the Grand Lagoon. The area embodies an entrepreneurial spirit and sense of adventure, evidenced by its dense and diverse collection of independent owner-operated businesses, bars and restaurants and its popular-



ity with locals and visitors seeking a Gateway to the Gulf... or path less traveled. The Coalition held its first meeting of the year in January, and a new Board of Directors was voted in. For 2021 the Board includes Pam Anderson of Capt. Anderson's Marina, President; Curtis Flower of Beach Liquors, Vice President; Grant Wittstruck of LAT30° Partners, Secretary; Terri Hoehn on Centennial Bank, Treasurer; Rob Hammer of Hammerhead Fred's, Events;

Matt Sutherland of Sheraton Panama City Beach Golf & Spa Resort, Marketing; and Trudy White of Dat Cajun Place, Membership. The Coalition's GrandLagoon.com, website, was created to highlight the natural attributes of the Grand Lagoon and encourage visitors to explore all it has to offer. The Coalition also maintains social platforms on Facebook and Instagram to engage both locals and visitors and encourage them to share their experiences. Interested in what we're up to... or in possibly joining the Coalition? Visit our website and shoot us an email!

The new Capt. Anderson's Event Center, situated on the water between Capt. Ander-

son's Restaurant and The Grand Marlin, is alive with fun happenings! On Friday, February 12, check out Prom Night -Dancing Through the Decades. Did you miss your high school prom... or didn't have the ideal night you dreamed of? Well, this is your makeup - your redemption! From 7 to 10 PM dance your way through the 60's, 70's, 80's and up to current day tunes. Light hors d'oeuvres and spiked punch (!!!) will be served and SUIT UP for the Best Dressed Competition and Dance-Off. Tickets are \$25 per person, available at the door.

Save the dates for Comedy & Cocktails (February 17 and March 17), The Pittman's Magical Variety Show (March 13), Bridal Expo (March 21), Parrothead Night on the Harbor (March 27), and Wine Down Wednesdays – Swirl. Smell. Sip. Repeat! (March 31).

For details on any of these events call Capt. Anderson's Event Center at 850.691.5653. Visit captainandersonsevent-center.com. Located at 5550 North Lagoon Drive.

PCB Recognized by Tripadvisor as No. 2 Emerging Destination in the World

Panama City Beach is pleased to announce that it has been named the No. 2 "Emerging Destination" in the world by Tripadvisor's Travelers Choice 2021 Best of the Best Awards. Known for its 27 miles of sugar-white sand beaches, brilliant emerald-green waters and 320 days of sunshine annually, Panama City Beach has become a beloved destination for families, couples and friends.

"We are thrilled to be named one of the top emerging destinations in the world by travelers," says Visit Panama City Beach President and CEO Dan Rowe. "This honor, especially following such a difficult year in the tourism industry is a testament to our community, its scenic beauty and our unparalleled visitor experience embodied in the brand of Real.Fun.Beach."

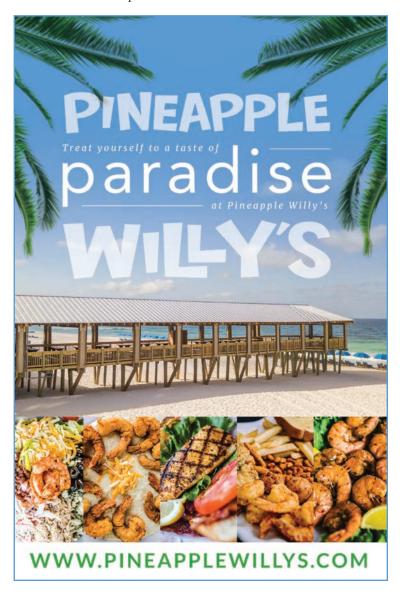
In spite of the challenges faced by Panama City Beach over the past year, the destination is seeing continued investment in the community, including hotel openings, innovative RV parks and new direct flight markets that position the destination to succeed in 2021 and build on its reputation as one of the world's most beautiful beaches.



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Right On The Mark

New Shooting Range and Training Center Now Open

Remember the days when you could go way out in the country and practice shooting your firearm? It wasn't the safest practice, but it was all you had at the time. Though that's still a possibility for some, the majority of people buying firearms for safety and sport find that gun ranges are their best shot at getting real experience.

The Powder Room Shooting Range & Training Center, owned and operated by The St. Joe Company, opened last December and has rapidly become "the" place to turn for training, to improve accuracy, and to learn more about all types of firearms. Managed by Joe Preston, the facility is on Hwy 98 at Griffin Blvd., in Panama City Beach, and is open seven days a week. Preston is certainly no stranger to firearms having served in the Walton County Sheriff's Office for 18 years.

"I grew to appreciate and respect firearms quickly as a result of my job. I also observed all

too often that people just hadn't Powder Room offers been properly trained in how to handle, use and maintain their firearms," said Preston. Powder Room offers a number of classes ranging from novice to experienced. For those

The Powder Room is a 13,000 square foot state-of-theart facility. In the firing range portion of the building, there are nine pistol lanes and five lanes for rifle shooting. As more and more people show an increased interest in firearms, visitors to The Powder Room will have 3,000 square feet of retail space to shop. "We were very gratified to have been named by Sig Sauer as an Elite Dealer for their product line. There's fewer than 15 such dealers in the country," Preston shared. This association provides the range with exclusive product releases only available to Elite Dealers, priority allocation of product, training events featuring instructors from the Sig Sauer Academy and other promotional and sales events.

In addition to the firing range and retail store, The

Powder Room offers a number of classes ranging from novice to experienced. For those just purchasing their first firearm, there are classes that teach proper handling, safety and maintenance of the firearm. "We find that these courses are even helpful to the most experienced gun owner because they serve as a gentle reminder of what should take

place," said Preston. More and more people have taken an interest in obtaining a concealed carry permit, which in Florida requires that the applicant meet a strict set of criteria including a prescribed training course.

The training courses are designed to progress the participant along a path to proficiency in all aspects of gun ownership. What begins as a series of classroom lectures and hands-on demonstrations will ultimate-



ly lead to the range, where instructors thoroughly orient the new gun owner in the proper etiquette while in a controlled environment.

For the more experienced gun owner, The Powder Room has a simulator room that can produce six hundred different scenarios. "This type of simulation has been in use by law enforcement for many years. It teaches the students how to react to many different situations.

In doing so, they become better acquainted with a multitude of things as they encounter the simulation," Preston said. The simulations are "real life" and as such, the participant feels very much a part of the scene.

Don't own a firearm? The Powder Room has a variety of brands that can be rented to use on the range. Drop by anytime and meet the team. They would love to show you around.





To the Rescue: Sheriff Tommy Ford



By Ruth Corley, Public Affairs Specialist for BCSO

They say time flies when you're having fun. Bay County Sheriff Tommy Ford has spent the last four years—his first term—in almost continuous crisis mode with barely the time to catch his breath between each challenge. It's not what the Sheriff would call fun, but he feels his agency has faced each crisis in a competent manner that has left him proud of his support staff

and the men and women who carry the Bay County Sheriff's Office badge.

After taking office in 2016, Sheriff Ford and his agency have taken on, among other daily incidents, an active shooter situation, a double homicide and intense manhunt for the suspect, Category 5 storm Hurricane Michael, and the Coronavirus pandemic.

In the case of the active shooter, Ford watched as his deputies took gunfire for several hours before the suspect was shot and the incident ended. During the manhunt for the double homicide suspect, Ford and his deputies worked all night in wooded areas in Fountain before the suspect was taken into custody.

Hurricane Michael damaged or destroyed communication and infrastructure in most of Bay County and surrounding counties, challenging the ability of Sheriff Ford's deputies to respond and help the citizens of Bay County. But help they did, driving when they could, walking when they could drive over or through debris no longer, all while they wondered about the fate of their own families and the conditions of their own homes.

When faced with a pandemic, BCSO deputies adapted and put on masks, learning new protocols related to working in a world battling a virus called COVID. "Quarantine" became a common word among conversation. Calls for service still needed to be answered, COVID or no COVID, and all BCSO employees rose to the challenge.

Each crisis, as well as changing issues facing law enforcement across the country, revealed to the Sheriff new areas of training needed to help equip his people to respond even more competently. Crisis Intervention Team (CIT) training has been held multiple times at the BCSO, expanding the capabilities of deputies to respond to people with mental health crises. Use of Force training has increased, with emphasis on de-escalation techniques. Sheriff

Ford has also worked to nurture and strengthen relationships between law enforcement and all communities within Bay County.

Also evident to Sheriff Ford was the need for additional equipment and buildings, both at the main location of the BCSO on Highway 77, the substations across the county, and at the Bay County Jail. The BCSO acquired a Bearcat, an armored vehicle to protect law enforcement as they approach an armed and barricaded subject or need to rescue innocent hostages. A BCSO Drone Team was formed to assist in the response to barricaded subjects, lost children, or the elderly. Ford, working with County Emergency officials, was able to find the money to design and see the delivery of a state-ofthe-art Command Post vehicle. This will allow law enforcement and County Officials to manage crisis situations under one mobile roof, with the ability to communicate from the scene. A new building is currently under

construction on the campus of the Bay County Sheriff's Office. Built to withstand the strongest storm, it will house a small emergency operations center which will permit the BCSO to remain fully operational in a weather crisis. Building projects underway at the Bay County Jail will help handle the increasing numbers of inmates housed at the facility.

Sheriff Tommy Ford began his second term in January 2021, as relieved as anyone to leave 2020 behind. But he knows there is no place for complacency in law enforcement, especially in a time when crisis is becoming more commonplace. No matter what the challenge, the mission for the Bay County Sheriff's Office will remain the same: to serve the people of Bay County with professionalism and integrity, and keep them safe.



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School Spirit: West Bay Elementary

By Deniece Moss, Principal of West Bay Elementary School

"Every student by name and need." This phrase has been the daily mantra here at West Bay Elementary School since reviving our school in 2015. These are words the teachers, administrators, and staff at our "Small School, with a BIG Heart" do not take lightly. Every single scholar who walks on our campus is seen as more than a student in a classroom; they are our number one priority. At West Bay Elementary you will see rigorous and engaging learning experiences across all grade levels and content areas. However, the most important lessons our teachers provide our students with are those that go beyond the four walls of a classroom.

Mrs. Ezell, our amazing speech pathologist, had these words to say about West Bay Elementary. "West Bay Elementary is an elementary school that functions as one cohesive unit. We may all have different job duties (teacher, para, administration, office staff, custodial, food service, SLP, OT,

PT, Guidance, Psychologist, RT, nurse, SRO) but we all work together to meet the needs of each student. Our scholars are not just students, they are "our kids." We are "the small school with a BIG heart" and everyone sees and feels that when they visit West Bay Elementary. It is a feeling that consumes you when you enter the school. Our climate is welcoming and loving. It is intrinsic and something very special. Our students do not just acquire academics at West Bay Elementary. They acquire academics, love and character trait guidance from those that love them and want the best for them. Our students know that they are loved."

At West Bay we truly believe in "relationships first, then everything else." These are words spoken frequently by the teachers and staff here at West Bay Elementary School. Educators must provide students with love, acceptance, and respect before they can teach them any standard or skill. On our campus the number one priority is to make sure students have connections





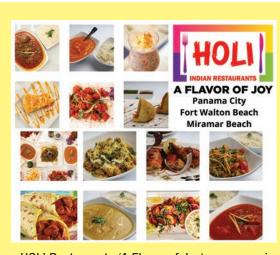
school wide with adults and other students. When students feel valued by their teachers, they are willing to put in the work needed to be successful in the classroom. Our school wide house system, lunch bunches, morning meetings, and teacher led mentoring are just a few ways teachers work to connect with students campus-wide. The focus on relationships extends to faculty as well. There is little faculty turnover each year. This stable school environment can be attributed to positive relationships between administration and faculty. A supportive environment is felt by all at West Bay Elementary.

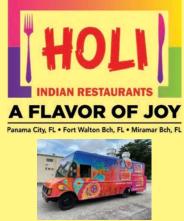
In 2018 West Bay implemented a school wide HOUSE system to help teach our scholars the importance of good character. Scholars are sorted into one of the four houses: Harmony, Empathy, Courage, and Kindness. When creating our House System, we ensured that our "why" stayed at the forefront of our minds by structuring our Houses based on what was best for scholars. The

goals of the House System are to ensure that our school has a small feel, to promote positive relationships and mentoring for students, to promote positive relationships between faculty and students, to give every scholar another caring adult, to instill a sense of pride in being a West Bay scholar and member of a House, and to boost character education.

At West Bay we offer many after school programs/activities for our scholars. Currently we offer the opportunities for our scholars to participate in Chess Club, Chess Club Jr., Lego League, Lego League Jr., FCA Kids Club, FCA Kids Club Jr., Chorus, and Girls on the Run. (Note: some clubs are currently held virtually.)

For more information about West Bay Elementary, located at 14813 School Drive in Panama City Beach, please contact the school at 850.767.1850. We would love the opportunity to meet you and your family and give you a tour of our "Small School with a BIG Heart."





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Superintendent Update: In the Zone

By BILL HUSFELT, SUPERINTENDENT, BAY DISTRICT SCHOOLS

By now I hope you've heard that we're getting a new school on the beach when A. Gary Walsingham Academy opens in August of 2021 for students in pre-kindergarten through second grade. We anticipate adding a grade a year to the school until it reaches K-5 status. At some point in the future, board members could decide to add middle school grades, which would make A. Gary Walsingham a K-8 facility. This school, which will have a Wahoo mascot, will focus on conservationism and environmentalism to take full advantage of the amazing location which was donated by the St. Joe Company.

But before we get too far along in that conversation, we need to talk a little bit about zoning. Obviously, we're building a new school based upon anticipated growth and we need to rezone a few beach neighborhoods to ensure that Breakfast Point is no longer at, or over, capacity and that the new school has an adequate zone.

Rezoning is always difficult because, in my experience, most parents are pretty happy with the school their child attends and change is hard. Rezoning is also challenging because neighborhoods, and roads, are not always aligned equitably and natural boundaries can be hard to find.

In this case, all of the students for the new school will be coming from areas previously zoned for BPA due to the exponential growth in that area. Likewise, there's a huge development planned adjacent to Walsingham Academy and several hundred new apartments are being constructed. We know that this area will quickly experience significant growth and that's why we're so excited that the School



Board had the foresight to begin construction on the new school this year. That project was slated to begin before the hurricane but, as you know, new construction was delayed so we could focus on rebuilding hurricane-damaged facilities.

At the January 12th board workshop, new zone boundaries were discussed and later approved at a meeting for advertising. As you can see from the graphic attached, we've selected a highly-concentrated area of

students to pull out of the BPA zone to create the zone for the new school.

Additionally, many parents want their children to attend a new school so parents in all school zones will have the opportunity to apply for out-of-zone attendance and, eventually, hardship waivers, for the new school.

Conversely, we also know that some parents will NOT want to leave BPA for the new school ... particularly if they have a fourth grader at BPA (not eligible currently for the new K-2) and a kindergartener. We completely understand the challenge that would be associated with two elementary school students at different schools and we will do ALL we can to accommodate "grandfathering" students into BPA as long as space is available.

There will be a public hearing on the new zone (date and time TBA). Stakeholders are welcome to attend and board members are always willing to listen to suggestions and concerns.

I know that change is hard for many people and changing schools for entire neighborhoods is a momentous adjustment. However, as I've seen in the past, everything generally works out and parents are always excited when their students have a chance to become part of the founding student body at a brand new school.

Panama City Beach Public Library Virtual Events

Early Literacy Programs

Read, Rock, and Rhyme Time (3 - 5 years), Thursdays at 10 a.m. Enjoy songs and stories with Ms. Tania while learning your letters! Thursdays in Feb. will feature the letters P - S. Thursdays in March will feature the letters T - W.

NWRLS Storytime with Sharron (3 - 5 years), Dr. Seuss Wednesday, March 3rd at 10 a.m.

Monthly take & make **craft kits available** while supplies last for ages 3 - 5 years. Sponsored by the PCB Library Foundation. Feb.: Heart Tree Craft Kit: Love is like a tree branch-

ing out in the world around us. March: Dr. Seuss Thing 1 Craft Kit Craft kit celebrates Dr. Seuss's March birthday!

STE(A)M Programs (School Age Children)

The Real George Washington Carver, Thursday, Feb. 25th at 2 p.m. You probably think of George Washington Carver as 'the peanut guy'—which is correct. But was he who people claimed he was? And did he really invent peanut butter? This video will shine light on the real George Washington Carver; former slave,

scientist, educator, and peanut enthusiast.

DIY Sleuthy Spy Aquas- cope, Thursday, March 8th at 2
p.m. In observance of Women's
History Month, let's recognize
Sarah Mather's contributions
to science by building our own
aquascopes—telescopes that see
underwater! Let's dive in!

Exploding Popsicle Frisbee, Thursday, March 22nd at 2 p.m. Instead of throwing away your Popsicle sticks, let's learn how to make several flying crafts with Popsicle sticks—including an exploding Frisbee - for some Spring Break fun!

Teen Programs (Teens 11 - 18)

Suncatcher Art: Crafts for Teens Wednesday, Feb. 24th at 2 p.m. Celebrate Black History Month and learn how to make suncatchers out of old CDs based on Alma Thomas's art.

Upcycled Origami with Kat: Japanese Doll Festival
Wednesday, March 3rd at 2 p.m.
Learn all about Hina Matsuri
(Girl's Day) that takes place every March 3rd and how to make
an origami Hina doll and kimono!

Friendship Bracelets: Crafts for Teens Wednesday, March 17th

at 2 p.m. Learn how to make rainbow friendship bracelets out of yarn!

Clay Ammonites: Crafts for Teens Wednesday, March 24th at 2 p.m. Learn how to make your own modeling clay and ammonite fossils. In celebration of Women's History Month, we will also learn fun facts about paleontologist Mary Anning

Adult Programs

Mardi Gras Murder Mystery, Feb. 1 - Feb. 22. Oh no, there's been a murder at Mardi Gras! Visit https://sites.google.

Continued next page





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Fighting the Bite:

Beach Mosquito Control District in Action

Beach Mosquito Control District (BMCD) is an Independent Special Taxing District that operates under Chapter 388 of the Florida Statutes. The District extends from Hathaway Bridge on the east to the Walton County line on the west and south of the intercoastal waterway, excluding the West Bay community.

BMCD is charged with providing mosquito control in the District. To accomplish this, BMCD uses Integrated Mosqui-

to Management (IMM). IMM is the utilization of several different methodologies. Larviciding, (controlling the mosquito larva), adulticiding, (controlling the adult mosquito), permanent control measures (eliminating the water source), and public relations.

Larviciding is locating the mosquito breeding source and when larva is present, treating for the larva. The District has many, if not all, the breeding sources

mapped and cataloged in the District. We use environmentally friendly larvicides when treating the lava.

Adulticiding is when we treat for adult mosquitoes. This is what most people think of as 'mosquito control," but it's really only one component. This is accomplished by utilizing spray trucks at night when the mosquitoes are active and flying.

Permanent control measures involve removing the

water source. This can be done by dumping out containers that breed mosquitoes and or cleaning out ditches that may be stopped up with non flowing water, the perfect place for mosquitoes to lay eggs.

Public relations revolves around educating the public about mosquitoes and ways they can reduce the number of mosquitoes, both pestiferous and vector borne disease carrying BMCD is involved in the

K through 12 schools in the District. Our outreach program teaches classes about the biology of mosquitoes and meets the Florida Sunshine Standards.

Beach Mosquito Control District is here to serve the public by protecting against pestiferous and disease carrying mosquitoes. Please call us at 850.233.5030 and or visit our website at www. pcbeachmosquito.org if you are being bothered by the world's deadliest creature, the mosquito.

LIBRARY

continued from previous page

com/view/bcplmystery to read suspect bios and crime scene information. Collect the clues and interview statements. See if you can solve the murder before time runs out!

Beginning Photography: Stop Using Auto and Have Fun with the Camera (Zoom) Tues-

day, Feb. 16th at 2 p.m. Beginner Photography Class taught by Gary Crowson. Email sburris@nwrls.com for Zoom invitation.

NASA Mars Perseverance Rover Watch Party (Zoom) Thursday, Feb. 18th at 1:15 p.m. Join us to watch the NASA live stream of the Perseverance Rover landing on MARS from home! NASA Solar System Ambassador, Khelsea Rantanen, will help answer questions in the chat. Email sburris@nwrls.com for Zoom invitation.

11th Street Dulcimers Practice (Zoom) Fridays, Feb. 19th and March 19th at 2 p.m. Email sburris@nwrls.com for Zoom invitation.

Recycled Book Club Tuesday, Feb. 23rd @ 2 p.m. Book Vase Tuesday, March 23rd @ 2 p.m. Book Page Bowl Make

something new out of an old book.

Monday Morning Book Buzz Mondays at 10 a.m. Heather, BCPL Outreach Librarian, shares reading trends and buzz-worthy books! The last Monday of the month will feature climate reads for our changing planet.

Beach Book Club (Zoom), educated by Tara Westover

Wednesday, March 3rd at 10:30 a.m. Zoom registration required. Email asmith@nwrls.com for Zoom invitation.

BCPL Book Club (Zoom), run by Ann Patchett Thursday, March 11th at 11:30. Zoom registration required. Email rfillingame@nwrls.com for Zoom invitation.

For more info, visit www. nwrls.com.





Time with Wine: Mad Hatter

At Kwiker Liquor, we know that the key to having a great selection of fine wines is knowing a great selection of Vintners and Winemakers. And we take pride in cultivating these relations to bring the very best to our customers in the Panhandle. This month we called on our friends from Mad Hatter wines to share their story with us:

Created as the second label to Dancing Hares at Amulet Estate in St. Helena, California, Mad Hatter has developed its own unique place in the market, found in personal cellars as well as anchored on notable wine lists at upscale restaurants all over the country. At a more approachable price point, Mad Hatter is known universally as a wine of both value and substance.

The intention of Mad Hatter, vintage after vintage, is to create a Bordeaux based Proprietary



mad Hatter

NAPA VALLEY

Red Wine that remains consistent in style—enjoyable both in its youth and age-worthy as you would expect from a Napa Valley wine comprised primarily of Cabernet Sauvignon.

The 2018 growing season offered a bountiful crop of high-quality fruit, allowing for many lots to choose from for the final Mad Hatter blend. This vintage marks the first, start to finish, at the helm for Winemaker Shawn Johnson, who noted the following about the wine's profile: "This wine expresses aromas of black plum, wild hyacinth, and clove. The palette evolves into flavors of black cherry, dark chocolate, and baking spice further enhanced by the wine's velvety tannins, and long finish."

Mad Hatter is only beginning its journey and growth within the industry. While it maintains a significant place in the history of the estate, it is a wine that will also have a strong presence in its future. This may not be the first time and will certainly not be the last time you will read about Mad Hatter Napa Valley Red Wine.









With the largest selection of fine wines on the beach, Kwiker Liquor is proud to carry Mad Hatter Napa Valley!



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Ву Јаск Ѕмітн

The term 'appetizers' seems to have appeared simultaneously in England and America in 1860 as an English alternative to the French word, hors d'oeuvres. But though the name might vary, appetizers, in some form or another, have graced many a cultured table over the centuries. Ancient Greeks and Romans were known for their wine, olive, and cheese platters, while Renaissance physicians toted pre-dinner meat morsels to promote digestion. As part of a multi-course spread, appetizers were primarily found in the more privileged corners of society. It's hard to imagine Genghis Khan sitting down to enjoy finger foods, while Daniel Boone would've been hard pressed to pronounce hors d'oeuvre, much less divine its meaning. Today appetizers, aka 'starters,' have evolved into their own food group. Portion conscious consumers are known to treat appetizers as a main course (who among us has not made a feast of wings, nachos, or even fried pickles?). My wife is convinced that soup and salad constitutes a full course meal. My advice? Enjoy all the oyster sliders and spinach dip you desire, and be merry. Main course optional. Bon appétit!





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Capt. Anderson's Restaurant 5551 N Lagoon Drive, PCB | (850) 234-2225

captandersons.com

Capt. Anderson's has published a lot of cookbooks over the past 54 years, but there is always one recipe missing. As a matter of fact, you won't find this recipe anywhere. It is Capt. Anderson's most closely guarded secret...you have to taste to believe! The #1 appetizer of all time! Capt. A's FAMOUS Grilled Bay Shrimp!



Christo's Sports Bar & Grill 2903 Thomas Drive, PCB | (850) 708-1878

christossportsbarandgrill.com

Christo's jumbo wings are cooked to order and we offer 9 different sauces and 3 dry rubs! Try them grilled. Get wild and mix up different sauces. Wednesday's special is 80 cent wings all day (dine in only). Our wings were voted top 3 Best of Bay.

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10025 Hutchison Boulevard, PCB | (850) 588-7947 thewickedwheel.com

As the reigning champion of Bay County's Best Fried chicken, The Wicked Wheel also serves up some of the best wings around with unique flavors to choose from. Get 'em tossed in the original hot or mild buffalo sauce, or try something different like their Apilachicola flavor sauce or their Jamaican Jerk Dry Rub. These wings are so good they'll make ya lick your eyebrows!





Barefoot Hide-A-Way

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All Barefoot Restaurants offer crispy chicken wings tossed in a variety of sauces including mild, hot, garlic and BBQ sauce. Barefoot Hide-A-Way is also known for their blackened wings. Pair a basket of wings with their daily Bucket of Beer special (\$15 for a domestic bucket/\$20 for an imported bucket) for the perfect sports-watching experience!

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A Slice of Heaven: Pizza on My Mind

By Jamie Zimchek, Editor

Some say the secret is "in the sauce." At Paparazzi Gourmet Deli, the secret is so, so much bigger: the secret is equal parts perfectly crisped crust with a delicate crunch; sauce balanced just so between tomato, herbs, and garlic, and a cheese that melts exactly as it should, stretchy and moist, with just the right assortment of toppings to finish things off. Full disclosure: I've had pizza in many, many places around the world, and this pizza, hands down, is in a class all its own - it's that good (move over Napoli).

Great pizza doesn't just manifest itself on Thomas Drive without some history and a little human involvement though. In this case, the expert pie-maker, and Paparazzi's owner, is John Trubia. Trubia hails originally from New York City where he was a First Responder during the 9/11 attacks. In 2006, he retired from the police force and moved south, bringing his fami-



ly and his Italian family recipes with him.

As a gourmet deli, Paparazzi even pre-covid was nearly 70% take away, which has made things easier as eat-in numbers have dropped for most restaurants. There are, of course, a handful of indoor and outdoor tables as well as beer and wine available should you wish to eat in. The lunch crowd can build a super sub with Boars

Head meats, or pick up pizza by the slice from 11-3pm Monday-Saturday. On Fridays, First Responders in uniform get two free pizza slices along with a soft drink (there's also a daily discount for military and First Responders). If, rather, you're headed home from the beach, or a day at the office, it's fast

and easy to grab a baked ziti or fresh lasagna to heat quickly at home, or, better still, one of their aforementioned par-baked Continued on next page





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An Adventure in Art: Liza Snyder in Action

By Jamie Zimchek

Liza Snyder makes art. But she doesn't just make art, she helps other people of all reasonable ages learn how to make art too, with great patience and a twinkle in her eye. If you've had occasion at any point in life to help a seven-year-old paint, having cleaned paint off the walls, floors, clothes, and cat in the aftermath, you might have an inkling just how special Snyder really is. "I love sharing art with kids and other women as much as I love creating," she says. In the midst of a pandemic, her infectious enthusiasm is a lovely counterpoint to other infectious alternatives.

"Like so many, I considered myself an artist at an early age," says Snyder, "But my creating didn't really flourish until I decided to study art as an undergrad at Auburn." There, her focus was printmaking, but after college, she took a break, a ten year break, from art. "A kind of "awakening" occurred at that ten year mark," Snyder explains, "and I knew I needed to



begin again." Now, you can find her in her studio daily playing, exploring, or filming her latest workshops. Seven years ago, Snyder made the move with her family from Birmingham, Alabama, to the Florida Panhandle. Initially, she opened her studio just for summer art camp, but this soon evolved into a teaching position at Bay Elementary. "I loved teaching in a public school setting, but didn't have time to create myself," she explained. After two years, she opted to refocus. "I came back to the studio and taught weekly homeschool art classes and women's workshops... while creating again!"

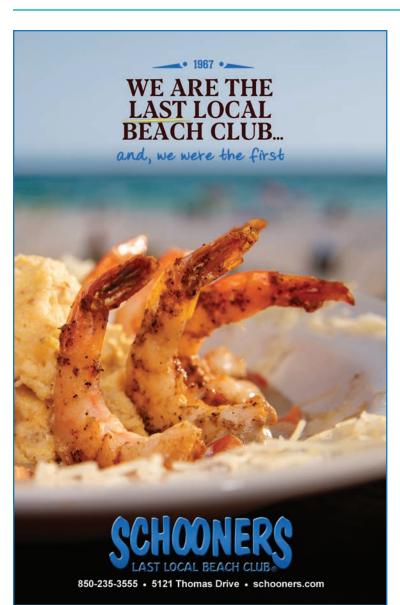
Inspired by artistic greats like Joan Miro, Yayoi Kusama, Henri Matisse, and Egon Schiele, her work is a joyful mix of play and exploration. Sometimes she draws on the way she's feeling for material, other times her environs, whether it's the woods nearby or Choctawhatchee Bay, which she can see from her window. These days, her originals are often paintings and drawings, but she also pulls in cyanotypes, natural dyes, textiles, and even paper mache sculptures. "I hold onto the 'rules' of art loosely!" says Snyder, "In fact, I encourage the term 'Art Explorer' in the studio."

In previous years, Snyder

taught a variety of classes out of her home studio, from weekly homeschool art classes to women's workshops. Courtesy of covid, her classes have moved online. "I miss my fellow creatives in the studio," Snyder says, "but this shift to teaching online has created really cool connections with families from all over the world!"

Aspiring creatives have several options. 'Art School with Liza' is a monthly membership that provides an art curriculum for kids ages 5-11. Doors will open to this art curriculum again February 20-23. These highly engaging lessons are prerecorded and can be accessed any time. Art workshops for kids and women are available year-round online, or look for free kids how-to-draw videos on Snyder's blog, which you can find along with online classes on her website.

Find Liza Snyder at www.liz-asnyderart.com, www.facebook. com/lizasnyderartist, or www.instagram.com/lizasnyderart.



PAPARAZZI PIZZA

continued from previous page

pizzas that needs only 6-8 minutes at 450 degrees in your oven.

But back to those pizzas: they're an unexpectedly detailed labor of love, from the dough to the imported Italian sausage. Trubia explains that in order to make dough, you have to consider things like the outside temperature, the water temperature, and the type of oven you're using. "Then you have your sauce," says Trubia. "pizza sauce you don't cook."



They crush Italian tomatoes to make their sauce fresh, with a few other top-secret ingredients, before adding the cheese. Trubia explains that traditional Italian pizza historically didn't have cheese at all, but added it to cater to tourists (many of

them American), and it caught on. The right high-quality mozzarella will be slightly dry so the pizza doesn't get soggy, but with enough natural oils to give it good stretch. Toppings are the icing on the pie at Paparazzi always high quality and garden fresh, they're cut to a certain size that blends in well.

"If you have a great crust, a great sauce, and a great cheese, your pizza is going to be great," says Trubia. Put it this way: Paparazzi's pizza will upend everything you thought you knew about pizza, in a really great way (Mamma Mia!).

Paparazzi Gourmet Deli is located at 2810 Thomas Drive, PCB. They're currently open from 11 a.m.-7 p.m. Monday-Thursday, and 11 a.m.-8 p.m. Friday and Saturday. Find an online menu at paparazzideli.com or ring them at 850.588.8244.



Wellness

Prioritize Your Health

Or Illness Will Become Your Priority

By Dr. Stacy Kehl

Prevent and maintain.

Have you taken your car in for an oil change lately? I bet you replace the filter in your air conditioner a couple times a year. Heck, we even take the dog to the vet at least one a year. But what about your own maintenance schedule? Life is easy when you're healthy, yet what happens when you're not taking care of that complicated machinery we call the human body? As a Nurse Practitioner who has spent the last 8 years working in a hospital, I've unfortunately seen patients who "suddenly" ended up on the hospital's doorstep with seemingly no indication that they were ill. Their "check engine" light was on, but they ignored it.

99% of people hate deductibles and copays.

Primary care is the backbone of healthcare. With regular check-ups and health screen-



ings, a primary care provider can often catch a problem early-on, before the problem causes irreversible damage. Left unchecked, high blood pressure, high cholesterol, elevated blood sugar, that mole that "needs to be checked" - these can all lead to more serious diseases and events down the road. So why do so many people go without primary care? Primary care is the cornerstone for disease prevention and health maintenance. Unfortunately, the decision often comes down to money. Our healthcare system most commonly utilizes a model known as "fee for service." This model has it's short-comings, as we all know: inflated bills, networks, and difficult-to-attain deductibles are just the beginning. While the Affordable Care Act (ACA) has lofty goals of insuring everyone, the reality is that not everyone is insured. And surprisingly, it isn't always because of lack of money. Some people choose to not have health insurance; they make a conscious decision to spend their money elsewhere - perhaps on a mortgage, a car payment or a start-up business. Others pay high premiums for insurance plans that they never use. It can be frustrating, but is there a different way?

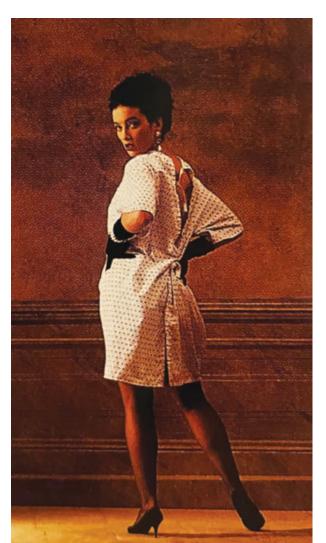
Surprisingly transparent.

Direct Primary Care (DPC) offers an alternative to the frustration and expense of "fee for service" primary care. In an agreement between you and your provider, you have all your primary care needs met. Without insurance. Without networks. Without copays or deductibles. And the best part, without surprise medical bills. All your visits, calls, emails, texts, telemedicine, labs and even some procedures and medications can be performed, and are all included, in the DPC membership. In the United States, DPC has been a growing movement by primary care providers to reduce the overhead and red-tape caused by insurance companies whose aim is NOT for the health and well-being of patients, but rather for improving the bottom line of the insurance company.

The involvement that insurance companies have inside the exam room is well known; treatments that are deemed necessary by the provider are frequently denied by the insurance company. Providers spend much of their day meeting the demands of insurance companies, instead of taking care of patients.

Cut to the chase.

DPC removes the barriers between patients and the provider by eliminating the need for insurance in the primary care office. Services are streamlined. Providers experience less burnout. Patients get better care for less out of pocket cost. Diseases are prevented or managed. Most DPC providers answer their own calls, texts, and emails directly (no more phone tag!). Appointments are same day or next day. With DPC, the provider truly has the time to get to know their patients and everyone benefits.



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Wellness



QUESTION: I confess. I have new year resolutions. Tops on my list (I know, how cliché) is to improve my diet. I feel like in the past I have fallen into some bad habits that have sabotaged my plans to eat healthier. Help! I need all the help I can get.

ANSWER: You are in excellent company. Diet is the number one resolution, whether it is to eat healthier or to lose weight through diet. It's usually a combination of both, which is good. A healthier diet is the key to losing weight and keeping it off, as well as feeling better.

I am often asked during consultations to fine tune an eating plan to make it healthier. We are all products, to some degree, of a powerful marketing environment in this nation. We are constantly surrounded by advertisements in the media, whether it's TV, internet, radio or magazines, just to name a few. Have you ever said to a friend, "I heard that was really healthy (or delicious)"? The next time you say that, think about why you did. So, apart from the hype, here is a short list of some of the most common traps. By the way, I can speak to these mis-

Ask Dr. Marty: **Diet**

takes first hand, since I'm still a work in progress!

Cereal bars/granola bars Even if they are made with healthy grains, check the labels for sugars and carbs. They can also even have artificial sweeten-

Healthy soft drinks - Always check the sugar, and artificial ingredients content. Try filtered water with a very small amount of fruit juice or with a slice of fruit if you occasionally want something more festive

Bottled fruit juice – Juice has a high sugar content. A piece of whole fruit is more satisfying and healthier because of the added nutrients and fiber.

Dried fruit - Dried fruit

does have healthy nutrients, but has lost a lot of nutrients during processing and often has artificial preservatives. Fresh fruit is a better choice, because it has less concentrated sugars.

Not eating enough - It is an easy trap to fall into to think you will lose weight with less food. But when you eat a lot of fresh vegetables and fruit, you often eat so much more volume, you don't get as hungry.

If it's healthy "I can eat all I want" syndrome - Mindfully eat healthy portions. Mindlessly eating while surfing the web or watching television (That term probably dates me, doesn't it?), can lead to unhealthy eating.

We often use the word "diet" as if it is a dirty word! Words are important. Choose a word like meal plan if that has a healthier connotation for you.

Hot Tip: Whenever selecting a meal plan, think of it in terms of habits you are willing to enjoy on a permanent basis, not a temporary fix. Stay well.

Marty Kernion, Ph.D. is not a medical doctor. She has a doctorate in naturopathy. Naturopathy uses natural, gentle ways to bring our bodies back into balance, so that they have the God-given ability to heal themselves. She is a retired professor of herbal medicine and nutrition and has written 39 college level courses in natural approaches to health. She has published two books on natural health. She can be reached on askdoctormarty@cox.net for scheduling a class or consultation, or for sending in your questions for this column.



By Stephenie Craig. JOURNEY BRAVELY

Are you already over hope for new year possibilities? Maybe 2021 is already draining you and feeling like a punch in the gut. Sometimes you round New Years with ideas, goals and energy for something new only to be met with resistance, sick season, negative thinking and more of the same from last year.

You start your new exercise program and miss day 5 and have a hard time getting back on track, because you're telling yourself you blew it. You've changed your drinking/smoking/spending/eating habits for two weeks and then slip up and tell yourself to forget it because you can never get it right all the time. You're left discouraged, disempowered and depressed.

There's hopeful and empowering news! Perfection is not real-

The All or Nothing Trap

ity for humans. You aren't going to get anything right every time. Life is not made of 100% success or failure but of small, consistent steps in a healthier direction over time.

All or nothing thinking is a rigid trap that keeps you from making reasonable progress toward life change. All or nothing thinking invites you to quit and view yourself as a failure any

time you behave inconsistently with your goals. A flexible, gracious mindset will produce obvious, life-giving change over weeks, months and years.

Continued next page



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By Dr. Richard Chern, MD

We've had occasional calls over the years from husbands who feel their wives are slipping away. They call saying they are desperate to get their wives back. After years of marriage when a relationship should be getting easier, it seems like things are only getting more difficult. I always thought this was light

hearted banter but last week we got two of these calls in one day and both husbands seemed to have a real desperation in their voices and a real fear of losing a life-long partner.

It made me think back to a married couple I took care of nearly ten years ago. I did a consultation with the husband first and he agreed to treatment. During the hormone treatment he admitted to me that his wife was just not the same person. They rarely went out, were rarely intimate, and frequently argued. He was tired of feeling angry all the time and believed his marriage was headed towards divorce. During the consultation with his wife I heard many of the

Where's My Spouse?

same complaints and the conversation ended with her telling me she was planning on divorcing her husband because they just couldn't get along anymore.

Six months later I was surprised to see them return together. As I treated each of them that day they told me they had never felt better and their relationship was better than ever. They felt like they were dating again and were rediscovering each other in a brand new way. As they checked out at the front desk I could hear them giggling and teasing each other. When our front desk asked if they were happy with the therapy they jokingly said it had saved their marriage. I heard this as I was walking back to my office and knew it was no joke at all. I already knew how much hormone therapy had helped me, but this made me realize how much it can help a relationship and how hormones affect our perspective and outlook in every aspect of our lives.

I've been on this treatment program so long it's hard for me to remember what feeling bad feels like. I do remember struggling to survive the day, being tired all the time fighting to concentrate, and faking a good mood at work only to bring home all my aggravation and give it to my family. I remember spending my free time sleeping, eating, and watching TV even though I wanted to do so much more.

There are many fears and preconceived notions about hormones. They are all wrong. Research has proven that bio-identical hormone therapy is beneficial in countless ways with very little, if any risk.

If you feel you're not the person you used to be or your spouse has lost that vibrancy for life then let us know. I think we can help.

Dr. Richard Chern, MD specializes in hormone therapy for men and women. He is accepting new patients and waiting for your call at 850.837.1271 or find us at www. RichardChernMD.com.

ALL OR NOTHING

continued from previous page

Flexible, gracious thinking allows you to notice when you've gone off track, to understand resistance to progress, and to repetitively get back on track as needed. Flexible, gracious thinking allows you to celebrate any steps toward change as success even if you haven't taken those steps 100% of the time.

Don't worry. You aren't alone if you're struggling with all or nothing thinking. The social media saturated culture encourages you to believe that others have it all together with the perfect family, body, mindset, food, parenting, business, home or life and you're in the minority who just hasn't found the perfect formula. But, the truth of being human is EVERY person struggles and there is no secret formula.

So, how do you move from the

to the freedom of flexible, gracious thinking?

5 Ways to Increase Flexible, **Gracious Thinking:**

Acknowledge your humanity. Expect struggles. Remember your brain is created for growth and change. Knowledge and mastery are learned through experience. Stop expecting yourself to be good at things without having learned and practiced over time

Set reasonable expectations for change. Your brain requires 1-2 months of consistently doing something a new way to create and sustain change. Continue those practices for months to follow to make them a lifestyle. Expecting massive change in short periods of time creates discouragement and

Create flexible goals for growth. I want to eat healthier 80% of the time instead of I seven days per week. I want to engage in one personal/spiritual growth discipline 3-5 times per week instead of I want to spend 1 hour per day, seven days per week on said discipline.

Measure every morsel of success. Every single movement in a healthier direction adds up to sustained change and progress over time. I am proud of myself for eating healthy breakfast and dinner today instead of I'm quitting healthy eating, because I ate cake for lunch. I am proud of myself for reducing compulsive spending from 1-2 times per week to 1-2 times this month instead of I can't believe I didn't follow my budget perfectly so I'm giving up on intentional spending.

Use the same kindness you'd offer to a friend when talking to yourself. Judgmental and negative self-talk is self-defeating, unmotivating and promotes a downward emotional spiral. Change takes time and I'm capable of learning new things instead of I'll never get this right and I always screw up. Everyone takes steps backward in their journey forward and I'm gaining wisdom in the journey instead of I'm a failure and won't ever change.

As you try increasing flexibility and grace in your process of change, remember there is no perfection in humanity, not even in being flexible and gracious toward yourself! If you need support along your journey of change, Journey Bravely has coaching and counseling sessions available to help you. Connect with us at journeybravely.com.







Hearing Loss Speeds Up Brain Shrinkage and Could Lead to Dementia

RESEARCH AT JOHNS HOPKINS UNIVERSITY

The brains of all people shrink with age but the brains of people with hearing loss shrink more rapidly - they lose an extra cubic centimeter of brain a year.

Hearing loss is associated with increased risk of dementia, falls, hospitalization and poor mental health.

Researchers at John Hopkins University, in Baltimore, U.S., and the National Institute on Aging, looked at the on-going Baltimore Longitudinal Study of Aging to compare the brains of elderly people with normal hearing and those with impaired hearing. The Baltimore Longitudinal Study of Aging was started in 1958 by the National Institute on Aging to track various health factors in thousands of men and women. Previous research from other studies linked hearing loss with marked differences in brain structure compared to those with normal hearing, both in humans and animals.

In particular, structures that process information from sound tended to be smaller in size in people and animals with impaired hearing. Dr. Frank Lin, an assistant professor at the Johns Hopkins University schools of medicine and public health, says it was unknown, however, whether these brain structural differences occurred before or after hearing loss.

As part of the Baltimore Longitudinal Study of Aging, 126 participants underwent yearly MRI scans to track brain changes for up to 10 years. Each also had physical examinations at the time of the first MRI in 1994, including hearing tests.

At the starting point, 75 had normal hearing, and 51 had impaired hearing, with at least a 25-decibel loss.

After analyzing their MRIs over the following years, Dr. Lin and his colleagues found those participants whose hearing was already impaired at the start of the study had accelerat-



ed rates of brain deterioration compared to those with normal hearing. They found that people with impaired hearing lost more than an additional cubic centimeter of brain tissue each year. Those with poor hearing also had significantly more shrinkage in particular regions, including the superior, middle and inferior temporal gyri - brain structures responsible for processing sound and speech. The middle and inferior temporal gyri, for ex-

ample, also play roles in memory and have been shown to be involved in the early stages of Alzheimer's disease. "Our results suggest that hearing loss could

be another 'hit' on the brain in many ways," Dr. Lin explained. That structures responsible for sound and speech are affected in those with hearing loss was not a surprise, says Dr. Lin.

Hearing loss speeds up brain shrinkage and could lead to dementia, researchers claim.

People with hearing loss lose an extra cubic centimeter of brain tissue every year - this puts them at increased risk of memory loss and even dementia. He explained that shrinkage in those areas might simply be a consequence of an 'impoverished' auditory cortex, which could shrink from lack of stimulation. However, he added these structures don't work in isolation, and their responsibilities don't end at sorting out sounds and language.

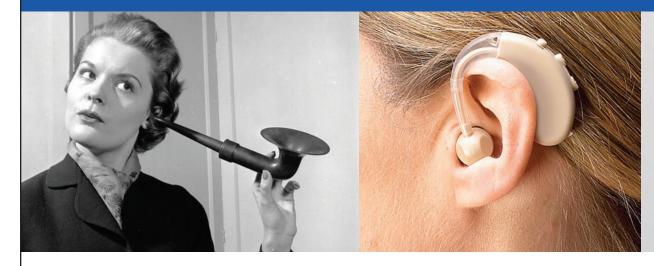
The study also suggested that it is important to address hearing loss quickly.

Dr. Lin said: 'If you want to address hearing loss well, you want to do it sooner rather than later. If hearing loss is potentially contributing to these differences we're seeing on MRI, you want to treat it before these brain structural changes take place.

Dr. Lin and his colleagues say they plan to eventually examine whether treating hearing loss early can reduce the risk of other associated health problems.

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Most people don't know what to expect from hearing aids. Misperceptions and secondhand experience with bulky, whistling, old-fashioned analog devices continue to influence the way people think about hearing aids.

Hearing aids have changed dramatically from a generation ago — from outward appearance to internal technology — making them vastly more appealling and effective.



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By Sean Dietrich

She has a box of to-go food in her hands. I overhear the man at the barbecue joint counter say she is missing two pounds of brisket.

The man apologizes to the people in line, then he tells her it will be coming right up.

"Don't forget extra sauce," she calls out. "The sauce is for my son, he's a Dipper."

Well, I can relate. I'm a Dipper, too. If it can be dipped, I dip it. French fries, for example, were designed by God to be ketchup delivery vehicles. Don't even get me started on salads. My salads consist of a single sprig of lettuce with nine cups of ranch dressing.

She looks at me and apologizes for holding up the line at the counter.

The woman is about seventy, I'd guess. Maybe a little older. White hair. Slim. She takes care of herself. She's wearing workout gear.

I don't know what she's doing in the to-go lane of a greasy barbecue joint. Usually, people who exercise a lot don't openly consume cholesterol in public smokehouses. It just doesn't fit the health-and-fitness thing.

Seeing someone like her in here feels like seeing a Church of Christ preacher at the blackjack table sipping a whiskey sour.

"You ordered a lot of barbecue," I say because I have a gift for pointing out the obvious.

"Oh, it's for my son," she says.
"He LOVES barbecue, and so
does his fiance, and they're gonna need something for their road
trip. Something that will hold
them, they leave tonight."

And we are knee-deep in a conversation. Her son and his fiance are driving toward Canada tonight. She's staying behind to watch his kids.

"My son's getting married this weekend," she goes on. "They're doing a private ceremony, just the two of them, way up in Canada."

She tells me the Canadian province where they're traveling.

It is a French word, but I won't even attempt to spell it. Spelling was not my bess subjet in scool.

She tells me her son's story.

Her son's wife died a few years ago. Cancer. The tumor popped up overnight. One day the girl was a young, healthy person having a routine physical; the next week she was receiving hardcore radiation.

"The radiation was the worst," the woman says. "God, it was hard on Hailey, that was her name. We watched Hailey go from being so strong to a skeleton."

When Hailey died, she left her son with a boy and two girls. The woman tells me that her son was so depressed he stayed in his back bedroom and wouldn't come out for nearly a year.

"I really thought we were going to have to get professional help," she says. "He just wouldn't snap out of it. It's so hard to watch your children suffer."

A little over a year ago, as a last-ditch effort, one of her son's childhood friends booked a hunting and fishing trip to Canada in hopes of helping him. The friend wouldn't take no for an answer. So, he dragged her son northward to a remote Canadian region, whether he wanted to go or not

She laughs. "We practically had to threaten him to get him out the door, he didn't wanna leave."

They hunted and fished in a lodge located in the serene wilderness. She says that it was in this place where her son remembered what it felt like to be human again. In the evenings he and his buddies went out to restaurants, they laughed over beers, they told stories, they caught lots of fish. He stayed almost four weeks.

Enter his fiancé. He met her while in Canada. It was a chance meeting. She was not Canadian. Her Texan accent stuck out like a sore thumb when she was in Maple Leaf Country.

The woman says, "When he came back home, he was like, 'Mom, I met this girl, and she's from TEXAS! And she's SO COOL!"

And that was all she wrote.

The woman starts to get wet eyes. She touches the corner of one eye so that her makeup doesn't run. She doesn't say anything else because she doesn't have to. She is a mother.

Valentine

Anyway, her future daughterin-law is a proud Texan with the no nonsense attitude often associated with people who wear spurs. And her son is like a new man.

The woman adds, "She was made for my son. He's kinda soft spoken; she's all up in your face."

I have one of those at home.

Thus, the couple returns to where they first met. They're going to tie the knot, then do a mini honeymoon in a nice lodge. Right now while you read this, they are probably still driving. And life is somehow moving forward again.

"My son is so happy." She sniffles. "I just know Hailey is looking down and smiling on us. She wouldn't want us crying for her anymore. She would want us laughing a lot, she would want us to be happy because that's what she always was. Happy."

The barbecue man finally brings a few more to-go boxes. Heavy boxes containing brisket, pork, and all the sauce a guy could hope for.

The man says, "I don't think I've ever seen anyone ask for that much sauce before."

"It's for my son," she reminds nim.

The man grins. "He must like barbecue sauce."

"He's a Dipper, he dips everyhing."

We bid her goodbye. She happily trots through the parking lot and piles into her car. She's going



home to take care of her family and love on her grandkids. The way all good grandmothers do.

I watch her drive away. The man behind the counter watches her, too. And so of course does Hailey.

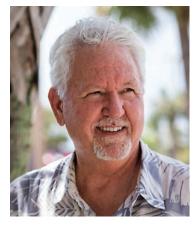
Happy Valentine's Day to anyone who has a beating heart. And also to those who don't anymore.







A Pastor's Ponderings: Danger



By Dave Holland

"But when you enter a town and are not welcomed, go into its streets and say, 'Even the dust of your town that sticks to our feet we wipe off against you. Yet be sure of this: The kingdom of God is near.' I tell you, it will be more bearable on that day for Sodom than for that town." Luke 10:10-11.

My son and I plopped our weary bodies down in the Albuquerque hotel room bed at two in the morning, bone-weary from 16 hours of driving. A pounding on our door woke us only an hour later. I jumped up and opened the door to see a man screaming in Spanish.

I wasn't understanding, so he pointed frantically down the hall to the fire engulfing the hotel. That man's warning saved our lives.

Jesus is warning us in Luke 10:10 with the strongest possible language. Rejection of His message is the unpardonable sin that prevents people from entering the Kingdom of God. His words are distinctively harsh as He warns us of the "fire down the hall."

Tucked into the fabric of this passage is a thread of light—the promise of His kingdom. The kingdom of God is near when the King is present. Our lives lay on that promise, and we can experience His presence regularly.

What would you do if Jesus came to your church? Christ promised He would be present whenever two or more people gather in His name. We believe that but we just don't act like HE is present.

HE is God of very God, Light of very Light. He spoke the worlds into existence and knitted solar systems into galaxies. At His Word, our Milky Way flows in perfect harmony amidst a universe of ever-expanding dimensions. He comes to you to cast the radiance of His presence into your heart. The kingdom of God is near.

God is not far away. He is nearer than our dearest friend or relative. He who knit your body together like a blanket has breathed life into your flesh and bones. He knows every fiber of your body, every molecule, atom and the very DNA strands of your cell structure. HE knows you right down to the hurts and pains of your history. God delights in the joy you feel and the love in your life. He also knows the stress, emptiness, regrets and sorrows you feel. The kingdom of God is near.

I had been on an extended fast several years ago when I felt the warm Presence of God in church. The sheer wonder of His attendance overwhelmed me. God's forgiveness washed over me, and tears flowed easily. Jesus had pulled back Heaven's veil for a moment, and I could sense the cloud-like Presence of God in the room. I looked around the sanctuary expecting other people to sense the same

phenomena, but people were oddly unaware. Some looked sleepy and bored, I even saw one man look at his watch as if to say, how much longer before we go to lunch?

My mind screamed, "People, don't you know WHO is in the room? God is here!" Many went home that day ignorant that God had a word of grace, comfort and encouragement for them. They were oblivious to WHO came to church that day.

Two thousand years ago, Christ approached the throne room of God carrying his blood. He sprinkled it on the mercy seat and said (my paraphrase) to His Father, "I finished the work, the price of forgiveness is paid, I received all their punishment on the cross, I satisfied your justice." Then He who judges righteously spoke once again, "This

is My Son, sacrificed for the sins of the world. He has redeemed the lost ones."

At that moment, the veil of the temple was rent from top to bottom and a silent thundering invitation was issued, "Come into the presence of God." He invites you in and He will be at your church Sunday. Will you come with eyes to see and ears to hear? The kingdom of God is near

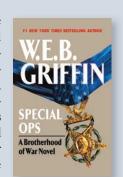
Dave Holland pastored churches for 38 years before retiring in Destin. He recently released his new devotional-Bible study based on the Gospel of Luke titled "Extraordinary Jesus: Ignite Your Season of Miracles." You can get a copy of this book from his website, DaveHolland.org, or at Amazon.com. Pastor Dave is available to preach and teach in churches and conferences.

Book Review:

The Brotherhood of War By W.E.B. Griffin

REVIEW BY JACK SMITH

Planning a trip to St Barts in the late eighties, I needed enough reading material to last two weeks. I went to Barnes & Noble and found this series on the "just published" rack. As a fan of historical fiction, I thought this might be the answer. It certainly was. *The Brotherhood of War* is a series of nine novels that explores the lives and exploits of a group of men from World War Two through Vietnam. They start with the group as The Lieutenants, The Captains,



The Majors and so on. Hailed by Tom Clancy as an "American epic," *The Brotherhood of War* series is a sweeping saga that invites the reader to step into the world of the military both on duty and off. It probes the hearts and minds of those who serve and their companions, which makes them ideal reads for either gender.

One of the main characters is Craig Lowell who, after being thrown out of West Point, is drafted as a private and sent to Germany. The commanding general, who is the Captain of the Army polo team, finds out that Lowell is a nationally ranked player. The only problem for Lowell is that team members need to be officers. His promotion from private to lieutenant begins the first book of the series. The characters are masters of the art of war, of carousing, and of keeping each other out of the guard house.

After the first week of that St. Barts vacation, other members of the group ran out of reading materials and picked up my first volume. They enjoyed it so much they began to pester the current reader to hurry up and the refrain of "read, read" could be heard both day and night. The success of Brotherhood prompted Griffin to write a similar series on the marines called The Corps. In all, Griffin has written more than thirty epic novels in five series including The Brotherhood of War, The Corps, Men at War, Badge of Honor, and Clandestine Operations. All have been listed as best sellers in New York Times, Wall Street Journal and many more.







A Brief History of Gold

By Tracy Miller, Tracy's Fine Jewelry

Gold has been used for thousands of years in armor, jewelry, objet d'art, coins, and crowns, a glittering symbol of power and wealth throughout history. Thanks to its malleability, gold, compared to other precious metals, was easier for ancient cultures to forge and shape. The fact that it didn't corrode only increased its value, and accounts for the discovery of historic gold pieces in modernity that are still in relatively good condition. Its association with the rich and powerful even in times of antiquity made this warm yellow color a symbol - and object of desire - for many warriors and kings.

Early cultures first discovered the precious metal near the surface, close to rivers in Asia Minor. Later, Egyptians and Romans would learn how to mine for gold underground. The oldest gold jewelry found dates back to around 4,400 BC, and was discovered at a burial site, the Varna Necropolis, not far from the shores of the Black

Sea in Bulgaria. Along with actual burial plots, symbolic empty graves filled with grave gifts provided a literal bounty of archeological booty, including gold rings, animal figures, and even a scepter.

Dating to a time far more contemporary (1323 B.C.), the discovery of a fantastic trove of gold artifacts on November 4, 1922, in King Tutankhamun's tomb (in Egypt's fabled Valley of the Kings) is much better known. Not only were the walls in his burial chamber covered in gold, but the innermost layer of his sarcophagus was made of 240 lbs of solid gold, his mummy adorned with an elaborate gold funeral mask (not to mention numerous other gold treasures readied for the anticipated afterlife).

While it might attract less attention, the Cheapside Hoard found in London in 1912 by workmen is notable as the greatest single collection of Elizabethan and Stuart jewelry ever found in the world. This hoard is believed to have been hidden by a goldsmith in the late



1600's. The location had once been a bustling jewelry district, part of Goldsmith's Row in Cheapside. By 1625, other businesses had entered the area, and this batch of artifacts was lost under derelict buildings. It's possible the hoard would have never been kept intact were it not for the antiquities trader and pawnbroker, George Fabian Lawrence, who made an arrangement with the demolition workers. "Stony Jack," as he was

known, would pay them in cash or pints of beer for any interesting finds during the demolition. Otherwise these treasures, buried for nearly 300 years, would have in all likelihood lined the pockets of the workmen who found them. The hoard included pieces like an exquisite gold cross pendant set with spinels, a gold and amethyst brooch, and an intriguing gold and pearl 'ship pin' (the head of the pin is actually a miniature ship with a

baroque pearl as the hull), and had both real value and great historic worth. See select pieces from this collection at www.museumoflondon.org.uk.

There are many other examples of historic treasure discovered in the past two centuries, but no matter the era of origination, it's clear that gold has been a highly prized commodity for thousands of years.



Lifestyle

The Islands

The most popular feature in many kitchens is a beautiful custom island. Designing your new island is extremely exciting and there are so many options for cabinetry and tops. The composition of an island is an important part of interior design. Many times, the island is the center of attention in a kitchen and there are many details to consider.

Let us begin with the cabinetry. There are lots of questions to ask yourself. What direction do I want it to go? What size? Will it have a raised bar? What color and wood species? Should it be different than the perimeter? Do I want a sink or a cooktop in the island? Maybe a beverage fridge or an ice maker? Will it be used for food prep or dining? Maybe I want it on casters so I can move it around? traditional or contemporary?

Whether you are building a new home or a remodel, it is a good idea to get started on cabinet design to get the design you want, and this can be done if started early enough in the project. Our project managers can guide you through this process to design an island that works with your lifestyle and your space.

Countertops will have a huge impact on the size and look of your island, and in turn can dictate the cabinetry. It is a good idea to consider the design of your countertops at the same time. Natural stone and quartz slabs can be anywhere from 110 inches to around 135 inches long and can affect the design of the island. There are a number of things to contemplate at this point. Do you want seating at your island and where? Do you want waterfall edges anywhere? Do you want a special edge? The most popular custom edge is an Ogee edge. Maybe you want it to look thicker?



Cabinets and countertops by Granite Plus. Island has decorative panels on the dining side of the island with decorative legs. Countertops are a maple butcher block on the island with Caesarstone Cloudburst Concrete Quartz on the perimeter.

Fabricators can miter edges to give your island the appearance of a thicker edge. Do you want the island to be the same as the perimeter? Butcher block has become increasingly popular for the island. Access to a project is another important thing to consider when designing an island. If there is an elevator or stairs, there may be limitations.

Some other items to think about when designing your is-



Countertops by Granite Plus.
This Island is Taj Mahal
Quartzite with waterfall island.

land include lighting, electrical, and plumbing, as this will all have to be planned accordingly.

Here we have given a few ideas for the islands to get you



Cabinets and countertops by Granite Plus. Island has a standard edge with a raised bar and beautiful shiplap on the dining side. All countertops are Leathered Sunset Canyon Granite.

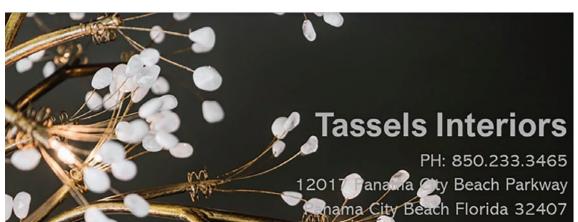
started. Granite Plus and Tassels Interiors have been serving Bay County for over 15 years and look forward to helping you design the island you have always wanted! Stop by and see us anytime!

Here are a few resources for inspiration for your new island.



www.durasupreme.com







Lifestyle

Studio 237 Music Lessons: The Sound of Love



By Lisa Cyr

During February, the stores stock up with Valentine's Day items such as balloons, cards, candy, cake, and flowers. Love has been on people's hearts for a long time. In biblical times, David wrote the Book of Psalms, a collection of songs and poetry often speaking of love and devotion towards God. And then there is the Songs of Solomon focused on the adoration of one's true love. Throughout history, musicians have touched people's souls with their gift of music and poetry.

Today, there are many love songs you can easily listen to on the internet or a digital music service that will naturally raise your endorphins and bring a smile to your heart. There are thousands of songs to choose from. Here are a few that put a skip in my step:

"Still the One" by Orleans. My husband, Ray, and I have been married for 35 years and he is "still the one." A fun and true song about long term relationships.

"My Funny Valentine" composed by Richard Rodgers and lyricist Lorenz Hart. The smooth sultry jazzy melody and lyrics are mesmerizing.

"L-O-V-E" and **"Unforgettable"** by Nat King Cole. So much fun to sing to your significant other! And of course, the one you love is always unforgettable.

"Loyal" by Lauren Daigle. A song about God's loyal, dedicated and unfailing love through people for each other.

"At Last" by Etta James who rejoices deep in her heart about finding and embracing true love.

"Something" by the Beatles. George Harrison artfully describes, by melody and words, the qualities that magnetically infatuate persons to each other. It reminds me of the "Love at First Sight" phenomena. Like when Cupid shoots his arrow of love.

"Valentines Day" by Steve Earle. This humorous song is about excuses of forgetfulness, IOU's, and at the same time, one's loving heart. Steve sings it with such honesty and tenderness that one is compelled to forgive him.

"All of Me" by John Legend. An enchanting song about his eternal devotion and unconditional love to his wife. He is a true romantic.

"Valentine" by Willie Nelson. A cute folk song about simple child-like love including candy hearts and sweetness.

"Valentine" by Train. Sure to brighten your day and make you dance to a 1950's rhythm and blues doo wop beat. Very fun!

"For Once in My Life" by Stevie Wonder. It only takes one person to positively change another person's life. Uplifting.

"I will Always Love You" originally written and sung by Dolly Parton and covered in 1992 by Whitney Houston. This song touches the inner soul.

"Lady" written by Lionel Richie / sung by Kenny Rogers. My knight in shining armor has gallantly arrived and will protect me forevermore! Yay!

"A Thousand Years" by Christina Perry. A beautiful breath-taking song about a love worth waiting for.

"When a Man Loves a Woman" by Percy Sledge. He gives everything and will do anything he can for the one he loves. Wow!

"Can't Help Falling in Love" by Elvis Presley. 263+ million views since the 2013 posting of this song on youtube says it all. This song is a beloved timeless classic.

Musicians often write from personal heartfelt experiences. I am thankful for all the endearing love songs which may have touched, healed, and lifted people's hearts. What would this world be like without them? I can only imagine.



Since 2011, Studio 237 Music has been providing private lessons to people of all ages in Santa Rosa Beach and the surrounding communities. For more info or to schedule a visit, call Ray or Lisa Cyr at 850.231.3199, email: studio237music@gmail.com and visit www.Studio237Music.com.





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Know Your Pro: Constructing A Lifelong Friendship

By Jack Smith

As best friends in high school, Mark Rosenquist and Chris Cramer dreamed of one day working together as business partners. Little did they know that this goal would only take 35 years. Both were fascinated by the building industry, but it would be a long journey.

Chris was distracted by a successful wrestling career. As a high school All American rated number two nationally, his spare time was at a premium. Chris was also named to the 1979 Olympic Team, but, along with other Olympic hopefuls, missed out in 1980 when America boycotted the games after Russia's Afghanistan invasion. After college at Marshall University, Chris entered the construction

industry as the successful owner of a roofing company. He was also a national sales representative showing iconic brands such as Pella and Anderson windows.

Mark's path was a little different. As a Class A state certified building contractor, he had the choice of residential or commercial projects. Mark found his passion building custom homes along the Emerald Coast. Mark also helped develop some of the Panhandle's exclusive neighborhoods including Paradise Cove, Grand Point, Turtle Cove, Inlet Beach, and many more. A testament to Mark's quality building practices was demonstrated in the wake of Hurricane Michael: one of his new homes stood up to a class five event with al-



most no damage. Mark was never interested in the renovation side of building until once again Hurricane Michael intervened. He was inundated with calls from former clients to repair or in some cases rebuild their homes. Feeling an obligation to his customers, Mark opened a renovation division and called his best friend Chris to head it. Chris and Mark share the same work ethic and commitment to

quality and were finally able to realize their teenage dream.

Two years and several million dollars later, Chris and Mark are now launching Paint Masters of the Emerald Coast, a natural extension of their company. "We plan to offer the same quality of commitment to the new company that has been developed over the past fifteen years," said Cramer. Simple things like vetting their employ-

ees for licenses and insurance, and sending photo emails to let the property owner who will be working on their project, show just how seriously they take their role. Mark and Chris plan to personally supervise each project to confirm quality and ontime completion. Paint Masters of the Emerald Coast will also offer interior decorating services to ensure that the chosen colors match the design scheme of the entire home. As a sign of the times, Paint Masters will also sanitize the entire house after completion of the project. Call Paint Masters of the Emerald Coast and experience a new way to paint your home.

For more information, contact Chris Cramer at 850.381.8276.

Creating Your Demand

By Marta Rose-Thorpe

I love the topic of "Creating Your Demand." Think about the law of supply and demand. What business owner wouldn't want an infinite amount of demand if they could have it? Wouldn't it be great if we could actually create our own demand? I believe we can, and



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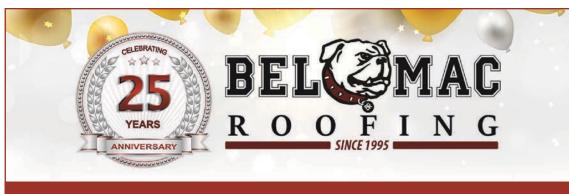


I believe that creating your demand is primarily about mindset, and secondarily about how you share yourself. Now, I could say "how you promote yourself," but I'm talking about something that goes much deeper than anything a TV commercial or a Facebook post or a print ad can do for you. This has to do with the essence of YOU, and how you share that with others. Whatever your vocation – whatever your profession, 90% of this is about self-development and can apply to everyone. I've broken Creating Your Demand down into a three-step formula that I've shared in past presentations and I'll share with you here: 1) Narrow Your Niche; 2) You are Your Brand; and 3) Take Action.

Step one is not an easy one. Have you heard the saying, "He wears many hats?" We all have. The guy who does it all... he's multi-faceted, multi-talented. But how about this one, "He's a jack of all trades, master of none." You see, when we focus on everything, nothing can be-

come great. Sometimes you've got to say no to great opportunities. Sometimes you've got to focus on a narrow niche. Is finding your niche like finding your purpose? For years I went through life hoping to find my true purpose one day. I knew what I was good at, I knew what I was passionate about, and I knew how to get good jobs and keep building my career. But off to the side I would secretly wonder, what is my true purpose?

Then one day I attended the Beach Chamber's annual Women's Symposium, held every year at FSU-PC, and the morning keynote speaker stated, flatly, "You don't find your purpose, you choose it." "Wow!" I thought. "It's that easy?" All Continued on page 31



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When Chuck Perdue took office as Bay County's Tax Collector in January of 2017, one of his first priorities was to begin focusing on improving the customer service experience and changing the office culture. While many strides have been made in these areas during his first term, he is quick to share that these topics continue to be a strong focus for his team.

"Customer service is one of those areas where we might get it right 95% of the time, but we still have opportunities to improve," said Tax Collector Per-

Learning, Adapting and Growing:

Customer Service & Culture

due. "Our desire as a team is to deliver service in a kind, caring and respectful manner, even when those across the counter from us may not be reciprocating a kind, caring and respectful demeanor. It can be a challenge sometimes. Most people who visit our office do not understand the complexity of the work our team performs."

In his first term, Perdue has overhauled many of the systems used by the Tax Collector's Office. The work has modernized the office and brought their internal systems in line with other tax collector offices of similar size around the state. The systems team members have upgraded to new software for cashiering, call center operations, property tax collection and customer queuing as well as rolling out basic office software Micro-

soft Office, which the team did not have previously.

"I'm really proud of the change our team has adapted to so quickly over the past four years. The changes were very fast-paced and challenging for our team, but they have really embraced the improvements. The aim of the systems changes was to make processing the work easier, as a result of freeing up some of their time, we have been able to provide customer service training to help them in delivering professional service focused on respect, efficiency and competence," said Perdue.

In the midst of all of these changes, Perdue also set about changing the roles of team members. Along with his senior leadership team, Perdue had to build trust with these team members as well as work to nur-

ture leaders and help them feel confident in making independent decisions.

These first four years have certainly been a learning curve for Perdue. "I was eager to start making changes, to make things more efficient. I have learned how true the saying is, "people don't care how much you know until they know how much you care," said Perdue. "I had to take time to get to know team members, not just who they are professionally but the situations they have going on outside the workplace that impact them as well."

Hurricane Michael provided Perdue and his team a crash course in caring for others. "Like so many in the community, several of our team members had their homes destroyed. Finding affordable housing and

making sure basic needs were met was the focus for over a year for our team on top of continuing to serve our community," said Perdue. "The past two and half years have been incredibly stressful for our team, adapting to new things at work and then having their lives turned upside down with a hurricane and now a pandemic. We have a strong and resilient team. I'm proud of them. Are we where I want us to be in terms of service delivery and a strong, community-focused culture? No, but I believe we are continuing to make strides in those directions."

For information regarding the Bay County Tax Collector's Office, visit BayTaxCollector.

ECP Gets You There Safely

(They 'Air' on the Side of Caution)

2021 has arrived and with it the new normal of travel continues (or at least normal for now). As we make our way through the beginning stages of this new year, there continue to be notable changes in our daily lives. Wearing masks, social distancing, and regular hand sanitizing are just a few of the many aspects that have now become so familiar to us all. Airports and airlines are no exception to this wave of change and are moving forward together, safely. ECP and its Airline partners have adapted and remain ready to welcome passengers back to the skies again this year.

What's Flying in 2021

The shifts airports and airlines made during the pandemic not only made air travel possible, but in many cases more efficient and comfortable. For example, many airlines began leaving the middle seat open to allow for social distancing inflight and many airlines have committed to continuing to do so well into this year for your safety and comfort.

Other notable new normals



in air travel include changes to in-flight service to adhere to CDC COVID-19 guidelines. Prepare to bring snacks and drinks of your own as many airlines have stopped in-flight service temporarily.

Passengers may experience fewer crowds, COVID-19 testing requirements (for certain destinations), and touchless technology to make check-in and other service options safer and smoother.

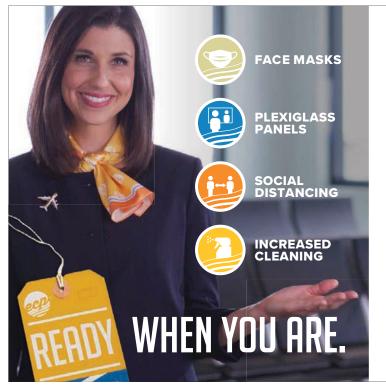
A 'silver lining' to all this could be the incredible low-fare deals available. Airlines, like the ones that serve ECP regularly,

promote low fare rates to increase passenger travel consideration, so keep up with them on email and on social media to be the first to know about the best deals.

Ready for You and the Future

Armed with our ECP Ready

Program designed to effectively move through the pandemic safely, we are confident we will begin to see passenger travel return to pre-pandemic levels soon. In the meantime, we have not stopped working hard to improve the experience at ECP for all our passengers. With the expansion of our Terminal including Gates 6 & 7 over the summer and our reimagined blueprint for what our Airport could look like in the years to come with our strategic Master Plan Update, we stand ready to grow even further with our airline and Regional partners as the gateway to and from Northwest Florida.



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Investing in Greener and Cleaner Energy



By Maurice Stouse, Financial Advisor and Branch Manager

Investors are, and have for some time, been hearing and seeing a lot about green and clean energy. Green energy is also known as renewable energy or not expendable like a fossil fuel. Examples of green or renewable energy include solar energy, wind energy and hydroelectric energy. These are not only considered green, as in good for the environment, but also clean in that the carbon emissions are low to none. As industrialized nations look to ensure the quality of their air, green energy sources are growing in focus and importance. Cleaner energy, while not necessarily green or renewable, has much lower emissions. The best example of that is natural gas.

As the world continues its focus on greener or cleaner energy, an increased demand has been placed on these sources. Electric utilities, which produce the electricity for homes, businesses and now cars historically have depended heavily on coal to generate electricity. Simply put, they would make electricity by burning coal which creates the steam that turns the turbine that produces the electricity.

Coal has been replaced at an increasing rate by wind, solar and natural gas and this is likely to continue and accelerate. Add to that, the new administration in Washington is placing great emphasis on green energy and that has implications for investors as well. We will attempt to cover those for you here.

wind energy. Have you ever seen the huge windmills that might dot the scenery as you drive across certain areas of the country? They are prevalent in the desert. (Driving from Palm Springs to Los Angeles you can see hundreds of them from Interstate 10). Those are known as windfarms. And you are beginning to see several dot the

waters offshore as well. Many large oil and gas firms have significantly increased their investment in wind energy. They are doing this by investing in wind farms as well as investing in or buying smaller companies that specialize in wind energy. There are stocks that investors can explore as well as funds that invest in wind energy. Those huge blades turn in reaction to the wind that generates the force to turn the turbine to create the electricity. This is seen as a renewable source as well as environmentally better. One caveat: As the wind blades reach the end of life, their disposal is typically done so by burying them

and they cannot be recycled. **SOLAR ENERGY.** Solar energy, simply put, is using the sun as it interacts with special panels that make electricity that is used by utilities in their system or stored in a battery. Solar energy can also be used to heat water as well. There are a multitude of companies that have sprung up as well as major investments being made by established energy firms. Solar's growing advantage is its cost. A recent report produced by Wood Mackenzie states that by 2030, solar is likely to be the cheapest form of energy to produce. Aside from that, the only known concerns are the batteries (the availability and environmental impact of extracting the special materials required to make them) and their disposal.

HYDROELECTRIC EN-**ERGY.** This form of renewable or clean energy is created by the building of dams that build up a water supply which runs over or through the dam. Again, this energy is created by the turbines that create electricity. This type of renewable energy has been about for some time. There are several examples around the nation, the Hoover Dam is a famous example. There are also many that are along the Columbia River which runs between Washington and Oregon. The Tennessee Valley Authority, according to TVA.com was created in the 1930s. It has a network of dams that supply renewable electricity to many parts of the southeastern U.S. It also supplies other forms of electricity. The criticism that hydroelectric power sometimes draws is that it disturbs the natural environ-



ment and can have long term implications as a result.

NATURAL GAS. Natural gas has sometimes been referred to as a transition energy mainly for electric utilities to burn in place of coal (and eventually relying more on wind and solar as an example). Natural gas consumption (along with wind and solar) has proportionately replaced coal at many electric utilities for the past decade. Many expect this trend to grow. Natural gas not only has lower emissions, but it is seen (at least currently) as cheap and abundant. Many U.S. and international firms have developed extensive search and production capacity as a result. Natural gas is now produced in a liquid state (liquified natural gas or LNG) making it more easily transportable overseas. An increasing amount of the energy demand from China and India (and others) is being met by LNG. There are investment opportunities through stocks and funds should you want to make that part of your allocation.

We have not touched on nuclear energy, which has some significance in electricity generation in the U.S. and in some places in the world. Many U.S. utilities still utilize nuclear energy. France is heavily dependent upon nuclear energy. According to France 24, nuclear energy makes up 75% of its energy generating capacity. French President Emmanuel Macron, however, has pledged to reduce that to 50% by 2035. Will that come from green or clean energy?

Changes in types of energy consumption also are being driven by electric vehicles (EV). Many EV stocks saw significant appreciation and growth in 2020. That was driven by the attraction to clean burning vehicles, but also the innovative artificial intelligence utilized in those vehicles. The future potentially includes autonomous driving vehicles as well.

According to the IEA, the top three consumers of energy in the world (in order) are China, the USA and India. These countries most likely will consume more energy by 2030 than they use today. The question becomes what forms will that energy take? It is likely to be an increase of all three of the sources spoken to in this writing. Investors and or their advisors can do additional research and help plan as to whether these investments might play a part in their long-term plan.

Maurice Stouse is a Financial Advisor and the branch manager of The First Wealth Management and Raymond James and he resides in Grayton Beach. He has been in financial services for over 33 years. His main office is located at First Florida Bank, a division of the First, A National Banking Association, 2000 98 Palms Blvd, Destin, FL 32541 with branch offices in Niceville, Mary Esther, Miramar Beach, Freebort and Panama City, Pensacola, Tallahassee and Moultrie, Ga. Phone 850.654.8124. Raymond James advisors do not offer tax advice. Please see your tax professionals. Email: Maurice.stouse@raymondjames.com. Securities offered through Raymond James Financial Services, Inc. Member FINRA/SIPC, and are not insured by bank insurance, the FDIC or any other government agency, are not deposits or obligations of the bank, are not guaranteed by the bank, and are subject to risks, including the possible loss of principal. Investment Advisory Services are offered through Raymond James Financial Services Advisors, Inc. The First Wealth Management First Florida Bank, and The First, A National Banking Association are not registered broker/dealers and are independent of Raymond James Financial Services. Views expressed are the current opinion of the author, not necessarily those of RJFS or Raymond James, and are subject to change without notice. Information provided is general in nature and is not a complete statement of all information necessary for making an investment decision and is not a recommendation or a solicitation to buy or sell any security. Past performance is not indicative of future results.

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Berkshire Hathaway HomeServices Beach Properties of Florida Celebrates Five Years as a BHHS Affiliate with Continued Growth and Success



By Jennifer Ledesma, Managing Broker, Berkshire Hathaway HomeServices Beach Properties of Florida

Berkshire Hathaway Home-Services Beach Properties of Florida recently celebrated its fifth anniversary as an affiliate of the Berkshire Hathaway HomeServices Network. Since joining the network in 2016, the brokerage has experienced exponential growth expanding its reach along the Florida Panhandle from the Emerald Coast to the Forgotten Coast and more than doubling the size of its agent roster. The brokerage has also ranked in the top 50 affiliates across the entire Berkshire Hathaway HomeServices network annually since 2016.

Once a small boutique agency focused on South Walton real

estate sales, Berkshire Hathaway HomeServices Beach Properties of Florida is now home to more than 220 agents with eight offices in select locations along the Northwest Florida Gulf Coast including Destin, South Walton, Panama City Beach, Port St. Joe, and St. George Island. On January 19th, a ribbon cutting ceremony with the Destin Chamber of Commerce commemorated the opening of a new Destin office, located at 151 Regions Way Suite 4A.

2020 marked a momentous milestone for Berkshire Hathaway HomeServices Beach Properties of Florida with over \$1 billion in sales volume recorded for the year. The brokerage further established its presence in the Northwest Florida Gulf Coast market by ranking as the number one listing brokerage for the 30A Beaches market, a top five listing brokerage for Panama City Beach, and a top three brokerage on the Forgotten Coast.

"Since joining the brand five short years ago, Berkshire Hathaway HomeServices Beach Properties of Florida has seen its gross commission income grow from \$10,900,000 in 2016 to \$32,586,000 in 2020," said Jimmy Burgess, chief growth



officer at Berkshire Hathaway HomeServices Beach Properties of Florida. "The addition of the Destin office provides our brokerage the ability to continue its strategic growth in Northwest Florida. With our amazing group of agents, the best tools and technology available, and our reputation as the most trusted brand in real estate, the best is still yet to come!"

In more exciting news for the brokerage in the year ahead, Bay County-based broker associate Amanda Corbin was recently appointed as president of the Central Panhandle Association of Realtors (CPAR), and the New Homes Division,

dedicated exclusively to overseeing new construction opportunities and strategic development for select area builders and developers, and continuing to expand its offerings along the Gulf Coast. New opportunities in popular Bay County communities Breakfast Point and SweetBay, as well as Churchill Oaks and Cottage Grove in South Walton are now available in addition to the division's robust offerings in Kaiya Beach Resort, Watersound Origins, The Village at Grayton Beach, and many more.

"Berkshire Hathaway Home-Services' focus on the customer is the driving force behind our company's remarkable growth. We go to great lengths to stay focused on what buyers and sellers need and want so we can exceed those expectations," said Hunter Harman, broker and owner at Berkshire Hathaway HomeServices Beach Properties of Florida. "With the growth our area is currently experiencing coupled with the continued ideal lending climate for homebuyers, we anticipate 2021 to be an extraordinary year for the local market."

To stay up to date on the latest news from Berkshire Hathaway HomeServices Beach Properties of Florida, visit www. beachpropertiesfla.com.

CREATING

continued from page 28

these years I was waiting to find it, and all I had to do was figure out what I wanted it to do - and then DO IT. And just like choosing your purpose, you must choose your niche. Ask yourself these questions: What are you the most passionate about? What extraordinary results do you deliver? What is your methodology? What is the most pressing problem your clients face? What does your target audience need the most? What are they willing to pay the most for? What niche could you offer your existing clients?

In the second step, understand that you are your own brand, so the real question is, what is your authentic brand

foundation? Ask yourself, is your lifestyle congruent with your brand? The way you live, the places you go, the way you present yourself, the activities that occupy your time, the people you spend time with. Are there discrepancies, or is everything consistent and harmonious? Step three is to take action. The universe responds to action! We exist in familiarity, but greatness requires a massive leap of faith. A leap into the unknown, a leap into the unfamiliar, a leap into the uncomfortable. Think about this: Things will start to happen when you are more afraid of staying where you are, than of taking the jump.

One final pearl of wisdom I learned along the way is, Better is not Better; Different is Better.

Find something unique about yourself and then amplify it. I love the analogy the book 'Blue Ocean Strategy' gives, stating that lasting success comes from

creating blue oceans, or untapped new market space ripe for growth. Make yourself different so you have no competition; skip the bloody red oceans of rivals and create your very own blue ocean.

And in doing this, you'll be creating your own demand.

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Contact Lynne Hand at 850-532-0886



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3 Bed | 2/1 Bath | 2,407 SF | Listed at \$438,900
Contact Mark Moody at 678-300-1743

3221 GOLDEN ROD COURT



11621 POSTON ROAD
Sunrise at East Bay | Panama City
4 Bed | 3 Bath | 1,621 SF | Listed at \$226,900
Contact On-Site Team at 850-972-9292

15750 Panama City Beach Pkwy - Unit 140 Panama City Beach, FL 32413 850-252-4160 | www.YourPCBHome.com



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